PROGRESSES IN SOCIAL MEDIA AND ITS CONSEQUENCES ON THE DEVELOPMENT OF VALUES IN YOUTHS

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ABSTRACT

With the advances in information technology it is amazing that just with single click one can pass the information to thousands of people within a second. The development of this technology has given birth to a tool which is more commonly known as social media using that people can share or exchange the information and ideas as well as discuss various issues. Social media can be understood as the mean to transcend the values via networking sites such as Facebook, Twitter, WhatsApp, LinkedIn, etc. These networking sites can play crucial role in the overall development of human values. Values are guiding principles of life that contribute all round development of individual and determine the right versus wrong. The objective of the present research was tostudy the effect of social media on the development of values among youth. For this, samples of 40 students were selected through random sampling method. The data was collected through self-made questionnaire. The findings of the study suggest that the majority of students use social networking sites such as Facebook, WhatsApp for chatting and Youtube for downloading and watching videos and lectures.

Keywords : *Social Media, Values, and Youth*

INTRODUCTION

A social networking service (SNS) is a stage to manufacture social network among individuals who share experiences, interests, or genuine occurrences. It comprises of a profile (i.e. portrayal of every client), his or her social connections, with differing qualities of extra administrations. SNS are the internet based services that enable people to make an open profile, make a rundown of users to share connections, view and cross the connections inside the framework. The profile page of the users contains profile data, for example, their date of birth, gender, religion, main residence, books

cites,most loved movies, and what they like doing in their additional time. Users can likewise outline the presence of their page, and offer different kind of substance, for example, cuts photographs, video, music and so on. With the assistance of such systems networking site people groups can investigate the entire world, refresh themselves, learn and spread information and connect with each other.

RELATED STUDIES

The progresses in the field of information technology inthepastseveral years have resulted in development in socialnetworking which empowered the linkage between the peoples and spread news, knowledge and other information.In present time, SSN are profoundly required in our underlying foundations and we are emphatically depending on it whether it is identified with excitement or social affair profitable data. Frequently a diversion for some computer educated individuals has turned into a social standard and lifestyle for individuals from everywhere throughout the world (Ellison and Boyd 2007). Users are tangled with these destinations to share data, interface with their associates, develop their identities, and show their social lives(Ellison & Boyd2013).The most popular SNS currently used these days areTwitter, Youtube, MySpace,Facebook, e.t.c..These sites have huge impact on the youth as majority of them are somehow associated with most or at least few of these SNS. It may have constructive as well as destructive effects depending upon how it has been used by the user. Many individuals enthusiastically participate in substance era and esteem creation, and a few researchers (e.g., Ellison et al. 2007 Vasalou et al., 2010) have inspected the profiles to decide why and to what sum they are excited about sharing their whole character, sharing pictures and recordings, and showing their conjugal status, religious affiliations, and political introductions on the web. The constructive usage include interaction of userswithothers various healthy topic,exchangeinformation about their interests,and raise discussions about new topics, follows news about specific topics on different Social Networking

Sites. The productive usage of SSN are associated with the awareness of the users about various subject, various conversations about their interests, and talks about new themes, news about particular points.

On the other hand, many times the teenagers use the facilities in destructive way such as wasting time in useless chatting, surfing and watching movies and videos. Now a days Internetbecame a party ofdaily activitiesandinformationgathering while earlier in older generation people use rsources like the television or newspaper for acquiring information or knowledge(Matthew,2011).

Educational development is a standout amongst the most essential perspective identified with esteem change and youth are the mainstay of next generation. Online networking assumes pivotal part to make them more coherent and mindful about the righteous. For instance, such long range informal communication destination assumes vital part in the execution of understudies (Vaughn 2008).Tuckman (1975) characterized execution as the misleading exhibition of understanding, ideas, capacities, thoughts and awareness of a person and proposed that grades clearly show the performance of a student. Thus, their scholastic performance must be overseen inadequately keeping in view all the variables that can emphatically or adversely influence their instructive performance. Web is a standout amongst the most imperative elements that can impact instructive execution of under studies emphatically or unfavorably. Shah etal. (2005) proposed that users are influenced by the web and this impact is dictated by the sort of web usage. They are emphatically influenced by the enlightening utilization of web while having intense effect of recreational utilization of web on them. They additionally recommended that web is valuable to both researchers and educators if utilized as an apparatus of learning creation and spread.ThestudylooksatSocialnetworksinrelationtoit simpactonacademicneeds and value improvement. Social networks are studied with an educational context they are part of a virtual learning

environment. With the advancement in time, the classroom and study space is modified toe-learning. SNS are part of this virtual learning environment where the class roomis shiftingin time and space.

NEED AND IMPORTANCE OF THE STUDY

There is a great need to study the role of social media in development of values among youths because social media effect the values of youth. The whole society of nation depends on youths. Social media affects the moral,cultural,and social values.The affect of social media is both positive and negative. So it is very necessary to know the role of social media and how it affect the values of youtube.

The findings of this research hopefully will create awareness among the youth who are accessing social networking sites for various academic as well as other purposes. It will greatly

assist and motivate the student to use social networking sites appropriately. University students are exposed to various kinds of Social networking sites on the internet and this study will be helpful to understand how the social networking sites affect the values among youths.

STATEMENT OF THE PROBLEM

The purpose of this research was to determine how the social media affect the values among the youth especially studying at university level.

THEORETICAL BACKGROUND OF THE STUDY

This part will explain the background of research, statement of the research problem, purpose of research, importance of research, limitations of research, definition of terms, and summary.
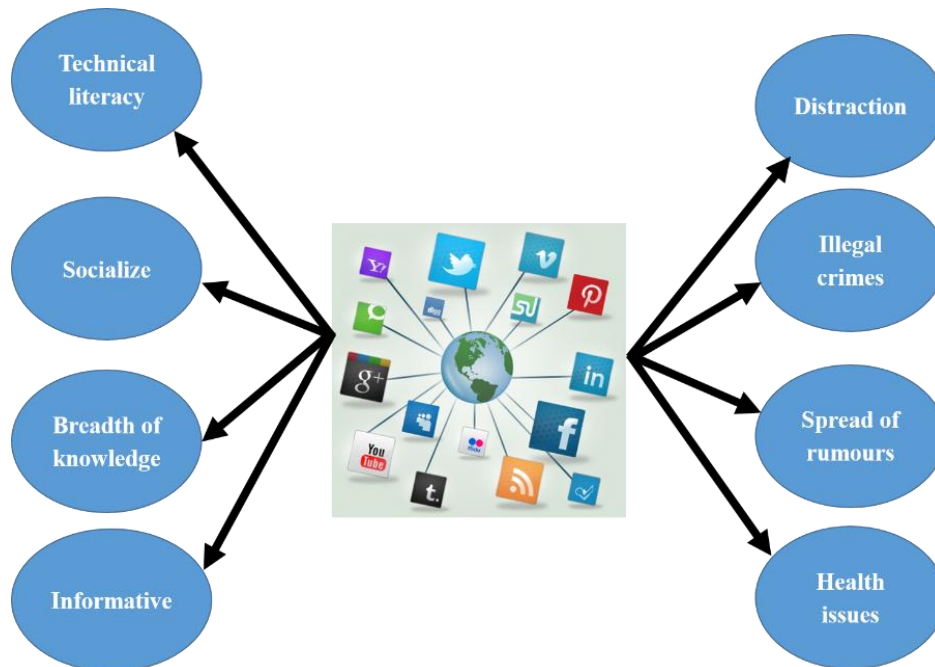

Figure 1. Theoretical Framework of the Research

DEFINITION OF KEY TERMS

The followings were the key terms used in this research and their constitutive and operational definitions:

(a) Social media

Social networking is online amenity that enables people to make an open profile, to make a list of users with whom to share, and view and cross the connections inside the framework. Most SNS are online and give intends to users to connect over the Internet, for example, email and texting. SNS are fluctuated and they consolidate new data and specialized instruments, for example, versatile network, photograph/video/sharing and blogging. Online people group administrations are in some cases considered as an informal organization benefit, however in a more extensive sense, SNS means an individual-focused service though online community centre. It enables clients to share thoughts, pictures, posts, exercises, occasions, interests with individuals in their system.

(b) Value

Values are guiding principles of life that contribute all round development of individual and determine the right versus wrong. They are generated by feelings not cognition; they are emotional not intellectual judgment.

OBJECTIVES

The motivation behind this research was to determine how the social networking sites (SNS) influence the esteem improvement in youth of college/university level students. The objectives of this examination were:

1.   To research how the students of college are utilizing the social networking sites.

2.   To investigate what are the most popularly used social networking sites by the students .

3.   To study how the social networking sites improves or degrades the values of students.

RESEARCH QUESTIONS

Current work aims to address following research questions:

a)   How the university students are using the social networking sites?

b)   Which social networking sites are most popularly used by the students?

c)   How these social networking sites are used as platform for value improvement as well as degradation of students?

METHODOLOGY

Research method: In the present study survey method was used.

VARIABLES

Following variables were used for the current research:

•   Social networking sites as an Independent Variable

•   Students as a Dependent Variable.

In this research, it was analyzed how the student's uses social networking sites to fulfil their specific need for study and enjoyment.

Sample size: Under graduate and post graduate students (40) studying in different department of BBAU.

Sample technique: Simple random sampling.

Tool used : Self-made questionnaire

DATA COLLECTION

The researcher personally visited the BBAU, a Central University at Lucknow for data collection. Both under graduate and post graduate students were chosen for data sampling. The critical analysis of the collected data have been done and presented with the help of pie graphs.

FINDINGS AND DISCUSSION

The current study aims to find out the relationship

between usage of social networking sites in development and degradation of values in youth. The survey suggests most popularly used SNS are YouTube, WhatsApp and Facebook. Other SNS included WeChat, Twitter, Google+ and Instagram which are found to be less popular in comparison to Facebook and Whatssap which are easier to use. The SNS do play both adverse and favourable role on the value development depending on the way it is being used. For instance, many students waste their time in chatting and surfing useless issues via WhatsApp and Facebook while others discuss and share meaningful post related to politics, health, science, technology and other constructive ideas. The other constructive uses include downloading lectures and other general awareness videos. All these constructive usage brings positive changes in the student improving their logical level which led to development of intellectual values in students.As shown in Fig. 2, on an average a student spent 46 % time with WhatsApp while 37, 10 and 7 % of time spent with Facebook, Youtube, and other social networking sites, respectively.
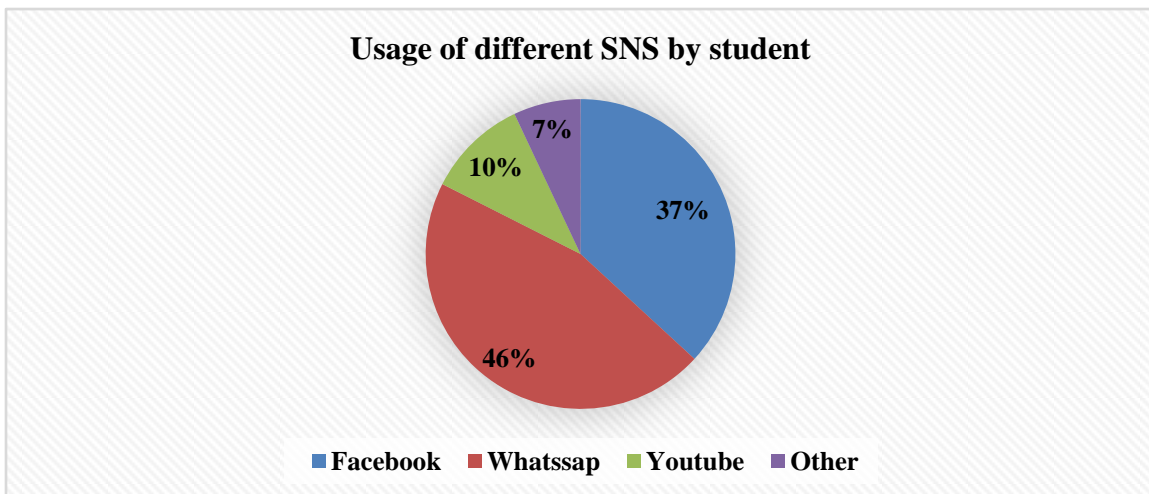
Figure 2. Pie chart showing various networking sites used by student of BabasahebBhim Rao Ambedkar University (BBAU)
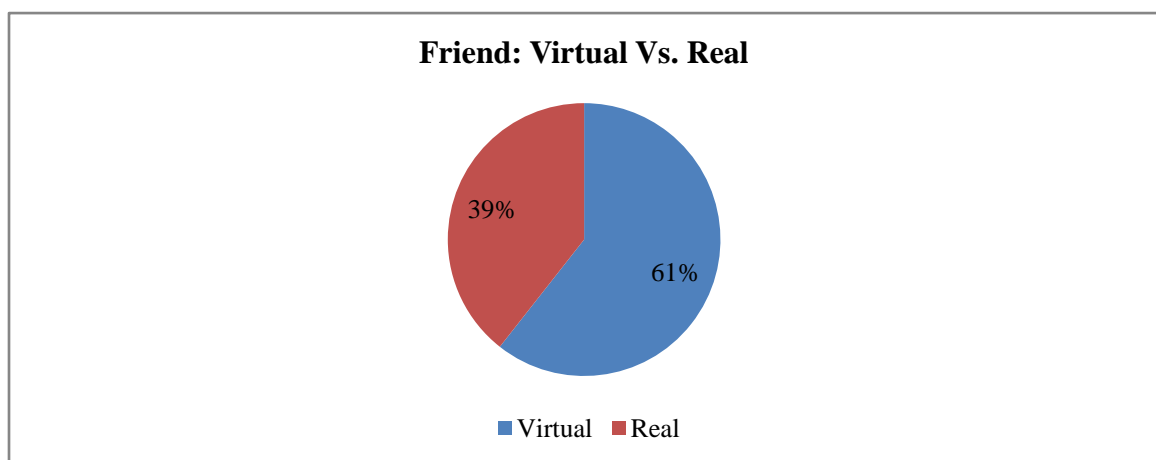

Figure 3. Pie chart exhibiting comparison with the number of real vs virtual friend of a student of BBAU

In particular, each student hadatleast35to70friends in the friend list. Among them 61 %users have online friends which are not friends in real life while39%studentshas both the online and real life

friend common (Fig. 3).Most of the candidates told that their online friends were their genuine companions; while the majority of them had companions who were from school, school or family.

**Use of social networking sites on mobile phones**
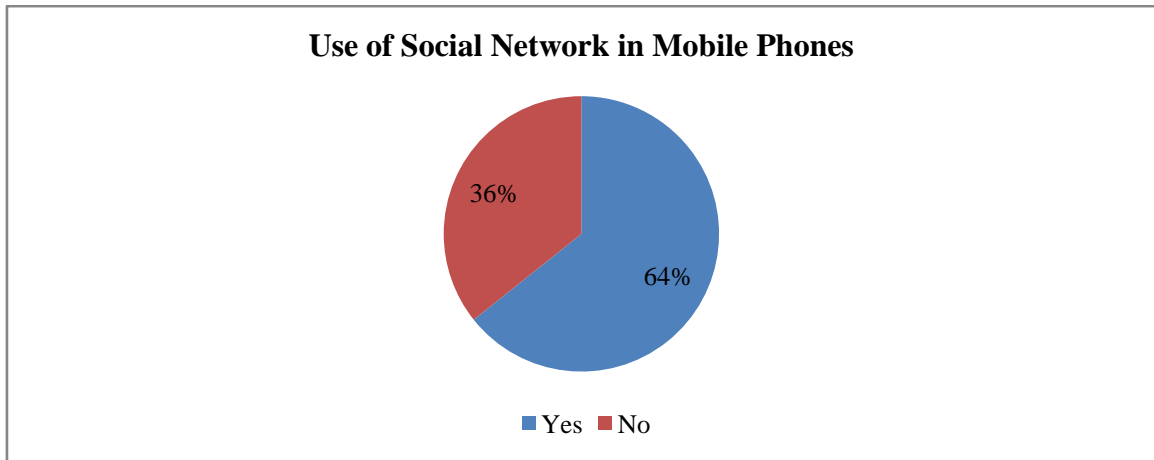
Figure 4. Pie chart describing use of mobile phones to access social networking sites by the students of BBAU, Lucknow

Figure 4 depicts that sixty four percent students reported that they generally use a social networking site on phone. This expanded the approach capacity and adaptability of being in touch. Smart features

available on social networks like perusing RSS feeds, area labelling and status updates were famous employments of social network on cell phone.

Time Spent on Social Networking Sites
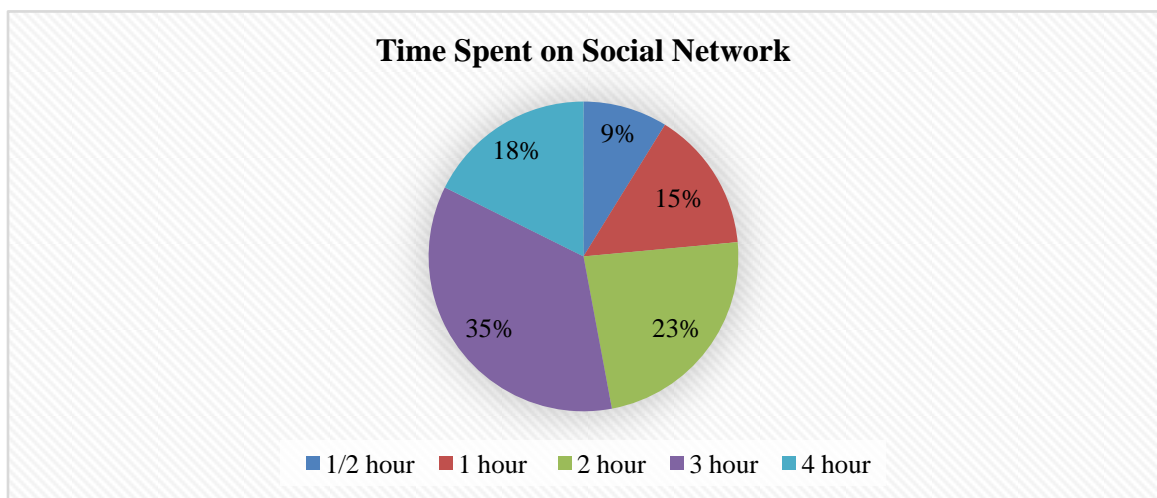
Figure 5. Pie chart showing time spent by the students of BBAU, Lucknow to access social networking sites

In figure 5 the respondents informed that how much times they spent on social networking sites every day. Nearly 9 % students spent half-an-hour, 15% uses one hour, 23% burned through two hours for each day and 58% spent over two hours in a day. The utilization levels for over two hours are the most noteworthy.

USES OF SOCIAL NETWORKING SITES

The subsequent variable in this appraisal was the reasons for which the candidates used the social networks. The candidates have mentioned the diverse purposes for which they utilized the SNS. In Table 1 one can see that the most noteworthy 30% of the students used internet for downloading and recording music and lectures, 20% for talking, and remaining 50 % for different purposes, such as, posting photographs, blogging, making surveys and so on.

Table-1
Percentage of usage of social network sites by students of BBAU for various purposes

| S.No.	Purposes	% of Students
1.	Downloading music\video\lectures	30%
	Chatting	20 %
2.	Uploading music\video	6%
3.	Posting photos	8%
4.	Blogging	8%
5.	Creating polls/quizzes or surveys	5%
6.	Submitting articles to website	5%
7.	Communication with teachers/class fellows	8%
8.	Any other	10%
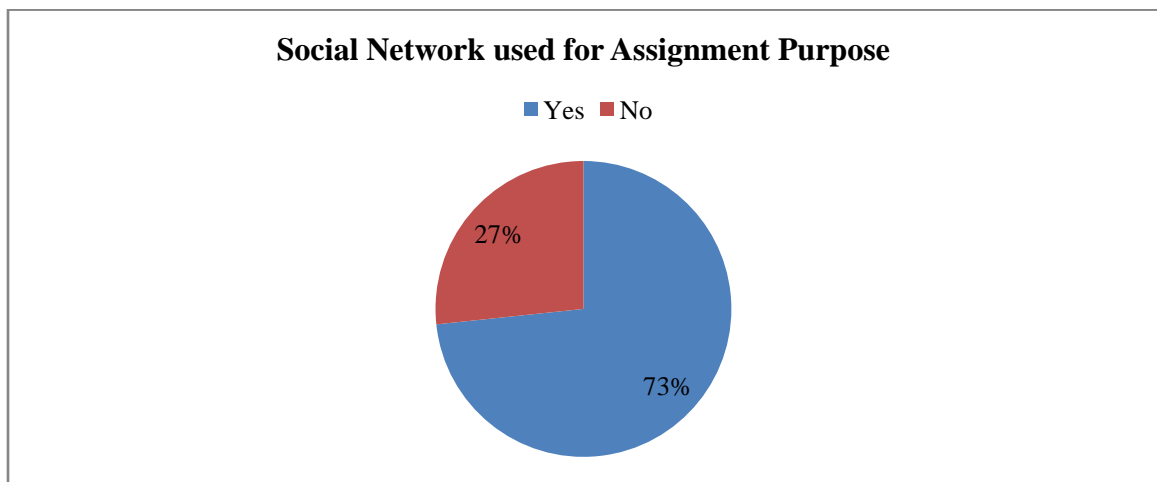
Figure 6. Pie chart showing usage of social networking sites used for assignment purposes by the students of BBAU, Lucknow

As seen from figure 6 that students spent a lot of time in recreation using internet, however, most of them utilized the facility for study purposes as well. The survey suggest that 73% of them used it for solving classroom assignments while 27 % of them finished their assignments without the use of internet. This high score of 67 % shows that the youth utilized the social networking for correct guidance by getting information related with their subject.

SOCIAL NETWORKS AND E-LEARNING

It can be observed from figure 7 that 73%studentsagreedthatSocialnetworkswereaneffective–learningtool. 27%deniedthatsocialnetworks could functionas e-learning tools. 73% who were in favour felt that e-learning saved time?
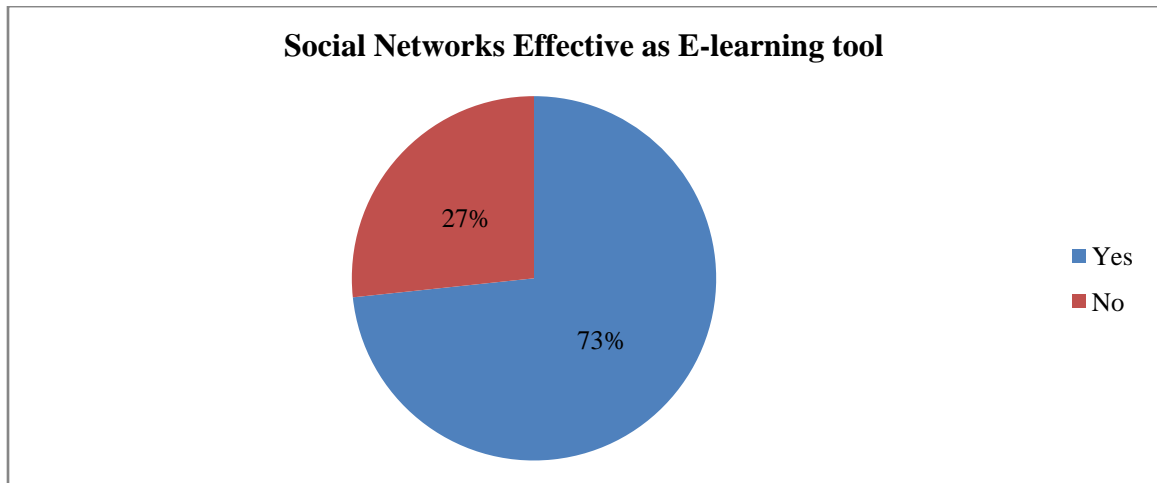
Figure 7. Pie chart shows the effectiveness of social networking sites as e-learning tool

The pupils who are in favour of the use of social networking as an e-learning tool gave following ideas of how the SNS could be used to help them:

- ❖ Make a forum/blog where students can discuss and clear their doubts
- ❖ Downloading supporting information such as video lectures, graphics and tutorials using SNS which will help in solving their assignment
- ❖ Special social networks forunder standingassignments.
- ❖ Online trouble shooting for practical projects.
- ❖ Studentsshouldbeableto exchangeinformationandexperienceswithteachers via SNS
- ❖ Formspecificgroupsrelatedto eachprojects
- ❖ Specialweb-pageswhereinstructorcanuploadstuffsrelate

dtoparticulartopicsthatstudentscanreadwhileusing SNS.

SUMMARY

This research was carried out to investigate that how the social networking sites affect the moral principles of youth. The purpose of this research was to determine up to what extent the social networking sites affect in quality development or degradation in youths. This research was carried out in BBAU with a sample of 40 students.

CONCLUSION

The role of social media in the value development in youth has been explored in the current study. Information and views of various under graduate and post graduate students of Babasaheb Bhimrao

Ambedkar University have been gathered. The students in majority are in favour of using online networks for preparing the class assignments.Theelucidationsmadefromcollecteddata indicatesthatmajority of the students are using social networks for educational purposes. Many of them found it an opportunity to search for information, join educational networks and look for job opportunities. However, few of them alleged that SNS acts as a source of distraction. They suggested that the use of thesenetworkshastobeself-controlledasitcanleadtodistractionfromeducation.Based on the current study it can be concluded that social networks if designed and tailored to the specific educational needs of individual SNS can be a useful instrument in improving academic performance of students of Babasaheb Bhimrao Ambedkar University. The constructive usage of social networking sites brings positive changes in the youth enriching their logical level which led to development of intellectual values in students.

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