

The Impact of Social Media

P.S.Jeesmitha, M.Com (C.A),
Tiruppur Kumaran College for Women, Tiruppur, India.

Abstract:

Social Networking sites provide a platform for discussion on issues that has been unnoticed in today's world. This study is conducted to check the impact of social networking sites in the education of youth. This is a survey type research and here the data was collected through the questionnaire. 100 sampled youth fill the questionnaire, and the non-random sampling techniques was used to select sample units. The main objectives were as the effect of social media on youth To check out the beneficial and favor form of social media for youth To determine the attitude of youth towards social media and finding the total the total use times on social media. Here the data collected was checked in the form of frequency, percentage. Respondents replied that Face book as their favorite form of social media, and second favorite form of social media is Skype, and Twitter as their third favorite form of social media and YouTube as their fourth form of social media and last is Myspace. Here respondents face main problem during use of social media are unwanted messages, Is social media helping today's youth in Education, Does use of social media deteriorates our social benchmarks, Is social media act negatively in the Education of youth. Social media promotes unethical pictures, video clips and images among youth, anti-religious post and links create hatred among peoples of different communities, Negative use of social media is deteriorating the relationship among the countries, social media is playing a key role to create political awareness among youth.

Keywords —Social media; Face book; Email; Instagram;Tiwtter;

I. INTRODUCTION

The word "Social Media" means collection of applications (Facebook, Twitter, WhatsApp, LinkedIn, or YouTube etc.) and websites that link people to share information and aware people about any event through social networking. From the beginning of the 21st century, social media is in progress. People belonging to different age groups use social media. Social media plays a vital role in life. Information Technology (IT) changed the living standard. These tools provide several ways of interaction and different opportunities to learn foreign languages through worldwide. The world become a global village due to social media. Users can connect with other people within seconds and share their ideas

and give comments by video conferencing. People of different culture can also talk on any issue. Social media links the people to their culture by showing different documentaries. People also use social media to get information about other countries.Social media influence adolescent's life, it has both positive and negative impacts. Students use social media for learning purpose, for entertainment, and for innovation. Students made and join different groups on Facebook to interact with people and discuss different topics. Social media provide opportunities to seek for a job. Some companies have online system for recruitment and selection. Some companies create their group or page to inform their employees about their company's

situation. Mostly companies use it for advertisement.

1.1 Objective:-

The main objective behind the selection of this topic is to analyze the effects of social media on youth. How they use it in daily life and its impact on society through different angles like educational learning, entertainment, job opportunities, health, communication, interaction, enhancing skills, and online shopping.

2. HISTORY OF SOCIAL MEDIA

2.1 Social Media Before 1900;

The earliest methods of communicating across great distances used written correspondence delivered by hand from one person to another. In other words, letters. The earliest form of postal service dates back to 550 B.C., and this primitive delivery system would become more widespread and streamlined in future centuries.

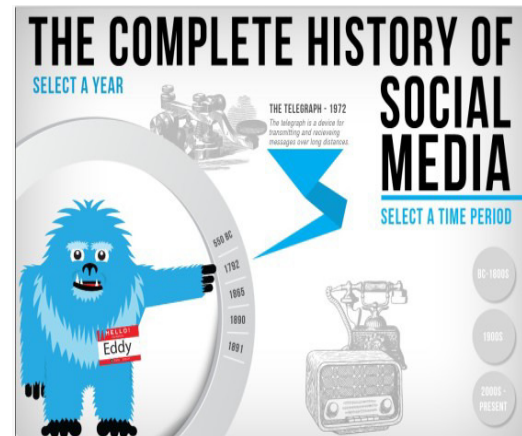
In 1792, the telegraph was invented. This allowed messages to be delivered over a long distance far faster than a horse and rider could carry them. Although telegraph messages were short, they were a revolutionary way to convey news and information.

Although no longer popular outside of drive-through banking, the pneumatic post, developed in 1865, created another way for letters to be delivered quickly between recipients. A pneumatic post utilizes underground pressurized air tubes to carry capsules from one area to another. In the last decade of the 1800s: The telephone in 1890 and the radio in 1891.

Both technologies are still in use today, although the modern versions are much more sophisticated than their predecessors. Telephone lines and radio signals enabled people to communicate across great distances instantaneously, something that mankind had never experienced before.

History of social media

Fig.1



2.2 Social Media in the 20th Century

Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet. The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter.

By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's. The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that's still popular today.

2.3 Social Media Today

After the invention of blogging, social media began to explode in popularity. Sites

like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances.

By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches.

Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. We can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will exist in some form for as long as humans are alive.

3. TYPES OF SOCIAL MEDIA :

- ❖ Facebook
- ❖ Email
- ❖ Twitter
- ❖ Instagram

3.1 Facebook;

Most everyone's familiar with Facebook, but in case you're not, it's the equivalent of a cocktail hour, where you may now & then associate with people you've never met, but mostly you hang out with your friends.

You can post "status updates" to let others know what you're doing, what you're thinking, where you're going, or just about anything else you want. You can post videos and photos, join groups, join fan pages, put

things on the calendar, and on & on. Privacy is a concern, but if you're careful, you don't really need to worry about it. Facebook is not very good for communicating math but there are still some very good ways a math teacher can use it. One of the best ways to use Facebook for your class is to start a Facebook "group" for your class. Students in the class can join the group and

"write on the wall" on the group's page. You are automatically an "admin" when you create the group, but you can appoint others as admins, and can even rotate this duty among the class whenever you want to switch admins. you have total control over who joins the group and what they can post to the group's wall.

3.2 Email;

There are any number of reasons why you may not want your students emailing you, and vice versa, but there are probably just as many reasons why you would want to use email – only you can decide. Assuming for the moment that you think it's a good idea, MathType makes it very easy to include math notation in these email clients:

- Gmail • Outlook Express
- Hotmail • Windows Live Mail
- Outlook • Windows Mail
- Eudora • Yahoo Mail
- Thunderbird

If your school has a site license for MathType, the license allows students to use it as well (home computers, laptops, etc.).

3.3 Twitter

Twitter is a social networking and microblogging online service that allows users to send and receive text-based messages or posts of up to 140 characters called "tweets." After the online sign-up process, users can post their tweets by using a computer or other Twitter-compatible device such as a smartphone, and can view tweets posted by other "followed" users. Twitter is also referred to as the SMS of the Internet because of its unmatched popularity and its similarity to the SMS text messaging system used on

cellphones. Twitter has been used to inform people about various TV events such as the Oscars, MTV Video Music Awards, etc. Because of this, Twitter is sometimes called the virtual watercooler or social television.

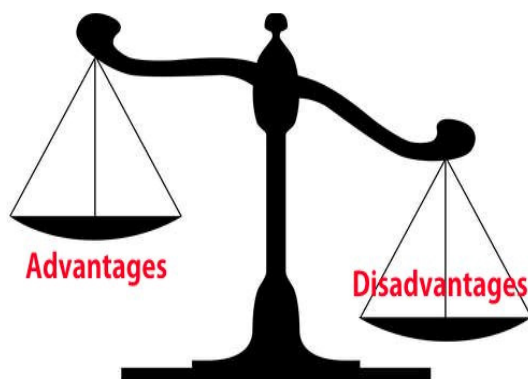
3.4 Instagram;

Instagram is a free photo sharing application that allows users to take photos, apply a filter, and share it on the service or a variety of other social networking services, including Facebook, Twitter, Foursquare, Tumblr, Flickr, and Posterous. The application is compatible with iPhone, iPad or iPod Touch or Android devices running Android. In an homage to both the Kodak Instamatic and Polaroid cameras, Instagram confines photos into a square shape. This is in contrast to the 3:2 aspect ratio normally used by the iOS device cameras

The application was developed by Kevin Systrom and Mike Krieger. In April 2012, Instagram was acquired by Facebook. Let's start with the disadvantages first, because the advantages are numerous and everything is perceived to have a positive effect unless it is used negatively.

4. Advantages & Disadvantages of Social Media for the Society

Fig.2



4.1 Cyberbullying

According to a report published by PewCenter.org most of the children have

become victims of the cyberbullying over the past. Since anyone can create a fake account and do anything without being traced, it has become quite easy for anyone to bully on the Internet. Threats, intimidation messages and rumors can be sent to the masses to create discomfort and chaos in the society. Check out the 6 cyberbullying stories that turned into suicide stories.

4.2 Hacking

Personal data and privacy can easily be hacked and shared on the Internet. Which can make financial losses and loss to personal life. Similarly, identity theft is another issue that can give financial losses to anyone by hacking their personal accounts. Several personal twitter and Facebook accounts have been hacked in the past and the hacker had posted materials that have affected the individuals personal lives. This is one of the dangerous disadvantages of the social media and every user is advised to keep their personal data and accounts safe to avoid such accidents.

4.3 Addiction

The addictive part of the social media is very bad and can disturb personal lives as well. The teenagers are the most affected by the addiction of the social media. They get involved very extensively and are eventually cut off from the society. It can also waste individual time that could have been utilized by productive tasks and activities.

4.4 Fraud and Scams

Several examples are available where individuals have scammed and commit fraud through the social media. For example, this list contains the 5 social media scams that are done all the time.

4.5 Security Issues

Now a day's security agencies have access to people personal accounts. Which makes the privacy almost compromised. You never know when you are visited by any investigation officer regarding any issue that

you mistakenly or unknowingly discussed over the internet.

4.6 Reputation

Social media can easily ruin someone's reputation just by creating a false story and spreading across the social media. Similarly businesses can also suffer losses due to bad reputation being conveyed over the social media.

4.7 Cheating and Relationship Issues

Most of the people have used the social media platform to propose and marry each other. However, after some time they turn to be wrong in their decision and part ways. Similarly, couples have cheated each other by showing the fake feelings and incorrect information.

4.8 Health Issues

The excess usage of social media can also have a negative impact on the health. Since exercise is the key to lose weight, most of the people get lazy because of the excessive use of social networking sites. Which in result brings disorder in the routine life. This research by discovery will shock you by showing how bad your health can be affected by the use of the social media.

4.9 Social Media causes death

Not just by using it, but by following the stunts and other crazy stuffs that are shared on the internet. For example bikers doing the unnecessary stunts, people doing the jump over the trains and other life threatening stuffs. For example in this video 14 year old from Mumbai was doing stunts on a running train which caused his death. These types of stunts are performed by the teenagers because of the successful stunts made and shared over the social media.

4.10 Glamorizes Drugs and Alcohol

One of the disadvantages of the social media is that people start to follow others who are wealthy or drug addicted and share their views and videos on the web. Which

eventually inspires others to follow the same and get addicted to the drugs and alcohol.

5. Advantages of Social Media for the Society

5.1 Connectivity

The first and main advantage of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The beauty of social media is that you can connect with anyone to learn and share your thoughts.

5.2 Education

Social media has a lot of benefits for the students and teachers. It is very easy to educate from others who are experts and professionals via the social media. You can follow anyone to learn from him/her and enhance your knowledge about any field. Regardless of your location and education background you can educate yourself, without paying for it.

5.3 Help

You can share your issues with the community to get help and giddiness. Whether it is helping in term of money or in term of advice, you can get it from the community you are connected with.

5.4 Information and Updates

The main advantage of the social media is that you update yourself from the latest happenings around in the world. Most of the time, Television and print media these days are biased and does not convey the true message. With the help of social media you can get the facts and true information by doing some research.

5.5 Promotio

Whether you have an offline business or online, you can promote your business to the largest audience. The whole world is open for you, and can promote to them. This makes the businesses profitable and less expensive, because most of the expenses made over a business are for advertising and promotion.

This can be decreased by constantly and regularly involving on the social media to connect with the right audience.

5.6 Noble Cause

Social media can also be used for the noble causes. For example, to promote an NGO, social welfare activities and donations for the needy people. People are using social media for donation for needy people and it can be a quick way to help such people.

5.7 Awareness

Social media also create awareness and innovate the way people live. It is the social media which has helped people discover new and innovative stuffs that can enhance personal lives. From farmers to teachers, students to lawyers every individual of the society can benefit from the social media and its awareness factor.

5.8 Helps Govt and Agencies Fight Crime

It is also one of the advantages of the social media that it helps Governments and Security Agencies to spy and catch criminals to fight crime.

5.9 Improves Business Reputation

Just like it can ruin any business reputation, It can also improve business sales and reputation. Positive comments and sharing about a company can help them with sales and goodwill. Since people are free to share whatever they want on the social media, it can impact positively when good words are shared.

5.10 Helps in Building Communities

Since our world has different religions and beliefs. Social media helps in building and participating in the community of own religion and believes to discuss and learn about it. Similarly, people of different communities can connect to discuss and share related stuffs. For example Game lover can join games related communities, car lover can join communities related to cars and so on. These are some of

the advantages and disadvantages of social media for the society. However, these are the enough advantages and disadvantages to decide which way to go on the social media.

6. Conclusion

This study investigates the effects of social media on youth. Results shows that social media plays important role in learning and job opportunities. Teenagers mostly use social media for communication with friends and families. Results also depicts that social media cause health problems and affect our cultures. While using social media, users have to remember the cultural values, social norms, and Islamic values.

On the basis of analysis, the major recommendations are:

- ❖ Social media should be used for positive purposes.
- ❖ Use of social media in informative way enhance the skills, and abilities.
- ❖ To minimize its negative effects Government has to take some strict actions. Government should ban immoral websites.
- ❖ A Strong recommendation for the government is to make policy or community that check which immoral websites are used by which users.
- ❖ Government has to make policies to check out unfair reporting of media which ruin the society.
- ❖ A strong recommendation for the users of social media is that they have to remember the purpose of using social media and always use the informative sites.
- ❖ Adolescence should use their time wisely instead of wasting their precious time on other social networks like WhatsApp, Twitter, Facebook, and YouTube.
- ❖ To secure the future of children, teachers and parents should check out what they actually are doing on social media.

References

1. Bartlett, J. E., Kotrlik, J. W., & Higgins, C. C. (2001). Organizational Research: Determining Appropriate Sample Size in Survey Research. *Information Technology, Learning, and Performance Journal*, 19(1), 43-50.
2. Berson, I. R., & Berson, M. J. (2005). Challenging Online Behaviors of Youth Findings from a Comparative Analysis of Young People in the United States and New Zealand. *Social Science Computer Review*, 23(1), 29-38.
3. Brady, K. P., Holcomb, L. B., & Smith, B. V. (2010). The use of alternative social networking sites in higher educational settings: A case study of the e-learning benefits of Ning in education. *Journal of Interactive Online Learning*, 9(2), 151-170.
4. Elola, I., & Oskoz, A. (2008). Blogging: Fostering intercultural competence development in foreign language and study abroad contexts. *Foreign Language Annals*, 41(3), 454-477.
5. Jacobsen, W. C., & Forste, R. (2011). The Wired Generation: Academic and Social Outcomes of Electronic Media Use Among University Students. *Cyberpsychology, Behavior, and Social Networking*, 14(5), 275-280.
6. Kalpidou, M., Costin, D., & Morris, J. (2011). The relationship between Facebook and the well-being of undergraduate college students. *Cyberpsychology, behavior, and social networking*, 14(4), 183-189.
7. Livingstone, S. and Bober, M. (2003). UK children go online: Listening to young people's experiences [online]. London: LSE Research Online. Available at: <http://eprints.lse.ac.uk/388/>
8. Lusk, B. (2010). Digital natives and social media behaviors: An overview. *The Prevention Researcher*, 17(5), 3-6.
9. Tapscott, D. (1998). Growing up digital: The rise of the net generation. New York: McGraw- Hill Companies. Available at: https://www.ncsu.edu/meridian/jan98/feat_6/digital.html
10. Waddington, J. (2011). Social networking: The unharnessed educational tool. *Undergraduate Research Journal at UCCS*, 4(1), 12-18.
11. Karpagavalli, V., & Mohanasoundari, R. (2015). Effectiveness of e-governance services at panchayat level in Tamilnadu. *International Journal of Marketing and Technology*, 5(3), 81.
12. Karpagavalli, V. (2017). E-Filing of Income Tax Returns. *Indian Journal of Computer Science*, 2(5), 19-22.
13. Karpagavalli, V., & Mohanasoundari, R. (2015). Performance of E-Governance in the Rural Development-Case Study on Indian Economy. *The International Journal of Business & Management*, 3(1), 117.
14. Karpagavalli, V., & Mohanasoundari, R. (2017). E-Governance in Local Authority-A Pilot Study with Reference to Tirupur City, Tamil Nadu. *Indian Journal of Computer Science*, 2(1), 8-15.
15. Tamilselvi, S., Karpagavalli, V., & Karthika, B. (2017). Services Provided by Browsing Centres With Reference to Udumalpet Taluk From Client's Perspective. *Indian Journal of Computer Science*, 2(6).
16. Karpagavalli, V. (2018). Organic Farming in Tirupur City. *AMC Indian Journal of Entrepreneurship*, 1(2).
17. Tamilselvi, S., & Karpagavalli, V. (2018). Customer Satisfaction with Plastic Money in Tirupur. *Indian Journal of Computer Science*, 3(3), 40-47.
18. Karpagavalli, V. NEGP IN PANCHAYAT-AN OVERVIEW WITH REFERENCE TO TIRUPPUR DISTRICT.