Impact of Social Media on Indian Youth with Special Reference to Covid-19

Jaswinder Singh

Abstract:- Internet has created a single world culture today. Internet is the ocean of knowledge. Social media is a popular platform for the masses to transform the information, share their ideas, thoughts, opinions, images and videos using famous social websites and messengers as well. Generally, users access social media with the help of web-based technology on their laptops and smart phones. Though providing suitable circumstances to people of different age groups for mutual interaction and connectivity, social websites and messengers are the efficient tools for providing opportunities and chances for reaching out to entertainment sources, valuable information for developing social capital for the users. However, Social media is becoming necessary and an imperative tool for the Indian society. Doubtlessly, Social media is the chief source of Education, Communication and Entrepreneurship, Online shopping, Entertainment and plays crucial role in Indian politics as well. Rumours are being circulated regarding COVID-19 pandemic in this tuff time by the masses. To approach it from another angle there are different issues which impact to the Indian society. Adolescents are in the developing stage. It is the stage from babyhood to maturity. Excess of using Social media sustains health problems such as Anxiety, Depression, Frustration, Feeling Alone and Sadness et cetera. Social media can destroy someone's life by mental harassment, cyber intimidation, infringement of someone's privacy, decrease the participation in social community. It reveals an abhorrent impact especially on juveniles or adolescents. An international group of investigators or researchers has noticed the Internet can develop both intense and prolong transformations in particular areas of cognition, which may reverberate changes in the brain, disturbing our attentional capacities, memory and social activities and the rest.

Keywords:- Adolescents, Information Technology, Social Media

I. INTRODUCTION

We are living in the age of modern technology. Technology is a boon and miracle in human's life. Information can be transformed through guided as well as unguided media using electronic gadgets. Social media is a powerful tool to share, retrieve and exchange ideas and information on virtual networks and plays a pivotal role in our daily routine. Social media contains social networking sites, blogs and micro blogs, wikis, discussion groups, videos and podcasts, online forums mobile applications et cetera. There are approximately 50 social networking sites and are used by millions of masses the world over. Popular networking sites such as Facebook, Instagram, Twitter, Youtube, Google+ and other mobile applications like Whatsapp, Wechat, Telegram, Snapchat, Tik-Tok have stepped in the world in many forms.

Social media occupies a vital role in changing the lifestyle of the people. It is used for transferring information, teaching as well as learning, communication and Interaction, running a business, adverts, exploring knowledge, amusement and so on. In these days we can get any information and news around the world. People are savouring interacting with others through social -- media rather than gossips face to face. We can communicate and see a person face to face by video calling and a group of persons through video conferencing regardless where the person is. Social media cut down the communication barriers. It also helps us for developing public and social relations. According to the UN data, Indian population is approximately 1.3 billion out of which, 564 million people use Internet, and it will be 601 million internet users and more than 400 million users of social media by 2021. Per day, the average time is consumed by the people on social media about 2.4 hours and for adolescents and it is up to 27 hours per week. According to a report of Internet and Mobile Association of India, India is the second after china in terms of internet users [1] [2]. The most contentious question is that social media is beneficial for us? Every person has different perception and views about social media and its uses. It depends on how a person comprehends. Doubtlessly, social media is beneficial for the society in countless ways but on the flip side there are many flaws of the same. People, peculiarly juveniles kill hours on the social media and they freaked to it. Social media is affecting the mental as well as physical health of young brains. Today, young people spend much time and give importance to social websites and applications rather than friends, family, school, study and sports. Adolescents are taking more interest in playing video games on their smart phones rather than playing outdoor games. In the moment, TikTok is the most famous and used video application in the world. TikTok is used by the people for making short videos that is 10 to 60 seconds and posted on the TikTok for more and more likes. India is holding first position in the world with 119.3 million TikTok users. Many young people lose their lives on the spot and injured while making TikTok videos. Nuclear families are living in big houses and each member of the family has their own separate room. Government of India has banned approximately 300 porn websites in 2019, nevertheless India is the third largest porn watcher on the smart phones with 30 Per cent female users. (www.cnbctv18.com). Parents are unaware that what their children are doing in their rooms. A young brain who is freaked to social media leads to isolation, frustration, fatigue, obesity, depression, impotency, sadness, feeling alone and disconnected with society and behavioural changes [3][4].

Retrieval Number: I7627079920/2020©BEIESP
DOI: 10.35940/ijitee.I7627.079920
Journal Website: www.ijitee.org

493

Published By:
Blue Eyes Intelligence Engineering
& Sciences Publication

II. METHODOLOGY

In this research paper, Descriptive method is selected. The study is on the basis of secondary sources like, Articles, Journals, Expert opinion, Books, University News, websites, Thesis, Newspapers et cetera.

III. DIFFERENT ASPECTS OF SOCIAL MEDIA IMPACT ON INDIAN YOUTH

There are always two sides of the same coin. Both negative as well as positive impact can be seen of social media on Indian youth. Given below are the various aspects of social media which have influenced on Indian youth in different ways.

A. *Education*:- Information can be searched as well as gathered by the students regarding their study and particular subject. Many students who cannot attend classes regularly they can choose distance mode of learning which is easily available on the Internet. Pedagogues may send material about class activities, workshop, seminar, school/college events and assignments on social media which would be very useful to them. Information and communication technology provides us with different learning tools such as podcast, blog, Wikipedia, e-learning and m-learning mode of education. Inasmuch, in these days, the people are grappling with the spread of Covid -19 a pandemic the world over. Due to lockdown and curfew schools, colleges and universities have been kept closed. Social media such as Whatsapp, Facebook, Youtube and other applications such as Google classroom, Zoom, Edmodo, Snap HW and other tools are used for providing online education to the students and young brains by the teachers. On the flip side, many of the writers/authors, bloggers send improper and incorrect information on social media applications which may lead the learners to the wrong direction. Thus, it leads the online education system failure [5].

B. *Family Relations*: - World has become a global village, due to globalization. In these days, Students are going to leeds for their further studies. Indian people mostly settled outside India or some other part of the country. Social media plays pivotal role keeping them in touch or connected with their family members. Voice as well as video calls do not let them feel that they are far away from their home and country. They share their ideas and what is happening around them. On the other hand, youth spend most of their time to send meaningless data, texting and gossips on the social media with their pals [5].

C. *Entrepreneurship*:- In these days, the role of social media in entrepreneurship and consumer market cannot be sabotaged. Social media has changed the behaviour of the consumers in different ways. Social media, business and marketing is interrelated with each other. Television, newspaper, radio and other traditional marketing tools were used for marketing and sell the products by the troupes. Traditional and offline marketing consumes a lot of energy, time, capital and labour force. Today's marketing is very different from its early age. With the use of social media, marketers have more options in terms of communications, opportunities, and support for advertising. Now, it is possible for the companies to sell their products around the globe with the help of social media. Under other conditions, consumers and followers are free to share their views on specific organization unfavourable comments; messages can lead the organization to failure.

D. *Online Shopping*: - Today, most of the multitude are passionate in order to purchase different types of products through online shopping. Hence, the vogue of online shopping is increasing prevalence fleetly the world over. To approach it from another angle, there are countless unfavourable outcomes of this vogue on the community. Masses achieve chances in order to become excessive if they buy products by online shopping. For instance, at the present time maximum top class multinational troupes advertise their products by different shopping sites such as Amazon, EBay, Walmart, Flipcart, Alibaba and the rest. Thence, many people have tendency to access online shopping sites and purchase branded and amazing products. Resultantly, masses not only spent large sum of monetary but also reveal their conservative status in the society. Moreover giving big amount of discount on goods by manufacturing companies with the help of shopping sites and advertise on the social media tempt people to purchase needless things in this fast life. Therefore, online purchasing services play pivotal role in order to make masses extravagant nowadays.

E. *Entertainment*:- Social media plays a phenomenal role to entertain the people with different ways. Infinite number of people uses social media as their source of entertainment rather than watching serials, news and movies on Television. Now social media is not only used for transferring information and communication tool but widely used for entertainment purpose. Social media users watch online movies, news, live cricket matches, listening to music and send the related links to their companions.

Due to spreading of COVID -19 a pandemic Government has decided to implement complete lockdown and curfew to prevent corona virus. Thus, people are staying their homes and spend most of their time on social media. Nowadays, video games such as PUBG, Ludo King, Candy Crush et cetera are being downloaded and played by the Indian youth. Adolescents kill most of their time to play online video games on their smart phones.

One of the harmful effects of playing cruel or violent video games accelerate aggression among children. Video games can negatively impact on the developing brain, memory and vision. Addiction of playing video games can even kill brain cells and disturb children's sleep. Many people were died while playing challenging Blue whale popular video game. A boy named Maninder Singh, 18 years old belongs to Kotakpura, Punjab was died while playing PUBG video game on 16-April-2020 [6] [7].

F. *Social-media and Indian Politics*:- Social media is now being used by Indian politicians and plays pivotal role in Indian politics.

As it is the major source of transferring the information and contact with the people of different ages and it is the best platform to get in touch with the Indian youth and now it becomes necessary for the politicians to reveal their own participation on different platforms of social media with the help of this they can promote their parties and share their views using social media in the public.

In lok Sabha elections 2014 Bhartiya Janta Party (BJP) has been using the services provided by the social media and convinces the people, achieved their votes and succeeded. Narendra Modi became the Prime Minister of India now The Prime Minister has crossed 44 Million followers on Twitter. Social media has been strategically used by BJP to publicise the party, share their thoughts, to target and highlight those problems which are facing by the Indian people and so on. Aam Aadmi Party (AAP) also has achieved great success and popularity on social media. These media forms extensively were used by the leaders of AAP to share the current activities, schemes for public welfare, meetings and other work done by them for the public. Twitter is being used by AAP to share their activities being done by them which shared and commented by large number of users. AAP Legislators in touch with party volunteers and youth as well. Therefore, Arvind Kejriwal sworn in as Chief Minister of Delhi for third time [8].

G. *Social-media, Rumours and Corona Virus:-* The Government of India has recently issued written advise to companies providing platforms such as Face book, Twitter, Youtube, Shareit et cetera instructing them to ensure that do not allow the exchange of any factual information related to the Covid-19 pandemic. The Director –General of the World Health Organization has said that we are fighting a war against the deadly disease called corona, as well as eradicating false and rumoured information being spread on social media. Another aspect of the negative role of social media in the corona incident was that a miscreant in a city in Madhya Pradesh spread a rumour that an attempt could be made to inject people with the corona vaccine, which resulted in it so happened that a team of doctors and police personnel who had gone to treat, the people were attacked with stones and bricks and they ran away with great difficulty, from this it can be deduced how treatment can be provided in such a situation? It was also rumoured that a newspaper knocking on your door every morning with new information could spread the corona virus, but this is not true. If that happened then newspapers around the world would be banned. The opinion of experts and scientists had to be made public that there was no danger of the disease spreading from the newspapers [9].

Confusion on social media has led to some businesses being shut down. We all know how much the poultry business has been affected. Although, there is no scientific confirmation that there is a risk of the virus being transmitted through meat or eggs. The aim is to increase the number of viewers and listeners by making the message content and video sensational. The effect of this is that we look at accurate and important information with suspicion and are reluctant to trust. Another incident happened in Jalandhar, Punjab Police registered FIR against Neetu Shatranwala upon the viral video on social media accused falsely claimed or treatment cure of Corona virus and instigate people not to bear mask and gloves. He has been arrested by Inspector Sukhjit Singh SHO PS div.8 Jalandhar, Punjab [10].

H. *Recruitment and Social Media:-* Social media and recruitment mutually dependent with each other. Social media is becoming essential part of recruiting agencies. Popular social media applications such as Facebook, Linkedin, Twitter and Workable are used by the recruiting firms to determine the new skills, employees and workers. Those days are long past when employment agencies and craftsmen used to bank on classified Adverts in the newspaper and employment exchange. Craftsperson hiring through traditional method was evolved from perception whereas using social media it is based upon reciprocal action and direct communication. Hence, Recruitment through Social media is beneficial for unemployed to get good jobs with handsome salaries but the unemployed youth are looted by some illegal and non registered agencies inside or outside India to give fake appointment letters and gets their documents or private information as well and harassed them mentally and financially. Dr. Shashi Tharoor asked (Lok Sabha, Unstarred Question no.6182) to the minister of External Affairs of India regarding the Illegal recruitment agencies on April 04-2018.Doubtlessly action has been taken by the Government and fixed some rules. Nevertheless, some recruitment agencies are operating secretly from the government by flouting the rules [11].

IV. SOCIAL MEDIA AND MENTAL HEALTH OF ADOLESCENTS

The excessive use of social media could lead to possibly noxious effects on an adolescents mental as well physical health. For, research on social media and mental health of juveniles have escalated in these days, with many researches and studies exploring whether constant use of social media is correlated with several mental health troubles along with anxiety, stress and depression, disorder eating, insomnia, frustration, feeling alone and externalizing problems.

A. *Stress or Depression:-* Stress or Depression is an effusive state wherein gratifying emotions and feelings are atrophied or vanished.
A state of depression imply two utmost emotions where positive is in down state and negative is in up with different psychological symptoms such as anguish and depressive moods, distress and influenced on developing physical and mental health. Hence, social media is being used by adolescents and they have addicted to it. Therefore a lot of behavioural changes can be seen among juveniles. They do feel alone; getting irritated quickly, sadness et cetera [12].

B. *Anxiety and Insomnia:-* Social media is ubiquitous technology and stuff related to anything can be accessed by any moment. Teens spend most of the time on social media and exchange their personal information on it.

Retrieval Number: I7627079920/2020©BEIESP
DOI: 10.35940/ijitee.I7627.079920
Journal Website: www.ijitee.org

495

Published By:
Blue Eyes Intelligence Engineering
& Sciences Publication

They are unconscious about the private policy and hackers misuse their personal data for illegal or illicit purposes. Another heavy risk of anxiety is fear of missing out. FOMO may lead to insomnia; poor sleep quality [13].

C. *Binge-purge syndrome and Low Vision*:- Binge-purge syndrome and irritable bowel syndrome both are caused due to unhealthy disturbance in eating behaviour. Juveniles' neglect their meals consequently above said syndromes can be seen mostly in teens. Access of using gadgets and media can affect their eyesight at an early age.

D. *Obesity and other Diseases*:- Overeating, unhealthy food, an inactive lifestyle and lack of regular exercise contribute to gaining weight. Obesity is known for hypertension, high cholesterol, diabetes, osteoarthritis, asthma and the rest. Obese young brains can have low dignity that impacts their emotions and social life [14].

V.   RESULTS

In this paper of study reveals that social media is an imperative tool of communication. The rapidly growing phenomenon of the social media is the burning issue among the Indian youth as they are addicted to it. Parents must check their adolescent's activities on regular basis and do not give permission to spend their quality time on social media unnecessarily. The Internet service providers and other authorities must take interest on this matter related to the negative impact of social media on the Indian youth. Awareness and training programs regarding the usage of social networking websites must be arranged at school as well as college level focusing on harmful impacts of the social media and the Internet.

VI.   CONCLUSION

Social media is primitively developed for communication and reciprocal action. Beyond any doubt social media is imminent facet of modern age assisting countless active users. The role of social media is of utmost importance. The advantages of the social media outweigh its flaws. The youth can be educated with the help of audio-visual aid, Seminar, group discussion, debate, quiz et cetera play crucial role in shaping the ideas of the youth.

REFERENCES

1. Supriya Udaykumar Mogale " A study on impact of Social Media on adolescent and youth"
   Studies in Indian Place Names (UGC Care Journal) ISSN: 2394-3114 Vol-40-Issue-42-February-   2020
2. www.statista.com
3. Rahul Chauhan" Positive And Negative Impact Of Social Media On Youth" Studies in Indian Place Names (UGC Care Journal) ISSN: 2394-3114 Vol-40-Issue-40-March-2020
4. www.google.co.in
5. Dr. Pandit Sambhaji Waghmare " Impact of Social Media on Indian Society" Our Heritage ISSN: 0474-9030 Vol-68-Issue-30-February-2020
6. Ajit (Newspaper) published on 16-04-2020
7. Manikandan "Current Trend In Indian Mobile Gaming" International Journal of Advance and Innovative Research.Volume 7, Issue 1 (VIII): January - March, 2020
8. Dr. Sawant Raju Kalmesh "Impact of Social Media on Indian Politics "Studies in Indian Place Names (UGC Care Journal) ISSN: 2394-3114 Vol-40-Issue-40-March -2020
9. Prof.Ranjit Singh Dhanoa Government.College Malerkotla,Sangrur ,Punjab
   "Use Social Media Responsibly" was published on 08-April-2020 in Ajit (Newspaper)
10. Dainik Bhaskar (Newspaper)Published on 22-03-2020
11. https://meacms.mea.gov.in/lok-sabha.htm?dtl/29758/QUESTION_NO6182_FAKE_RECRUITMENT_AGENCIES
12. Dr.Michelle Fernandise " Growing up wired: Understanding the effect of social media on the Socio-emotional development of adolescents" Studies in Indian Place Names (UGC Care Journal) ISSN: 2394-3114 Vol-40-Issue-42-February-2020
13. Dr. Payal Mandhyan, Dr.Anand Kumar " Multi-Dimensional effect of Social Media (with Special Reference to Health)" *Our Heritage* ISSN: 0474-9030 Vol-68-Issue-1-January-2020
14. Dr.Megha k Desai, Dr.Vishali D Chokshi, Dr.Harshil Y Chouhan, Dr.Alpesh J Gediya,Dr.Dharmesh V Patel,Dr Hitendera A.Gandhi "Fear Of Missing Out (Fomo): Association With EmotionRegulation, Anxiety And Somatic Symptoms Among Medical Students" Volume-9 | Issue-12 | December - 2019 | PRINT ISSN No. 2249 - 555X | DOI : 10.36106/IJAR/

AUTHOR'S PROFILE

My first name is Jaswinder, my middle name is Singh and Sahota is my surname. I have passed my higher secondary and Senior Secondary from Punjab School Education Board, Mohali, in the year 1996 and 1998 respectively. I completed my three year bachelor degree from Panjab University Chandigarh , After it, I completed my M.SC.(IT) and M.C.A from Punjab Technical University. Under OPJS University, I completed my Doctorate (Ph.D). At present, I work with an appellation as an Assistant Professor at Govt. College Hoshiarpur and having 10 years of teaching experience in the subject of computer science. E-Mail ID -sahota12@yahoo.com Mobile No - 9815827137