

The Role Of Social Media And Its Key Impact On The Youth : Opportunities And Obstacles

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Abstract

“ Social Media is not a media The key to listen,engage and build relationships.”

David Alston

Social media is a buzzword which is considered as direct form of contact with target audience which is wide spread in all fields.It is an interactive media technology platform which facilitates the sharing and exchange of ideas,information and interest through web based apps and virtual communities which has improved the significance for youth where more than 4.5 billion use social media as of October 2021.(Data Reportal. "[Global Social Media Stats October 2021](#)." Social media is considered as the life line of the youth and inevitable part of human life – personal or official space. Youth are early enthusiast of digital media which helps them to be in touch with their friends which leads to psychological development, social skills ,real world skills and creates awareness about current affairs.Apart from entertainment purpose social media provides learning opportunities, job opportunities and helps in promotion of products and services.It is considered as a good platform for education and E-learning by youth. **Brady, Holcomb, and Smith (2010)**. As mentioned by **Luke(2010)** that it improves students communication skills and advance their learning skills. The paper focuses social media usage by youth along with various its platforms which has gained importance among the youth. Social media is like two sides of a coin where on one side it connects people worldwide through exchange of ideas and thoughts whereas it leads to deceptive post , cyber bullying creating an impact on the mental and physical issues. As it rightly stated that too much is too bad is applicable to social media too where enormous usage creates a matter of concern for wellbeing and if rightly used is a matter of great help for improvement and development of the youth.At the end suggestive measures are also included so as to guide youth for a better life.

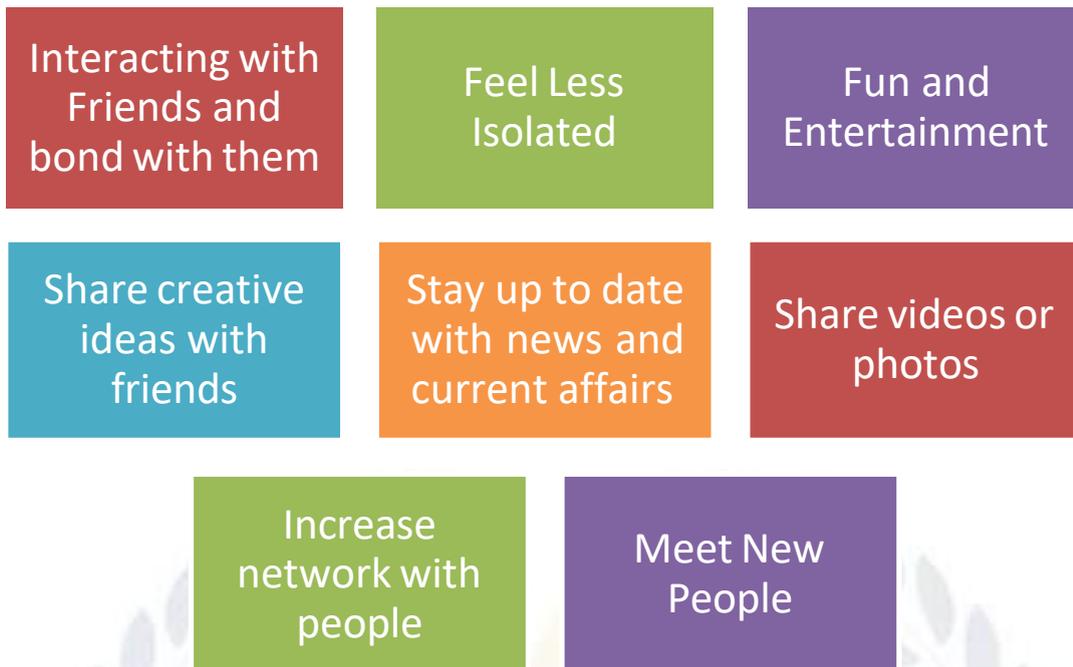
Keywords: Development,Exchange,Inevitable,Interactive and Skills

Introduction

Social media is an internet based form of communication which is used for sharing information and creating web content which blogs, , instant messaging, widgets and podcast. Billions of people around the world use for both for personal and professional use. At personal level it is used to communicate with friends and family and develop interest and at professional level it is used to broaden knowledge in ones field and build professional network by connecting professionals with other industry.

Social Media Usage By Youth

It is used for getting connected with friends and socializing. Other reasons include:



Literature Review

According to Brady, Holcomb, and Smith (2010), it is used for e-learning and it has offered good platforms for education.

According to Lusk (2010), used

for academic purposes. Students' communication skills can be improved. Students can use the new online resources that social media offers to improve their learning abilities.

3) Kalpidou, Costin, and Morris (2011) asserted that social media and grades are related, and Jacobsen and Forest (2011) found that social media negatively impacted grades. They also found that two-thirds of students took help of while completing their homework experienced a negative impact on their grades.

Social Media Platforms

WhatsApp

This app that allows users to send quick updates to their family and friends on a daily basis. Its largest user base is in India, where it enables the sharing of pictures, links, videos, and other content. WhatsApp also has a business platform that helps companies provide customer support and share purchase updates with their clients.

Facebook

This is the most engaging platform in India, among young people aged 18 to 24. 3) YouTube This platform allows users to watch video content from around the globe. It offers a user-friendly interface, a clear purpose, global accessibility, and a variety of creative content.

Instagram

This is a free image-sharing service primarily used on mobile devices. As a visual platform, Instagram is ideal for showcasing products or services through photos and videos. Users can share a diverse array of content, including photos, videos, Stories, reels, live videos, and longer-form videos on IGTV.

Snap Chat

It is a messaging program lets users send one or more persons video or photo messages at once. Depending on the sender, the messages can only be viewed for a few seconds at a time. Nevertheless, other phone features can be used to save the pictures.

Tik Tok

Short videos can be shot, edited, and shared on this free video sharing website. Users can follow, like, and comment on everything they see, much like on other social media apps. Most TikTok users are under the age of twenty-four.

Tumbir

A blogging platform that is used to share own content and distribute it to their blog or profile followers. They also look at what those they follow have to say.

Connecting with people you don't know in real life is more common on Tumbir than with people you do.

Telegram

Telegram is a free messaging program that is compatible with a variety of devices and has no restrictions on the size of its contents. End-to-end encryption for all activities, including group conversations, media sharing, and other interactions, is what makes Telegram unique.

Over the years, its emphasis on security has increased its clientele.

MicrosoftGroups

Microsoft Groups could be a collaboration and video conferencing stage that permits individuals to communicate through content chat, voice, or video call. It moreover has integrative with different other Microsoft 365 administrations, such as OneDrive and PowerPoint.

LinkedIn

LinkedIn has advanced from a straightforward work look motor and continue location into a proficient stage where industry specialists share substance, arrange, and construct their individual brand. It has also become a put for businesses to set up thought authority in their industries and draw in best ability.

Pinterest

Pinterest could be a absolutely visual look motor and publishing platform that empowers users to 'pin' pictures they like agreeing to topics and bunches. For businesses, Pinterest may be a extraordinary way to extend brand mindfulness and make substance that clients can rapidly find and stick.

Vimeo

Vimeo may be a proficient video stage that offers substance. It could be a paid stage, so month to month expenses are related with it; it is great for proficient videographers and creatives to exhibit work and give data. In expansion, Vimeo has a few awesome, high-quality highlights with respect to recordings, so it is useful for long-form, gated recordings for communication and promoting

Positive Impact Of Social Media On Youth

Fast Communication

Many of today's teens and working people agree that fortifies relationships for social benefit as it allows people to communicate and stay connected.

Connecting Professionally

It enables people to connect easily and gives an opportunity to professionals to present themselves to find jobs bringing together unemployed and recruiters.

Positive Inspiration

It creates peer motivatun and inspires youth to develop healthy habits and set positive online role models.

Boost Talent and Creativity

Social media outlets provide students with a platform to share their creativity and their ideas with a neutral audience and get an honest response.

Obstructive Impact Of Social Media On Youth

Inadequate Sleep

Youth stay awake for a long time continuously scrolling through social medial feeds.

Lack of Physical Exercise

The youth sit for a long time on phone and other devices and forget its impact on mental health.

Cyberbullying

Social media is used as a tool to spread hatred, tarnish reputation and unethical means where bullies provoke people to commit crimes, suicides and fall prey to terrorist activities.

Privacy

It is a serious concern as personal dat is not safe in social media where sharing of personal photos and videos may lead to misuse and abuse.

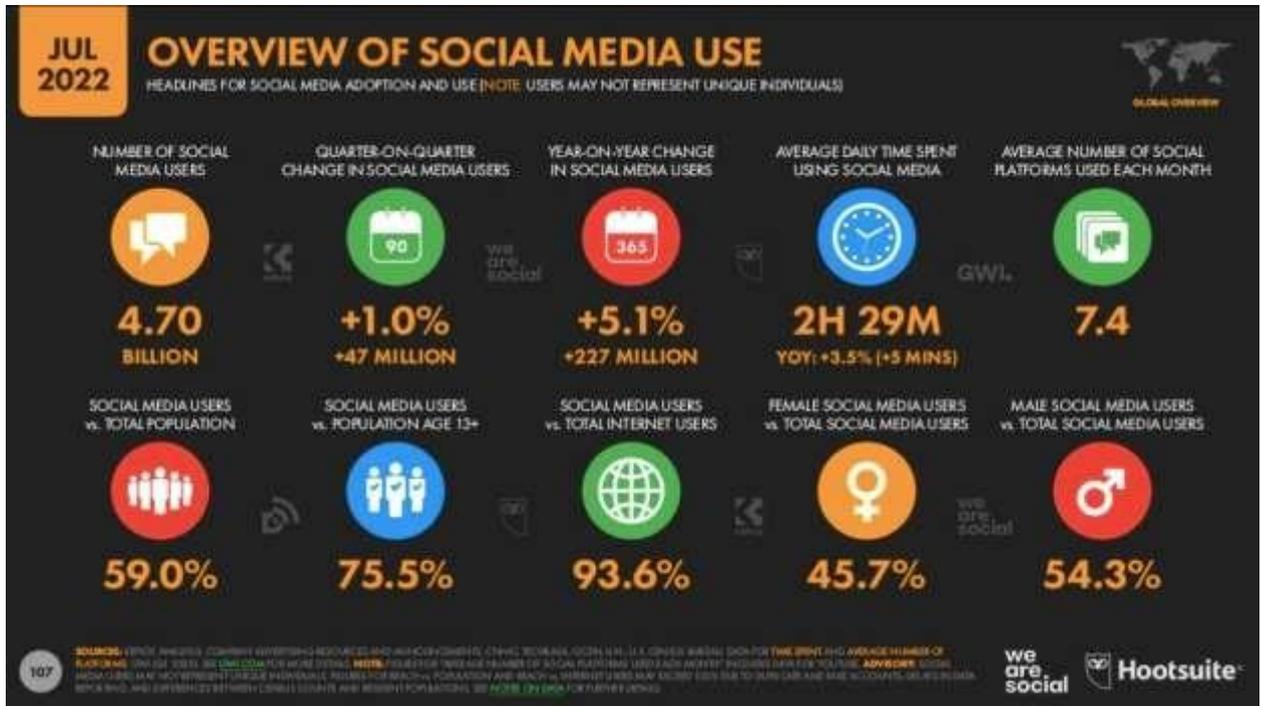
Addiction

The youth get so addicted using social media that and waste a lot of time and pile up their pending works.

Physical Health problems

It leads to less time being spent on daily activities and sleep deprivation due to staying up late to continue scrolling through their social media feeds.

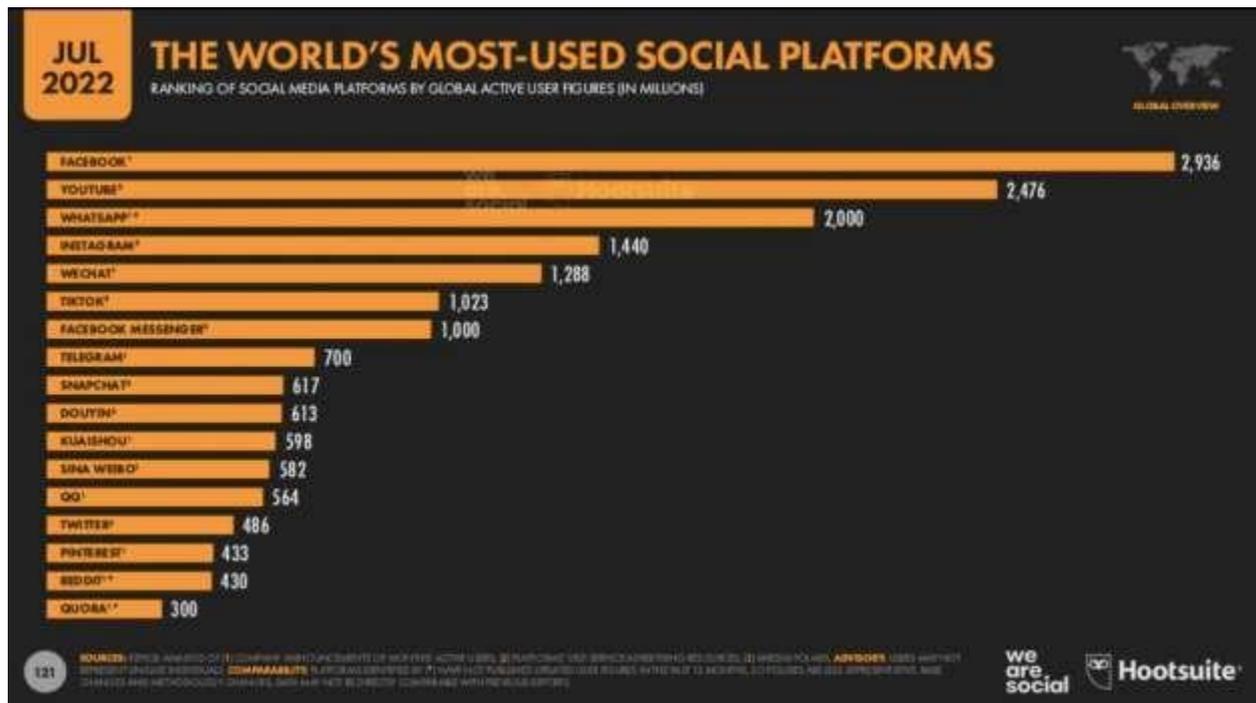
USAGE STATISTICS



Source: Datareportal July 2022 global overview



Source: Datareportal in July 2020



Source:www.google.com

Social Media Trends In 2022 That Reach Customers:.

Metaverse: This is a shared virtual environment or digital reality that you can access online. Social networking, online gaming, virtual reality (VR), and augmented reality (AR) are the technologies that are combined in the metaverse to create a feeling of "virtual presence."

Influencer marketing: Brands utilize social media influencers to promote their goods and services. An approach to product promotion on social media platforms with the assistance of a marketing strategist.

LinkedIn: Since the pandemic, LinkedIn has grown remarkably in India. Since India is their second largest market after the US, LinkedIn has introduced a Hindi edition to cater to Hindi speakers. Brands benefit when they are required to select a specific segment of the population.

Suggestions For The Youth

1. Set time limit to spend time on social media
2. Avoid falling into negative trap
3. Social Media is not real
4. Teach appropriate social media skills
5. Digital Literacy
6. Governance and Regulation
7. Social Media is not real

Conclusion

India has welcomed this technological revolution looking for comparable chances to introduce their goods. To keep the audience interested and glued to their phones, new and intriguing platforms are often added. The new global trendsetter, social media, is here to stay. Restricting young people's use of social media can benefit them.

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