

## IMPACT OF SOCIAL NETWORKING ON YOUTH

DR. CH. BEDA DEVI\*

\*Assistant Professor, Department of Education, Manipur University, Canchipur-795003

### ABSTRACT

*Social networking is a tool used by people all around the world. The purpose of social network is to promote the communication. Social networking sites are of great help in the youth's daily life, it has positive and negative effects which depend on how a person will utilize it. Social networking sites can benefit us in numerous ways and that it can make life easier for us. The youth of today use social networking sites in order to pour out all their ideas and emotion. Knowledge which are not taught in school by sharing links, pictures or videos about details of a place, a thing or a topic which has been overlooked during a discussion in the class indeed. The young people use these sites in order to communicate with other people.*

**Keywords:** *Impact, Social Networking, Youth, Effects.*

### INTRODUCTION

Social media is a way used to describe the interaction between individuals in which they share and exchange their ideas. We interact with each other in daily life with the help of it. The websites such as Facebook, Twitter, WhatsApp and other social networking sites have been created for the sole purpose of helping individuals in communication, self-expression and for our own sense of humanity. The impact of social networking on young people is significant.

Social Media is the collective of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration. Development in the technological world has brought the internet to innovative ways for individuals and families to communicate. Social media networks have created a phenomenon on the internet that has gained popularity over the last decade. People use social media sites such as Facebook, WhatsApp, Hike, Twitter etc., to create and sustain relationships with others. These social media sites let those who use them create personal profiles, while connecting with other users of the sites. Users can

upload photographs, video, post what they are doing at any given time, and send personal or public message to whomever they choose. In this information age, social media sites seem to be growing in popularity rapidly, especially among young adults.

## **THE USE OF SOCIAL NETWORKING SITES**

From students to journalist- lots of people use social media sites for both work and pleasure. According to the Oxford dictionary a social network” is a dedicated website or other application that enables users to communicate with each other by posting information comments, images messages etc.

Children’s are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, Facebook, What’s app, which has made the social media a vital aspect of their life. There are also those who prefer to explore the more functional side of these networking sites by using it for academic purpose. There are students who would arrange online conferences in order to talk with each other regarding group projects after college hours. They use these groups in order to remind each other about home works and projects which are nearing the deadline. They sometime use these to announce upcoming school events as well as the details to the projects given by the professors.

It is becoming clear that social networks have become increasingly part of people’s lives. Many young people are using their tablet computers and smart-phones to check tweets and status updates from their friends and family. As technology advances, people are pressured to adopt different lifestyles. Social networking sites can more socially capable.

## **BENEFITS OF SOCIAL MEDIA**

The most common source of communication in this technological advance world is social networks. Life become incomplete without social media, every single individual and groups requires for a better and an easier life.

Apart from its benefits for the society and different sectors, social media is also an important source of Educational development. Through social networking, teaching-learning become much easier and more effective. It improves the teacher-students relationship and become one important medium of learning.

1. Social media can increase student collaboration. Students become friends with their classmate on social media and are more likely to collaborate on projects. This can lead to higher retention rates as students become more connected to the institution.
2. Social media provides connection with others; social networks are designed for the purpose of communal connections. Today students are accessing to various social media and get connected with those around them.
3. Faculty can use social media as a way to get students to participate. Many students are naturally shy in person and many may not speak up in a classroom, but that may not be the case on social media. Today's students grew up on social media and for many it is the natural way to interact.
4. Social media can be useful for team projects. Many colleges stress the importance of the soft skill of working in groups. Social media sites can be helpful to increase the abilities as the students can hold meetings in real time and work on their projects.
5. Social media can provide a richer experience for resources videos, resource websites, and tutorials can be shared very easily with the entire classroom at the click of the button.
6. Video conferencing in the classroom is also a significant benefit. Although our country doesn't have such facilities of high speed internet that could enable video conference. It is one that highly benefited a student. These sorts of resources can be used to set up class session where everyone can collaborate through video in real-time. The video conference can also be saved for future reference for those students who cannot make the meeting.

Though social media have a numbers of benefits and advantages on students, there are also disadvantages that can cause disturbance and lower the grades of a student's. When a student spend most of his time on social media chatting with friends and strangers, their works keeps on waiting, their books remain unstudied and this eventually leads to the unacceptable result in their academic careers. Moreover a student's joining a social media groups may face or come across a lot of disturbance by the post and the unnecessary chatting of others. There are several ways in which social media can be misused, therefore social media needs to be carefully used for the benefits of one and others.

P.P. Singh and Sandhir Sharma (2005) studied on E-Learning New trends and innovations and importance of online learning and the convenient of its assessing at any time and any place. It shows that learners can use the internet to access up-to-date and relevant learning materials and can communicate with experts in the field in which they are studying.

Marshall McLuhan in his books *The Gutenberg and understanding mass media*, (1962, 1964) Throws a lot of light on the subject of mass media. The effectiveness of a piece of information depends upon the medium through which it is imparted. He thinks that electronic media affects the sensibilities greatly because they tend to message the sense. Therefore, it is important that the mass media be utilized in the classroom teaching, so that the students may obtain sensory stimulation as a part of the process of instruction.

National Policy of Education (NPE) 1986, part VI listed the importance of media in the process of teaching-learning. It says that, In view of the present rigid entry requirements to formal courses restricting the access of a large segment of people to technical and managerial education. Programs through a distance learning process, including use of the mass media will be offered. Technical and management education programs, including education in polytechnics will also be on a flexible modular pattern based on credits with provision for multi-point entry. A strong guidance and counselling service will be provided.

## CONCLUSION

Social networking sites are of great help in the youth's daily life, it has positive and negative effects which depend on how a person will utilize it. Social networking sites can benefit us in numerous ways and that it can make life easier for us. The over use of these sites on a daily basis has many negative effects on the physical and mental health of students. Students who are using technology including the social networking sites on a regular basis tend to have sleeping problems as well as anxiety and depression. Daily overuse of these social networking sites tends to have negative effects on the health of youngster's as it makes them more susceptible to various health problems in the future.

## REFERENCES

1. Bhatia. A. (2005) *Impact of Internet on Journalism*, Akansha Publishing House, New Delhi.
2. Biradar BS, Rajashekhar GR, Sampath, Kumar (2006). *A Study of Internet Usage by Students and faculties in Kuvempu University. Library Herald*, 44 (4): 283-294.
3. Berson, M.J. (2000). Effectiveness of computer technology in the social studies: A review of the literature. *Journal of Research on Computing in Education*, 2 (4), 486-499.
4. Hong, K. S., Ridzuan, A. A., & Kuek, M. K. (2003). Students' attitudes toward the use of the Internet for learning: A study at a university in Malaysia. *Educational Technology & Society*, 6(2), 45-49.
5. IANS(2014) Bihar Praabha.com “ India records highest social networking growth rate “ Uses and gratification theory.

6. Luambano, I., & Nawe, J. (2004). Internet use by students of the University of Dare es Salaam. *Library Hi Tech News*, 21(5), 13-17.
7. Ozad, B. E. (2010). The use of the Internet in media education. *The Turkish Online Journal of Educational Technology*, 9(2), 245-255.
8. Ruzgar, N. S. (2005). A research on the purpose of Internet usage and learning via Internet. *The Turkish Online Journal of Educational Technology*, 4(4), 27-32.
9. Souza .Y.K.D. (1999) *Electronic Media and the Internet*, Dominant Publishers and Distributers, Delhi.