

## **AN ANALYSIS OF SOCIAL MEDIA'S EFFECT ON YOUTHS' DAILY LIVES**

**G.H.Geetha \*1, Dr. Nidhi Rani \*2**

*\*1(Scholar, Department of Sociology, Sunrise University, Alwar, Rajasthan, India)*

*\*2(Research Supervisor, Department of Sociology, Sunrise University, Alwar, Rajasthan, India)*

[gg1572535@gmail.com](mailto:gg1572535@gmail.com)\*1

### **Abstract**

The world of today is rapidly developing technologically, as evidenced by the number of new discoveries and technologies. Globally, people are utilizing technology advancements in many ways to make their lives easier and more enjoyable. This has resulted in significant changes to our society and people's daily routines. All facets of our lives have been impacted by these developments, whether on purpose or accidentally. The industrial revolution was the catalyst for it all to begin. Machines were introduced for a variety of tasks throughout that time. Following the Industrial Revolution, individuals saw both positive and negative developments as a result of the advancement and improvement of technology. Our culture underwent those changes, which altered every facet of human existence. The network of social relationships and the ways in which they interact are referred to as society. Numerous social improvements have an impact on these connections and patterns of interaction. The modern world differs greatly from prehistoric society, and several social change processes like industrialization are to blame for this. These processes lead to the creation of computers, the internet, and social media, which are now commonplace in our daily lives. Social media is being used by everyone on the planet, in one form or another. It follows that social media naturally affects people's daily life, especially those of young people. People's eating and drinking habits, fashion and lifestyle, thought patterns and behaviors, relationship values and interaction patterns, knowledge and information level, and so on have all altered as a result of social media.

**Keywords:** Social Media, Network, Environment Affects, LAN, MAN, WAN, Channel

### **Introduction**

Youth refers to the phase in everyone's life when one is young. This period comes in everybody's life and refers to the phase of time which is between childhood and adulthood. It is mainly characterized as the "appearance", freshness, spirit and vigor etc. The definition of youth varies as it is defined differently in various space and time. It is an experience that may shape an individual's dependency level which can be marked in various ways according to the different cultural perspectives around us. Personal experience of an individual is marked by the culture, tradition, norms etc. while a youth's level of dependency means the extent to which they still rely on their family emotionally and economically. The terms such as youth, adolescent, teenager, kid and young person are interchanged around the world accordingly, often means the same but differentiated occasionally. The term "youth" refers to different age groups. Sometimes it ranges from age groups 14 to 21. The definition of youth by UNO (United Nations Organisation) is from age group 15 to 24 and all statistics of the UNO is based on this classification. UNO also states that they are aware that they have other definitions which exist for youth within UN entities such as "Youth Habitat" in which the age group is 15 to 32 and "African Youth Charter" in which the age group is 15 to 35. The intergovernmental organization i.e. (Organization for Economic Cooperation and Development) has defined youth as people of age groups ranging from 15 to 29. The national youth policy (2003)

defined youth as in the age group of 13-35. Scholars argue that definitions which are age based are not consistent across cultures of times. So it is more accurate to focus on the social processes in the transition to adult freedom defining youth. However the term “Adolescent” refers to a specific age range in which there is a developmental period in a person’s life unlike youth which is a socially constructed category. It is age in which he/she develops self-concept. This self-concept of the youth in the world is affected by various variables which are one’s lifestyle, gender, peers and culture. In this stage of the life, people made choice that affects their future in one or the other way. These young people of the society decide the future of any nation so it is very important that in what kind of environment our youth lives, interact and is aware of. The entire stimulus in the youth’s environment affects the population very much. Social media is the main and the biggest factor now a day’s which is influencing the youth. So there is vital need of attention in this matter.

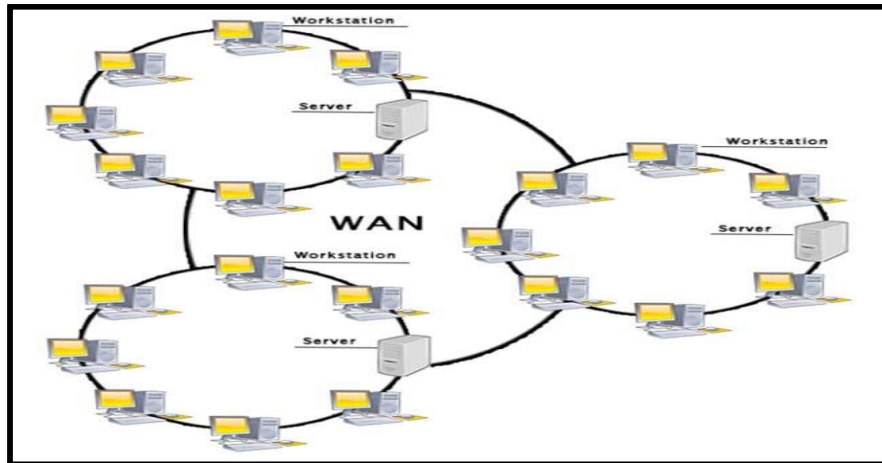
#### Software

Software or computer software is a collection of data or instructions that control the working of the computer. In simple language software tells the computer how to work for a specific task. In software engineering and computer science, computer software refers to all the information processed by computer systems, programs and data. Computer software or simply software includes computer libraries, programs and non-executable data i.e. digital media or online documentation. Main three types of computer network are mentioned as follows:-

1. LAN:- LAN (Local Area Network) is a network of computer and peripheral devices which are connected in a limited area such as school, laboratory, home and office building through twisted pair of coaxial cable etc. LAN is a widely used network for sharing resources like multimedia files and printers etc. LAN is relatively faster than other networks. LAN network is shown in the diagram 1 below.



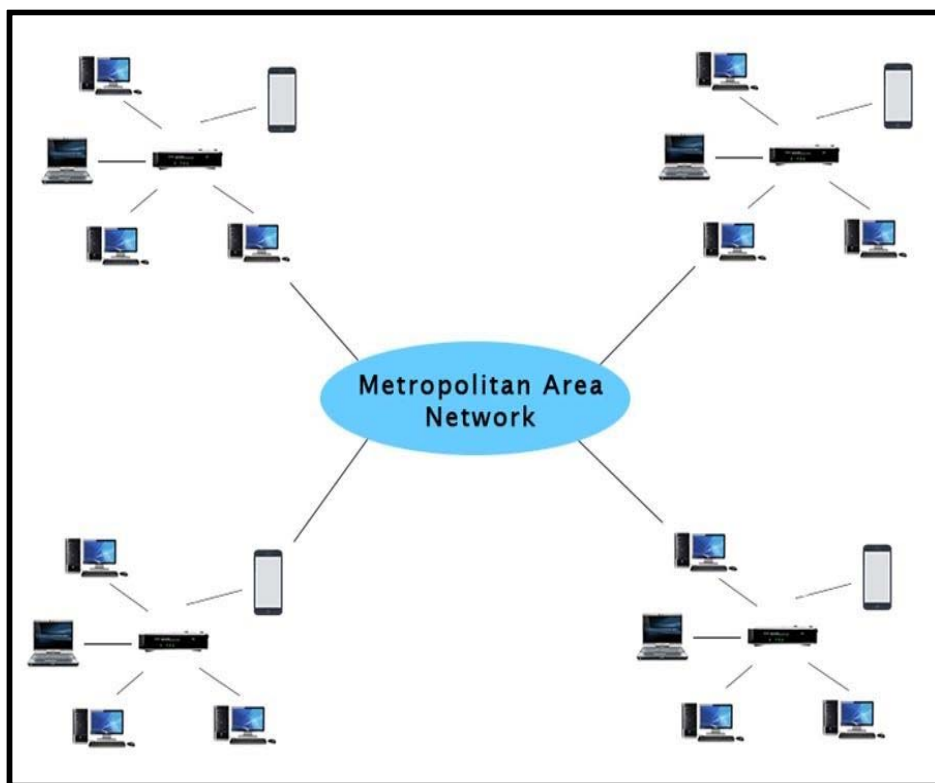
2. WAN:- WAN (Wide Area Network) is another important computer network which is extended over a large geographical area. It is comparatively bigger network system than LAN (Local Area Network). It is connected through a telephone line, fibre optic cable or satellite links. It is used in the field of education, government organization, business etc. WAN network is shown in the diagram 2 below.



3. MAN:- MAN (Metropolitan Area Network) is a network system that covers a larger geographical area by interconnecting a different LAN to form a large network. It is used by the government agencies to connect with the citizens and also used by private industries, airline reservation systems, military, colleges etc. In MAN

(Metropolitan Area Network) various LANs (Local Area Networks)

are connected with a telephone exchange line. The system of MAN network is shown in the diagram 3 below.



## **The Social Media Channel**

Today the social media which we use is the product of internet. In simple words social media access is not possible without the internet. For accessing social media there must be internet connectivity on the device. Now a days there is internet on every device and at every place in the form of data packets, wifi connections etc. This internet is very useful and serves as a channel for social media which we use in our everyday life. According to Merriam Webster internet is “an electronic communications network that connects computer networks and organizational computer facilities around the world”. It is simply a network of networks that connect the whole world through a web of digital connections. It is a system which has revolutionized communication, commerce etc. by allowing the computer networks of the whole world to interconnect. It provides a capability which is so versatile that it can be used for almost any purpose that depends on information. It is accessible by every human being who connects to it.

Today, there is no single agency totally responsible for controlling the Internet. It is a decentralized system although there is an internet society working globally for information exchange among the users. There is also an internet Architectural Board in charge of maintaining and updating technical standard. The internet, according to experts had not been designed as a unitary infrastructure but as voluntary protocol which millions had opted to use. It was an adhoc, flexible, bottom up, chaotic phenomena. The usages of the internet have expanded since the network’s creation in 1969. It was originally conceived as a way to connect major research organizations. But now internet has become the world’s most important medium of interpersonal and interorganizational communication. Since, however it cannot reach the masses at one stroke that’s why we cannot call it a mass medium. In 1989 the British computer scientist, Timothy Berners Lee created the World Wide Web (WWW) within the couple of years, the web became the most used web by Internet users everywhere. According to the Internet consulting company Nua, the web was being used by 45 million people World Wide in 1996, of whom 30 million (Two third) where in North America. Today, China has 80 million users (about 8 percent) of its population. India may have 10-15 million users, the bulk of whom will be in New , Kolkata, Mumbai, Chennai, Bangalore and Hyderabad. Some 60 million people used the net in 1995, the number of users increased to 200 million at the beginning of 2000. It is estimated that the Internet will be used by a billion people all over the world in 2005 that is one sixth of the total population on earth. This may be a highly optimistic estimate. However, there is no doubt that the number of internet users is increasing very fast (Vilanilam, 2005).

## **CONCLUSION**

This modern world is impossible without social media. All this happened with the emergence of industrial revolution. Since then technology has brought many changes. In today’s world almost everything is operated by the computer or its various forms or types. With the advancement of computer came internet which revolutionized the world and the product of internet in social media. Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. However, the variety of stand-alone and built-in social media services currently available introduces challenges of definition. Social media is used in diverse fields and with every coming day its features are getting evolved. With the development of social media different users can access different features of social media according to their needs. Today almost everyone is on social media specially the youth population. Youth population is the vital part of the nation’s population that can make a difference in nation’s development and progress. Youth is the time of life when one is young. This period comes in everybody’s life and refers to the

time between childhood and adulthood. It is mainly characterized as the “appearance”, freshness, spirit and vigor etc. The youth population uses social media everyday for significant amount of time. It is a part of their everyday life. Everyday life includes daily routine, schedule, interaction pattern, habits etc. and with the use social media there is significant change in youth’s eating and drinking habits, fashion and lifestyle, thinking and behaviour, interaction pattern and relationship values, knowledge and information level etc. Social media has great impact on the lives of the people and overall nation's progress.

#### Findings

- ❖ 52% of the respondents were in Post-graduate courses as more PG courses offered by both the universities and that’s why the strength of the students of PG courses is also more.
- ❖ 57% of the respondents were of the age group (18-23) as this age group is mostly engaged in basic academic education and there are relatively less youth that pursue higher academic studies.
- ❖ 63% of the respondents were male as according to the census of 2011 the sex ratio of Shahapur is 867 per thousand males & the sex ratio of Karnataka is 879 per thousand males.
- ❖ 72 % of the respondents of general caste as in Karnataka the general caste population is much more than any other caste. The population of general caste in Karnataka is 25,351,462.
- ❖ All the respondents were from Hindu religion i.e 100% as according the census of 2011 the population of Hindus in Karnataka is 1,043,887 which constitute 98.37% of the total population.
- ❖ 58.5% were hostler respondents as most of the students which took admission in the universities come from the rural areas and for having their home far away they get resides hostels.
- ❖ 67.5 % of the respondents are from joint family as in India there are more joint families especially in rural areas from where the respondents are more. Moreover some families are nuclear in structural sense but in a functional way they are joint families.
- ❖ 54.5% of the respondents are from rural areas as students come from rural areas to take admission in both these universities as there are very few or no higher education system in the villages and moreover urban students tend to move outside the city, state or even country for academic purposes.

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