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### IMPACT OF SOCIAL MEDIA ON YOUNGER GENERATION

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#### Abstract

A social networking service is an online platform that focuses on building friendly social networks among people. For example: sharing interests and activities. A social network service essentially consists of a representation of each user, his or her social links, and a variety of additional services. Social Media technology plays an important role in helping people to make a successful transition to sustainable employment, Education, Good Communication, and independent living. The younger generation is using social networking sites to make friends and share interests. They tend to share photos, music, videos, propagate business ideas, marketing tool, showcase their talents etc. While there are many positive and negative aspects of social networking, the impact of these sites on the minds of the younger generation can also lead to anti-social behaviour in real life.

This paper is a fact-finding study on social media. The present study will spread light on how extensive impact has taken place in the present scenario in this information and technology-intensive era. The research tries to analyse how social media is being used by the younger generation for their development.

**Keywords:** Social media, Technological impact, the younger generation, positive and negative effects.

#### Introduction

Social media are the tools or technologies that facilitate the dissemination of information about education and entertainment to a vast number of consumers. It is intended to reach a large audience via mass communication. Social media have always influenced the way people and cultures interact with each other through providing authentic educational information, news as well as cultural and socio-economic information.

Social media contributes greatly to popularizing developmental information; it has become a tool to convey messages from „producers“ to „consumers“. Effective communication leads to changing attitudes and behaviours among the people in the society towards local, national and international development.

Access to quality information, knowledge and technology benefits lead to promoting development among the public. Social media communication helps people to choose the facilities and attractions according to their

budget and interest. Social media is an integral part of society. When the word indicates online social networking, websites are commonly used. These websites are known as social sites. Social networking works like an online community of internet users.

#### YOUNGER GENERATION

The younger generation is using social networking sites to make friends and share interests which may not be approved by their guardians in real life. They tend to share photos, music, videos, propagating business ideas etc. It is alarming that the younger generations are increasingly getting emboldened by the freedom given by the web and using it for many illicit and illegal activities which could include pornography, scams and fostering communal hatred.

While there are many positive and negative aspects of social networking, social media is a platform where anyone can transmit messages, photos, videos, exhibit their talents and fastest communication. On the other hand, the impact of these sites on the minds of the younger generation can also lead to anti-social behaviour in real life. Most of the

younger generation tend to spend at least an hour every day „talking“ to online friends for which they require no special social interaction skills. This can tend to isolate them from real-time friends or family members. Social networking can lead to misuse of information, as it lacks privacy. It can lead to psychological problems, addiction, harassment etc.

#### **Different types of social media:**

Facebook, Twitter, Instagram, Snapchat, WhatsApp, YouTube LinkedIn Pinterest, Tumblr, Blog etc

#### **Positive aspects:**

- social media allows students to connect with each other online breaking the limitations of distance and time.
- content anytime, anywhere, easily accessible, and fastest communication

#### **Negative aspects:**

- Massive addiction to social media will lead to depression, anxiety, and cyberbullying
- Distraction, isolation, and laziness

#### **SIGNIFICANCE OF THE STUDY**

This study will help in understanding how respondents are utilizing social media for their development. It also gives fresh insight into how the younger generation is affected by social networking. their access and misleading networking among youths and its impact on both positive and negative aspects. This paper is a fact-finding study on Ungraduated students. The present study will spread light to know how extensively changes have taken place among the younger generation in this digital era of information and technology – intensiveness.

#### **OBJECTIVES OF THE STUDY**

The present study is based on the following objectives:

- To study the awareness of social media among undergraduate female students in Bangalore
- To know the access to social media
- To examine the purpose of social media used in different fields

- To examine how the younger generation is affected form social networking
- To examine their reduction in studies due to networking
- To find out the social media used for educational purposes

#### **REVIEW OF LITERATURE**

Richard Campbell (2000) describes that, digital technology now permits multiple and immediate computer access to traditional media such as newspapers, magazines, television programs, movies and sound recordings. The term for this phenomenon is media convergence, whereby old and new media are available via the integration of personal computers, high-speed data links, and digital storage formats. For example, multimedia content-mixing audio, video, and data can be delivered in a number of forms, including through telephone lines, high-bandwidth cable, and digital satellite services.

Sukanya (2010) has opined that easy access to and use of digital media technologies such as PCs, the internet, computer games, mobile phones, etc. have become a normal aspect of everyday life in the world community. Hence pundits and policymakers predict that free speech and privacy will be preserved and our democratic institutions will be strengthened by new communication opportunities enhanced by digital media.

Nitika Seth (2011) opines that “Facebook is multidimensional” – Facebook wins hands down, even though both facebook and Twitter are used. Facebook is the best way to keep in touch with friends and family, and people who had not been heard since years, have surfaced and are a part of life, thanks to it.

#### **METHODOLOGY**

##### **Area of the Study**

This study is limited to urban students - the respondents are undergraduate girls from Bangalore.

##### **Data collection**

This study has used the Survey method, the questionnaire being the prime tool used to collect the data from the respondents. A structural questionnaire is used to collect the primary data.

##### **Data collection procedure**

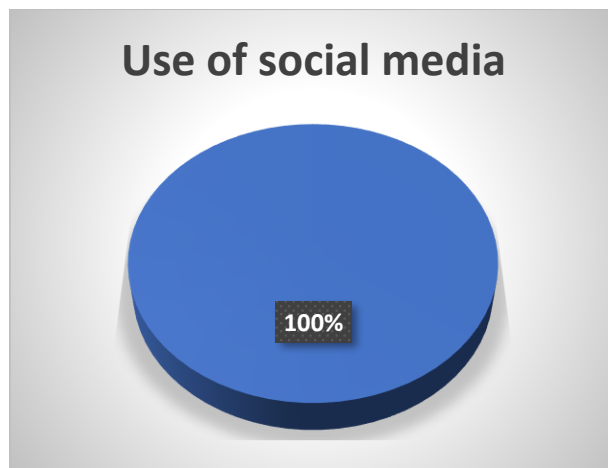
students were selected from Different streams of BA. BSc and BCom. The questionnaire was distributed to female students to college data.

**Sample**

The present study has been carried out with 160 Undergraduate girl students. The sample was random. The random sampling procedure was adopted for the collection of data from the respondents.

**Selection of Sample**

The respondents include Undergraduate girl students in the age group of 18-20 years.



**ANALYSIS AND INTERPRETATION**

TABLE -1

RESPONSE TO AWARENESS ON SOCIAL MEDIA

Respondents	Response	No. of Respondents	Percentage of Respondents
UG Students	Yes	160	100%

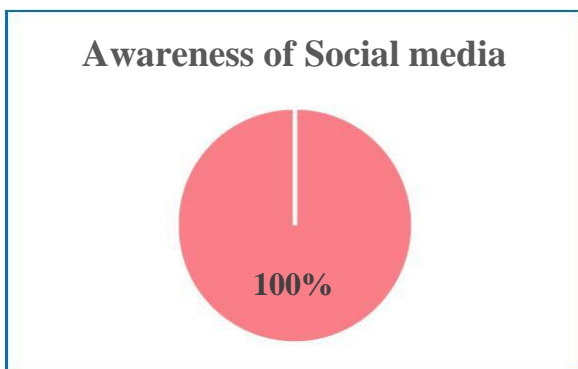


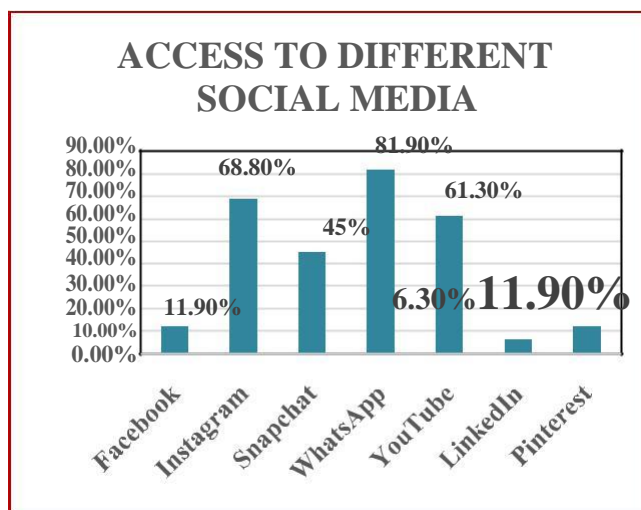
TABLE -2

RESPONSE ON UTILIZATION OF SOCIAL MEDIA

Respondents	Response	No. of Respondents	Percentage of Respondents
Students	Yes	160	100%

TABLE -3

ACCESS TO DIFFERENT SOCIAL MEDIA



Respondents	Social Media	No. of Respondents	Percentage of Respondents
Students	Facebook	19	11.9%
	Instagram	110	68.8%
	Snapchat	72	45%
	WhatsApp	131	81.9%

	YouTube	98	61.3%
	LinkedIn	10	6.3%
	Pinterest	19	11.9%

TABLE - 4

FREQUENCY OF USE OF SOCIAL MEDIA

Respondents	Response	No. of Respondents	Percentage Of Respondents
Students	Everyday	155	96.9%
	Once a week	04	2.5%
	Twice a week	01	0.6%
	Once a month	-	-

TABLE -5

PURPOSE OF USING THE SOCIAL MEDIA

Sl. No	Purpose of social media	No. of Respondents	Percentage of Respondents
1	Entertainment	129	80.6%
2	To access information	109	68.1%
3	To transmit messages	67	41.9%
4	To upload photos	41	25.6%
5	To Upload Videos	29	18.1%
6	Marketing	11	6.9%
7	Showcase your talents	27	16.9%
8	Speedy Communication	51	31.9%
9	Education	77	48.1%

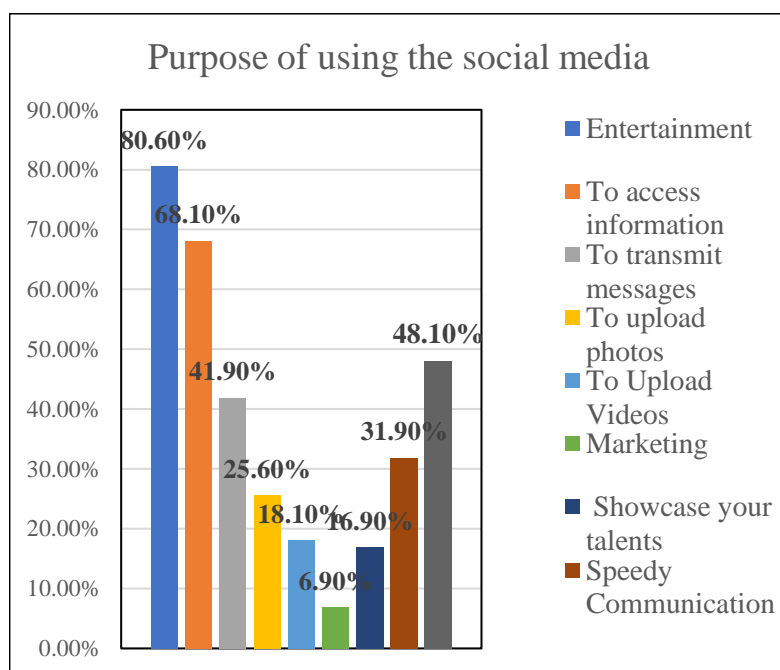
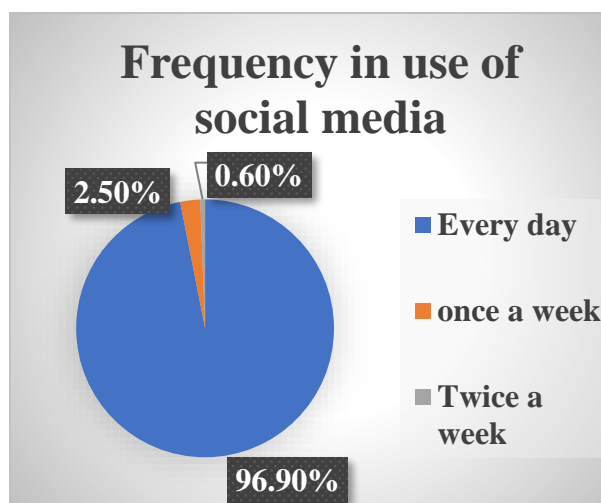


TABLE 6

SOCIAL STATUS HAS IMPROVED BECAUSE OF NETWORKING

Respondents	Response	No. of Respondents	Percentage of Respondents
Students	Yes	59	36.9%
	No	19	11.9%
	May be	78	48.8%
	Not at all	04	2.5%

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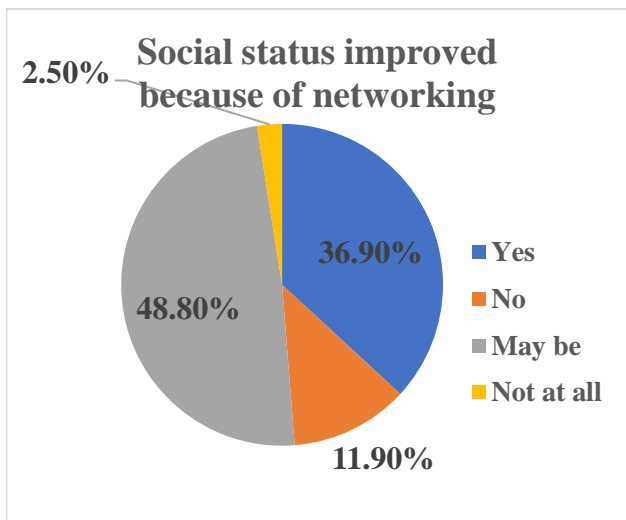


TABLE 7: IMPACT OF SOCIAL MEDIA ON THE YOUNGER GENERATION

Respondents	Response	No. of Respondents	Percentage of Respondents
UG Students	To great extent	95	59.4
	To some extent	49	30.6
	No opinion	11	6.9
	Can't say	5	3.1

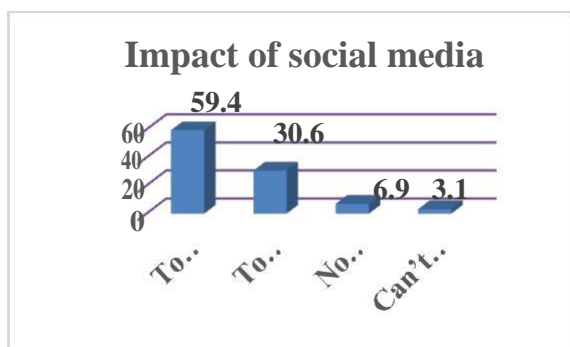


TABLE 8: THE YOUNGER GENERATION IS BEING MISLED BY SOCIAL NETWORKING

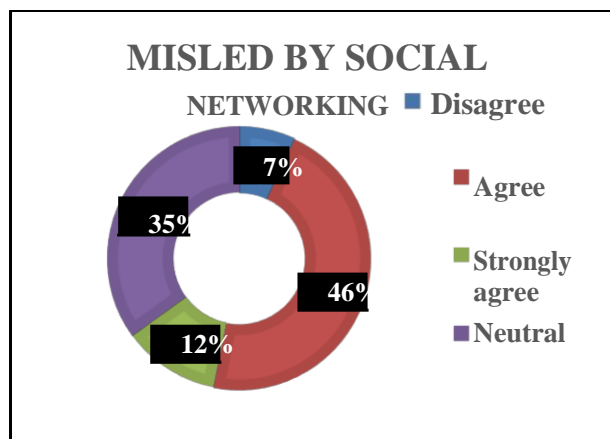


TABLE -9

SOCIAL MEDIA HAS AFFECTED STUDENTS' LIFE

Sl. No	Area in social media	No. of Respondents	Percentage of Respondents
1	Enables to enhance relationships with strangers	24	15
2	Increases more in chatting	50	31.3
3	Enables to make contacts	30	18.8
4	Fake information	47	29.4

5	Massive Addiction	34	21.3
6	Choosing life partners	3	1.9
7	Uploading obscene pictures & messages	4	2.5
8	Time pass	95	59.4
9	Scam & Harassment	11	6.9
10	Psychological Effects	11	6.9
11	Isolation	11	6.9

	extent		
	No opinion	26	16.2
	Not at all	30	18.8

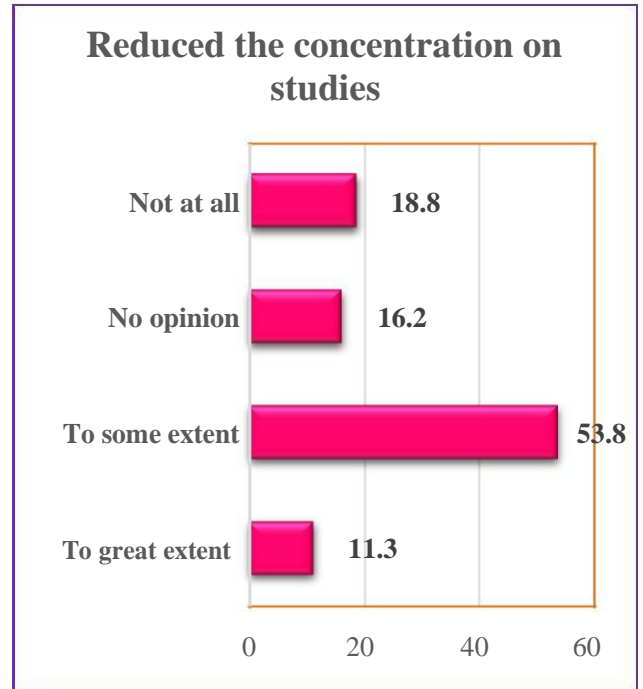
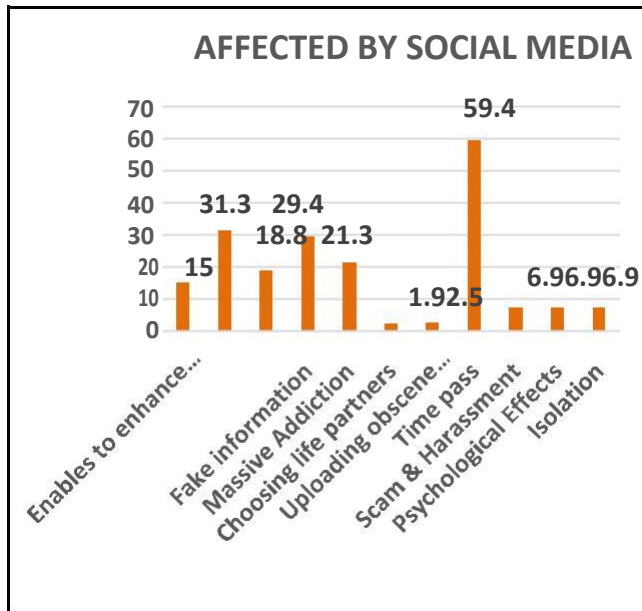


TABLE - 11

AS THE SOCIAL MEDIA IS HELPFUL TO STUDENTS

TABLE - 10

SOCIAL NETWORKING HAS REDUCED YOUR CONCENTRATION ON STUDIES

Respondents	Response	No. of Respondents	Percentage of Respondents
UG Students	To great extent	18	11.3
	To some	86	53.8

Respondents	Response	No. of Respondents	Percentage of Respondents
Students	Yes	87	54.4
	No	8	5
	May be	65	40.6
	Not at all	-	-

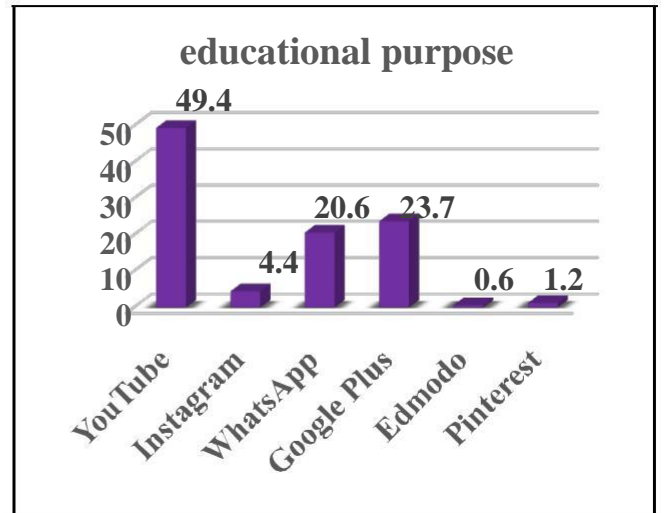
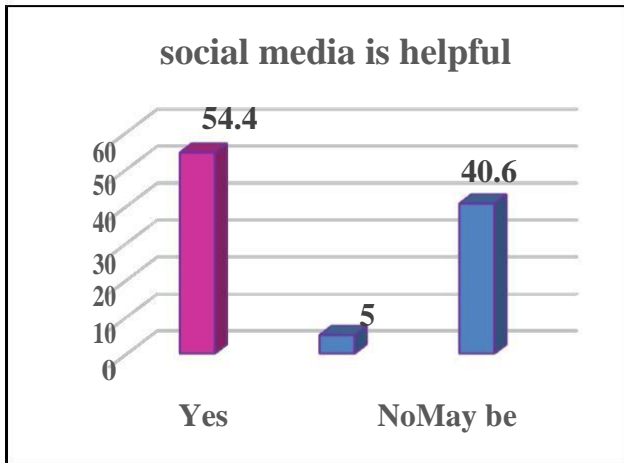


TABLE -12

UTILIZATION OF SOCIAL MEDIA FOR EDUCATIONAL PURPOSES

Sl. No	Social Media	No. of Respondents	Percentage of Respondents
1	YouTube	79	49.4
2	Instagram	7	4.4
3	Facebook	-	-
4	WhatsApp	33	20.6
5	Google Plus	38	23.7
6	Edmodo	1	0.6
7	Twitter	-	-
8	Pinterest	2	1.2

FINDINGS OF THE STUDY

- This study reveals that 100% of UG girl students are having access to social media
- In the present study, it is observed that the respondents use 81.9% WhatsApp, 68.8% Instagram and 61.3% Youtube and the least used social media is LinkedIn 6.3%.
- 96.9% of respondents use social media every day.
- 80.6% of students say that they use social media for entertainment, 68.1% access information, 48.1% for education and only 6.9% for marketing.
- 48.8% of the respondents expressed that their social status may be improved because of networking and 36.9% said yes it has been improved
- They opined that 59.4% of social media has impacted to a great extent and 30.6% to some extent
- The study reveals that 46.3% agree that the younger generation is being misled by social networking, 35% of them are neutral, 11.9% strongly agree and 6.9% disagree with this statement
- The respondents expressed that social media has been affected by 59.4% Time pass, 31.3% Increases more in chatting, 29.4% in providing fake information, 21.3% as affected by massive addiction, 6.9% by Scam & Harassment,



Psychological Effects, Isolation and 2.5% is for uploading obscene pictures & messages

- The study reveals that 53.8% of the younger generation has opined that social networking has reduced their concentration on studies, 18.8% say not at all, 16.2% to some extent and 11.3% to a great extent.
- 54.4% of the younger generation says that social media is helpful for students for their benefits, 40.6% say maybe and only 5% say no it is not helpful for students.
- As per the study, 49.4% of the younger generation use YouTube for educational purposes, 23.7% for Google plus, 20.6% for WhatsApp, 12% for Pinterest, 4.4% for Instagram and 0.6% for Edmodo.

## CONCLUSION

Social media is an effective means of communication which it allows a huge increase in the volume of communication. It has language compatibility, it is a user-friendly media in which it propagates social connections among people, it communicates a variety of information to different people, it also influences the younger generation, and their social status is also improved because of networking.

According to this study, there is both positive and negative aspects. The younger generation that is undergraduate girl respondents says that social media is accessible for information, education, and entertainment. WhatsApp, Instagram, and YouTube are the most used social media. Apart from this social media has improved their social status, helped in academic purposes, and has impacted them.

Simultaneously the study reveals that social media is negative as well, it has been misleading them, it is time pass, increasing chatting in chatting, providing fake information and massive addiction and social media has reduced their concentration on their studies.

## RECOMMENDATIONS

- Increase in awareness programmes about social media
- Opportunities should be raised to facilitate educational training and learning programmes
- Students' forum to discuss and share information

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