"IMPACT OF SOCIAL MEDIA ON TEENAGERS"

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ABSTRACT

The present study focuses on the impact of Social media on the teenagers which is based on secondary data taken from different studies done by varied scholars in the context of change in behavioral patterns among teenagers due to the use of social media. Today, in the modern era social media has become one of the important issues for which the society needs to take some major steps so that the teenagers can be saved from the harm done to the students by the excessive use of social media .The findings of the below stated study reveals that social media although being a boon for the teenagers has caused a lot of problems for them. Although, it helps adolescents to stay connected, stay updated, enhances creativity etc but at the same time it has lead them fall prey of crimes as well like cyber bulling, identity crisis, inferiority complex, time wastage, FOMO phenomenon etc. Teens need to remain updated but at the same time they need to remain safe also. It should be the duty of their parents to keep a watch on the online activities of their children so that they don't get involved in any problem.

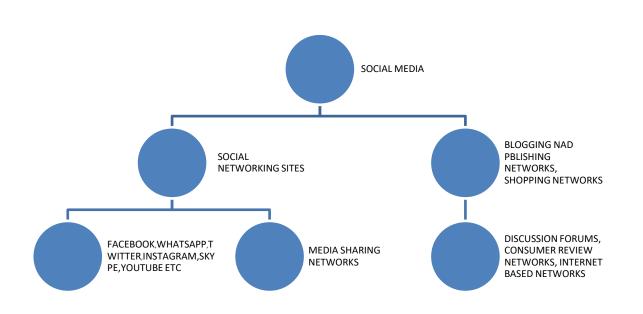**Keywords**: *Social Media; Communication; interaction*

INTRODUCTION

The world in which we are establishing our survival is the world of virtual media. As we need the morning cup of tea likewise the use of social media has made space in our everyday life. In recent decades, globalisation and new technologies have influenced the everyday lives of both people and the business world and now impact the ways many people think, behave and communicate **(Secher A.,)** Social media can be termed as the applications which helps the users to make their profiles and take part in the functioning of any of the social networking site. Social media has been defined as the websites which allow profile creation and visibility of relationships between users **(Boyd & Ellison, 2008).**Social media are used in today's virtual world for sharing the information, content, remaining updated, sharing of ideas etc. whosoever wants to be the part of social media can access it via laptop, computer, and mobile phones. Depending upon its role, social media has become very important as it helps us in making our communication with the other people very easy and convenient. Before the advent of social media, the communication styles of the people differed, they used mobile phones and did face to face interaction but timely with the coming up of the new technologies the communication style also underwent changes and provide endless means of communicating with each other. Social media has impacted various facets of modern life and it has profound influence in inter-personal communication **(Subramanian K.R., 2017).**The social media refers to the use of web-based and mobile technologies to turn communication into interactive dialogue
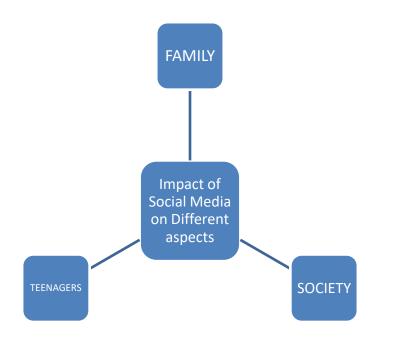
(Baruah T.D., 2012). We can have access to the happenings all around the world in just one click sitting at our home. Now a day's social media has been important part of a person's life from shopping to electronic mails, education and business tools as well as plays an important role in transformation of the people's life **(Siddiqui S & Singh T., 2016).**There are various forms of social media which includes magazines, internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, pictures, video, social networking sites, social bookmarking **(Baruah T.D., 2012).** One of the forms of social media known as the social networking sites has started a revolution in life of the people. They are very important for maintaining the relations with the people those who are far as well as near to each other. Social media has been today serving as a means which helps the people get to know whatever they want to; they can explore the whole world in just few hours and even know the pros as well as the cons of anything. This has served as a good means of development and communication. Social media facilitates the global communication in seconds, connects the deserted areas with the civilisation, and plays an important role in e- commerce and above all in the participation and democratisation process **(Bank N.Z., 2014).** As in earlier times, students were totally dependent on their teachers for education purpose but in the modern times social media has also been a means to educate students without any tutor available. Students can use social media to get educated and enlightened from the international sources as well.

DIFFERENT FORMS OF SOCIAL MEDIA

Social media has impact on various sectors which needs to be focussed to get the better results out. The different sectors which are being influenced by the social media have been discussed in the following table: –

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                     │   Impact of   │
                     │ Social Media  │
                     │ on Different  │
                     │    aspects    │
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                ┌────────┘       └────────┐
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         │ TEENAGERS│              │  SOCIETY │
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SOCIAL MEDIA AND SOCIETY

We are living in such a world where each and every person of the society in busy in doing some work, in education or sometimes in proving himself/herself. Not even the breadwinners but even the bread eaters are having no time to spend interacting with the other person in personal. Thus, in such situation where people don't find time to greet the other person of his/her society, social media has given them a way out to interact with the people without wasting any time in having an interaction with the other person by going to their door steps. It's just by sitting at their own place they can have chit chat with their friends and relatives even with the family members far away and can give satisfaction to their relationship. Due to the prevalence of social media in our lives, the people are getting connected with each other which help in framing a perception that people are happier as they are connected with more people.

SOCIAL MEDIA AND FAMILY

Connectivity is one of the most important parts of the life in present status. Communication between members of a family is considered to be most important factor for building up of strong relations and electronic communication has given it an easy way out. Electronic communication is clearly becoming a reliable and chosen form of communication in the 21st century and social media like Twitter, Facebook, WhatsApp has shown an impact on the interpersonal communication **(Ngonidzashe M., 2016).**There are numerous numbers of people who are giving a positive response when asked about if they are comfortable while taking to their near and dear ones through social media. It strengthens relationship ties through sharing. It has played a major role in strengthening connectivity among the family members who do not stay together. It helps the members to keep a track of the schedules, locations and a sense of security between the members. Although this media helps

people build connections in a easier and better way but still people have the perspective that it has done less good and more harm to the family relationships. One effect of increasing use of social networking sites in household is that people are spending less quality of time with their family and friends **(Sultana S., 2017).** The use as well as the misuse of the social media depends upon the time given by the members of the family to the social media. As we can see today, in each and every house every person owns his/her mobile phone and instead of talking to each other they remain busy in handling their chores on their phones. They become so unconscious in the use of social media that they even don't realise the quality time they have missed to spend with their family members. Earlier, relationships were considered as the lifeline of the people but that status has been taken over by the social media. It is also stated that social interactive online networking such as FB and MySpace have changed the way families communicate. The concern is that the influence of technology can be a hindrance to interpersonal relationships but to McQuillan, the advent of the Internet has made the world smallerin terms of global interaction but wider in terms of one-on-one relationships **(T.M. Joo & C.E. Teng., 2017).**This has resulted in breakage of the families as the partners don't like each other's interruption, children don't like interruption of the parents or grandparents. They have their own life and society restricted to their social media.

SOCIAL MEDIA AND TEENAGERS

Although social media is having its impact on each and every sector but it is the teenager group which is served by social media as both boon and bane. Teenagers comprise the age group of children belonging to the age group of 13-19 years. This age group is surrounded by a lot of emotions, ideas, thoughts, creative activities etc. Teenagers are influenced by each and every thing happening in the society and that too in a short span of time. As social media, is having impact on whole society it is having on the teenagers as well. The social media has both

positive as well as negative impacts on the teenagers.

Positive impact of social media on teenagers:

- Social media has changed the education style of the adolescents. Earlier, they dependent upon the teachers for knowledge and education purpose but with the advent of new technologies they are now taking the benefits of the outer world as well. They can get the best guide online, best materials, best coaching which would help them in developing their outcome. They now no longer have to wait for the teachers in the schools to make them understand the things because various online teaching aids have been developed like tata-edge, Byjus etc which help them explain their chapters in a better and creative way. Social media provides an easy and effective way in which students can share knowledge **(Akram, W.& Kumar R., 2017)**.

- Social media has also made adolescents more creative in their ideas and thoughts. They have learned a lot of new things from social media like YouTube which helps them understand how make something creative. The drawings, paintings, decoration, are learned by the teenagers which add on to their extra-curricular activities. Social media sites like Facebook enhances the creativity among the users because several creative comments, pictures, poems, or statements are regularly posted by these users and helps getting instant feedback on their creative ideas by family **(Chowdhury I.R.& Saha B.,2015)**.

- Social media is considered not safe by various parents and that's why they don't allow their children to use it. But it depends upon the adolescents that if they want to be safe online or not. There are so many security checks system in the social networking sites that would help the

children to remain safe and carry on their activities without being harmed.

- Social media helps development of the critical thinking in the teenagers. Adolescents come across a lot of thoughts, ideas, Opinions online which helps them to develop a critical view looking upon the view of all the others.

- Social media provides a platform for the adolescents to develop their communication skills. Acc. To Das B & Sahoo J.S, Social networking sites, emails, instant messaging, video-photo sharing and comments posting are all tools that people communicate and socialize with each other **(Money, 2009)**. They learn to interact with different people in a good and better way. They also take part in debates and quiz which enhances their knowledge.

- Social media helps keeping adolescents updated with the happenings all around the world. They don't have to sit in front of the T.V anymore and watch news channels at prescribed time. They can get the latest updates through the social media wherever

  they are seated. With news channels, magazines, social networking sites blaring about the world happenings, adolescents can understand that there is more to the world than what is just happening in the hood **(Akram. W & Kumar R., 2017)**.

- Social media provides a mouth to those adolescents who are unable to express themselves in public. It helps the students to get that confidence that they can speak on each and every matter. They can write comments, post videos, make an art etc to express themselves. The youth takes active participation and also raises their voices in order to express their opinions and views on social issues being discussed on these sites **(Khurana N.,2015)**.

Negative Impact Of Social Media On Teenagers: -

- ✓ It is common in teenagers to compare themselves or their lives with the other person. When they start feeling inferior in comparison to the other person then sometimes they may go into the state of depression. Social media adds on to the deterioration of their health like this.

- ✓ It is commonly known that teenagers fall prey to the case of cyber bullying very easily. Adolescents are at that age group in which they get attracted to each and every happening in the world very easily. It is common today that various online scams cases are being registered in the court. Adolescents share their personal information on various social networking sites like Facebook, WhatsApp, Instagram etc and believe very easily on strangers which can be misused by them**(Raut, V. & Patil P.,2016)**.

- ✓ Adolescents remain online late at nights and early morning also they first check their social media accounts. Remaining online till late night can cause sleeping problems and they would fall ill. Social media use is associated with poor sleep, regardless of the the time of the day **(Levenson J.C., Shensa A., &at. el, 2017)**.

- ✓ Teenagers go through the FOMO phenomenon that is being isolated when they see other person on some occasion in which they aren't invited although they are the part of the same group online. This would increase the anxiety in them. Social media sites play an important role in fear of missing out phenomenon **(Abel J.P.,Nut B., &et.al., 2016)**.

- ✓ Social media has devasted the education pattern of the adolescent's as they are spending a lot of their time on social media and giving very less time to their studies. Thus, social media has resulted in lowering

the concentration of the adolescents. Adolescents ability to concentrate on the task at hand is significantly reduced by the distractions caused by YouTube, Facebook and twitter **(Lad, H. 2017).**

✓ Teenagers are in the rigorous use of social media. Even if they want to play games, they would play that online only that has resulted in their less outdoor activities. Because of this factor they have become obese and griped by different health issues. Excessive use of social media may lead to lack of face to face interaction which may lead to loneliness, depression, and other mental disorders.

✓ Spending most of their time online has resulted in the addiction of the teens. They have become addicted as they can't now image their life without social media, they can't spend time if they don't have their phones with them and remain conscious about that. People with social media addiction don't have control over their behaviour, actions or usage. Their addiction may reach a point at which it is harmful **(Veronica, S.A. & Samuel U.).**

CONCLUSION

Every coin has a head and as well as a tail i.e. everything in the world has both positive and negative impact. Social media is also one such thing which is surrounded by both the phases. Adolescents are the teenage group children who are always excited to do new adventures, they want to try everything in life without deciding what is right and what is wrong for them. Social media in one perspective can prove to be very good as it would give them a chance to enhance their learning aptitude but at the same time it would exploit them also to a great extent. It is always advised that the parents should play an effective role in keeping a check on the activities of the children. They should maintain them so that they don't fall prey to some false scams. The inevitability of the communication

technology development is drowsing the youth. Their constructive goal is being crushed, smashed, swapped by the social media **(ibid).** It is not the fact that social media is only negative but the negative impacts are outweighing the positive impact. Social media is having a never-ending power which attracts people towards themselves and they even don't realise that they are getting trapped on daily basis. It has somehow increased narcissism among some of the students as well. They get into love for themselves which leads them to mental illness and nothing else. At the end, it can only be said that social media usage is to be limited or its usage is to be turned into the positive way then only society would develop. It is very important to get adolescent out from this because they are the future of the country, if they would move towards wrong way, our country's development is at stake.

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