

# Influence of Social Networking on Adolescent Youth

K M Ashifa, P Ramya

**Abstract -** This modern era demands for a lot of technological innovations. Networking is one such most unavoidable thing in this world. Social networks are considered as a medium of communication which is used for sharing and gathering information, messages, images, news, videos etc. There are about 3.2 billion social network users worldwide that sums up to 42 percent of the world population (Emarsys,2019). People worldwide are well connected professionally and personally by using social networks. In India, there are about 325 Million users out of which Tamil Nadu is the second largest user. It is also found that youth are the main users of social networks. The very popular social network sites are Facebook, Instagram, Twitter, Gmail, Youtube etc. Youth find Social networking as a very integral part of their life. More than real relations, they find pleasure in spending time with Social media. There are both positive and negative effects on the usage of social media. Hence the researchers has taken up the study on impact of social networking on youth to analyse the effect on Youth. Through this study, the researcher has concluded that the effect or impact of social networking lies in the usage of these social networking sites by the users.

**Keywords:** Social Media, Social Networking sites, impact of social networking, technological innovations.

## I. INTRODUCTION

The present generation's preference for being connected is through Social Networking. More time is being spent by people on sharing images, news updates, posting videos, chatting, live programmes etc. Even entrepreneurs of this era seek the help of social networks to update and keep in trend their business. Students have all the required notes and other education related matters with them shared and uploaded through Social Networks. The classrooms are changing to E- Platforms. Social Networking is used as a medium of being connected with family, friends, business connections, office colleagues, customers, clients etc. But when talking about the ill effects, it can be highlighted that Social Networks are giving a lot of physical and mental strain. The relationship between family and friends is getting strained due to prolonged usage of Social Network. Some Social Networks create unrest in the society by sharing hate messages and videos. It is to be definitely known about how a person is impacted by the usage of these Social Networks. Social Network sites like edx, TED ex, brightstorm, archive, academicearth etc is used as learning platforms for students. Websites like naukri.com, monster.com, timesjob.in, indeedjobs.com etc are used for job search by youth. The websites like flipkart, amazon, ebayetc are used for business purpose. Some websites like facebook, Instagram, hangout etc are used as platforms for being

connected with family and friends and also for business purpose. There are millions of such websites available as Social Networking sites which effect the youth positively and also negatively. Hence the researcher has taken this topic for research in order to find the impact of Social Network on Youth.

## II. REVIEW OF LITERATURE

Many reviews are available about social networking sites and their influence on the youth and during the last 5 years, usage of social media has been increased among preadolescents and adolescents. Today most of the parents have computer literacy and they know that their children are using the social networking unavoidably . Some parents noticed that, related their children to technology and they may hesitate to connect with social media or technology, which considered to be new forms of socialization (Palfrey J & Gasser U,2010).Social media have both negative and positive influence on life of youth. Positive outcomes may be searching careers, career advancement activities through LinkedIn or political activities and democratic expressions are organized via face book, twitter and what's app. Youths have at some risk, they may have navigate experiment with social media because of their limited capacity for self-regulation and susceptibility to peer pressure. They have frequent online expressions of offline behaviors, as clique-forming, harassment, and sexual testing (Lenheart, 2009).According to study conducted by Steyers James (2009) most of the adolescent youths are spending most of the time with their.

## III. NEED AND SIGNIFICANCE OF THE STUDY

Nowadays, adolescent youths are more inclined towards the usage of social networking sites. The range of usage varies from studies to leisure time. E learning is being adopted in Institutions which has triggered the usage of Social Networks. But some of them misuse these sites for anti-social activities too. Such usage changes affect the person physiologically, psychologically and also socially. Hence the researcher has made an effort to know the influence of adolescent youth using social networks.

## IV. METHOD OF THE STUDY

In this study the researcher is analyzing the influence of social network on adolescent youth. The researcher is studying to analyze the usage of social network and its advantages and disadvantages. The study was conducted among the college going students. The samples were selected by using Simple Random Sampling. Data was

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collected with the help Questionnaire from the respondents.

### V. RESULT AND DISCUSSION

The present investigation mostly related to the identify the usage of social networking among the adolescent youth. In order to find out most popular social network site ,75 percent of the youth responded that they are using Face book, than Instagram and twitter and 48 percent of then used the same for creating general awareness, expression of their thoughts on various issues and also finding good career advancement . But res of then are using social networking for updates from family and friends, gaming and other leisure time activities Hence it can be said that most of respondents are using these Social Network sites for entertainment purpose. The researcher wanted to know the usage of Social Network Sites on hours per day basis. 50 percent of the respondents have the opinion they are using these sites for 5 - 10 hours per day. While 30 percent of the respondents use for 10 hours and above and 20 percent use for less than five hours and 20 percent of the respondents use for 0 - 5 hours. Hence it can be summarised that most of the respondents use these sites with indefinite gaps and do not use these sites at a stretch. The question pertaining to reason for using social network Sites need to be found ,60 percent of the respondents use social network Sites for keeping in touch with family and friends, 15 percent of the respondents' use social network Sites for meeting new people and share picture and videos and 10 percent use for networking for business. Hence it can be related that most of the respondents use social network Sites to keep in touch with family and friends and also entertainment. The study further revealed that, 44 percent of the respondents have 100 and above unknown members in social network Sites, 36 percent of the respondents have 50-100 unknown members and 20 percent respondents have 20 - 50 unknown members. It can be concluded that majority of the respondents are having more than 100 unknown persons for several reasons in their Social Network sites. Cyber crime is the crime which takes place in the online world. The different types of cyber crime include hacking, personal details theft, information theft etc. 60 percent respondents feel that they are victims of cyber crime and 40 percent of the respondents are not. Hence it can be said that most of the respondents are being affected due to cyber crime. Lot of entrepreneurs takes the help of online platforms as their medium of propagating their business. So the effectiveness of using the social network sites as advertisement medium was to be analyzed. 58 percent of the respondents feel that the advertisements displayed in the social network sites are very useful for them to know the products and services which are available presently in the market. While 38 percent respondents feel that the advertisements are not so effective. So it can be said that most of them feel that the advertisement in these sites are a source of good marketing technique for entrepreneurs. Another important factor that needs to be related the effect on academics. Nearly 80 percent of the respondents felt that the social network sites are the main source of information for students related to the academics. 20 percent respondents felt that social network sites do not help in academics and they are just waste of time. But while taking majority, it can be concluded social

sites is very much helpful for students in their studies. Most of the respondents, i.e., 66 percent respondents have positive opinion of using Social Network Sites and 34 percent respondents have negative opinion on usage of Social Network Sites. Thus, it can be said that most of the respondents had the opinion that there is a positive impact on the usage of sites, since most of them use for entertainment, to be in touch with their loved ones, gathering information etc.

Hence from all the analysis of the study it can be said that most of the respondents are using Face book as the most popular social network site. Most of the of respondents uses these sites for entertainment purpose. Social Network sites are so much part of the life of people that they spend nearly 5-10 hours per day but with undefined breaks and according to the usage. Most of the people wish to use Social Networks as a medium to be connected with family and friends. The products purchases by people are also affected by the Social Network sites. Since the usage of Social Network sites are at its peak, the Cyber crime rate is also increasing. It is also said that the Social Network sites are of a great help for the students mainly in academic purposes also. But then also the respondents have a positive opinion on the usage of Social Networks sites.

### VI. CONCLUSION

The main aim of the study was to analyze the influence of social network sites on youth by evaluating both positive and negative effects . The study can be summarised that out of all the social network sites available, Face Book is the very prominent website used by majority of the respondents. Most of the respondents are using the networks for entertainment purpose. The youth are well aware of the needs they have and the degree to which all are to be used. Although the youth spend nearly five to ten hours per day on these sites, the sites are used often for study and entertainment too. Apart from entertainment, most of them have these sites for being connected with family and friends. Some youth are also interested in making new friends since most of them have unknown members in their contacts. Cyber security is one such thing which is very important to safeguard our personal information. There are lot of options to keep our details safe, but then also we are prone to cyber crime. But almost half of the respondents have the opinion that their personal details are safe. Also since the usage of these sites are varied and informative, most of the respondents are of the opinion that there is positive impact of Social Network Sites on youth, even though some anti social elements use these sites for destructive intentions.

The youth today are considered to be socially responsible in their acts. So they do not intend to misuse the Social Networks. This is evident in lot of incidents in the recent times like in the time of cyclone, flood, Jallikatu issue etc.

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