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THE INFLUENCE OF SOCIAL MEDIA ON YOUTHWITH SPECIAL REFERENCE TO TWITTER INSTAGRAM

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ABSTRACT

The widespread use of social networking among India's new generation youths is on the rise. Without Facebook, YouTube, Instagram, WhatsApp, LinkedIn, or Twitter accounts and online handles, life would be unimaginable in today's world. The new generation's social networking culture has been favourably received, with a positive response and acceptance. There have been reports of cultural shifts in India, as well as changes in the way traditional relationships and social exchanges are carried out. In India, research on the influence and use of new age social media has been limited to certain surveys and theories.The goal of this research is to find out how much of an impact social networking has on Indian youngsters. Because the course of a country's and culture is determined by the route followed by its adolescents, youths were chosen as the target audience. This research is an attempt to determine social networking addiction by analysing the pattern of social networking usage and its impact. Face book; Indian Culture; Social Media; Social Networking; Twitter; WhatsApp are some of the key words.

1.   INTRODUCTION

While social networking was first received with great enthusiasm among the younger generation, it appears that this new social culture has been accepted by Indians of all ages. The increased speed of internet access and the availability of smart phones have aided social networking even more, and the days of judging social applications to be a waste of time are long gone. Initially, corporate and organizations used social networking to engage with colleagues, customers, and clients via Twitter handles, Face book accounts, or WhatsApp accounts listed on business and visitor cards. Friends, family members, and classmates have all become part of social networking. Access to information, movies, the capacity to express oneself, learning opportunities, and finding and keeping friends and relatives are just a few of the benefits of social networking. Face book is the subject of a global media survey, Table 1 shows information from Twitter, LinkedIn, and Google+. Out of the 7.3 billion people on the planet, social networking has 2.3 billion active users, up 176 million from the previous year [15]. In 2015, social networking advertising revenues were predicted to reach $8.3 billion, with 385 firms spending more than 20% of their budget on social media channels, up 15% from 2015 [5]. For individuals who live in remote regions, the rising use of social networking culture and social networking sites by youth has helped bring friends and family closer together.

TABLE 1: SOCIAL NETWORKING STATISTICS (2021) [22]

Daily active users on social media range in age from 15 to 34 years old.

 Instagram is used by 1 billion and 500 million Indians. 179 230.25 million (62.2%).

Twitter 363billion 4.5million

28.5 million 139 79 percent

Connectivity, exchanging information, giving ideas, and keeping each other up to date on their lives come at a modest additional cost. However, because of the widespread usage of social networking, it's a fascinating study [6] to look into the hazards and effects for current youngsters. With the ability to effectively vanish boundaries, social networking has had an impact on privacy, such as people sharing too much, false unnecessary information about themselves or voice opinions, even being exposed to fraudsters or cyber criminals, and, most importantly, increased addiction to the Internet and social applications [13]. These are likely to have an impact on the youth's social, emotional, and psychological well-being. Increased exposure to cyber bullying is one of the negative impacts. Unknown individuals accessing personal information, online dating, leaving, and sleep deprivation, exposure to inappropriate digital content, outside influences of third-party groups pushing money transfers, and minimal social connections and restricted face-to-face communications are all factors.

The following are some examples of popular social networking sites:

INSTAGRAM STATISTICS 2022

When it comes to social media marketing, Instagram is a force to be reckoned with. The platform's aesthetics and ease of use make it one of the most engaging social platforms for both users and brands, making it useful to marketers.Instagram is swiftly taking off and becoming a formidable channel for B2B marketers looking to interact with their audience, thanks to a slew of key upgrades planned for 2021. Continue reading to learn about the stats.They can enhanced your Instagram Marketing Plans.S

- Half of Instagram's active users check their Stories every day.
- 58 percent of marketers expect to use Instagram Reels in 2022.
- Sixty-four percent of Instagram users are under the age of 34.
- A business profile is followed by 90% of Instagram users.
- India is the country with the most Instagram users, with over 201 million users.
- Instagram stories that include and stress a call to action perform higher by 80%.
- Every day, 100 million Instagram users start or watch live videos.
- Instagram is used by 83 percent of Instagram users to discover new products and services. In fact, following seeing product information, 87 percent of people took a specific action, such as making a purchase.

TWITTER STATISTICS 2022

Along with Facebook and Instagram, Twitter is considered a mainstream social media site. At the moment, Twitter is a place where trends start and individuals may freely discuss and share their hearts. Let's look at some of the most fascinating Twitter statistics

- In the third quarter of 2021, Twitter had 211 million daily active users.
- In 2022, 79 percent of marketers, according to HubSpot, will continue to invest in Twitter Spaces.
- Twitter is ranked 15th among the most 'active' social media networks in the globe.
- Today, about 5.5 percent of the world's population uses Twitter.7.1% of all people around the world aged 13 and above use Twitter today.
- 42% of all Twitter users have a college diploma.
- Twitter is used by 83 percent of the world's leaders.
- 26% of Twitter users in the United States check their account numerous times every day.
- Twitter is visited on a daily basis by 42 percent of all registered users.

2. LITERATURE REVIEW

This section provides an overview of research studies on social networking features in order to assess which areas have already been investigated and which areas could benefit from further exploration. This aids in the formulation of objectives and the execution of this research project. These study projects also provided insight into the current efforts to comprehend the intricacies of social networking sites.Since social media as an online collaborative platform has the capacity to change cultures and business, Isodje, A. [7] offered an overview on the usage of Social Media for business promotion. This spreads to communities, professional groups, and peer organisations, all of which can be leveraged to promote one's business.There used to be one-way information diffusion in the days of traditional print media, which was limited to geographical boundaries and presence. With the introduction of the Internet, the process of information dissemination changed dramatically. Purva et al. [12] argued that online social networking sites such as Facebook and Twitter are the quickest means of communication and, as a result of their widespread popularity, have revolutionised interpersonal communications by giving people a global platform to express themselves beyond their immediate geography.The authors share their research on the location and time dynamics of certain real-world occurrences addressed on Twitter. The events were divided into broad categories based on their duration (short or long), geographical distribution (local or worldwide), information diffusion (viral or steady), influence (popular or disliked), and cause (positive or negative) (natural or planned). The three-dimensional examination of real-world occurrences was concluded by analysing linkages among them.Not only in India, but around the world, the number of people using social networking sites is rapidly expanding. Davmane et al. [3] looked studied the aspects that influence users' behaviour on online social networking sites, including user friends, peer groups, access patterns, time spent, and the impact on personal and professional lives. A questionnaire with 27 questions centred on the behaviour of Indian users in terms of usability, trends, and access was also utilised to study user attitudes and behaviour for over 700 users. The research effort of Singh et al. [14] was to ensure awareness of the social networking site concept, benefits, demerits, and meaning. This paper's research technique was based on primary and secondary sources.Secondary data refers to the grouping of users who share similar hobbies, employment, activities, backgrounds, or other real-life characteristics.

Kumar et al. [9] present a sentiment analysis approach for tweets in the cloud and use Hadoop for intelligent analysis and storage of huge data on Facebook and Twitter. The reason for this is that dealing with large amounts of unstructured data is a time-consuming operation. The existing analytics tools and models available on the market are insufficient to handle large amounts of data. As a result, Cloud storage is required for these types of applications. Because of the development in social media, big data has piqued people' attention, and data from social networking sites is being used for a variety of purposes, including prediction, marketing, and sentiment analysis Youth and teenagers are the nation's builders, and they have grown up as members of the Net Generation in this era. They can readily use the latest technology, such as smart phones, mp3 players, digital cameras, video games, iPads, electronic readers, and personal computers, in a variety of ways. Both positive and negative effects can be found on social media..Secondary data was gathered from web sources, several research papers, and the Google search engine for this research report. We also employed some data collection techniques (on-site observations, interviews, and questionnaires) to learn more about how people use social media in general. In this research, we examine various social networking sites, as well as several domains (business and commerce, education, health and medical education, and so on) in which social media is widely employed these days, as well as its positive and negative effects. Harmful characteristics of social media and rules for dealing with their negative influence on society

3.   IMPACT ON SOCIAL NETWORKING ASPECTS

There are several benefits to social networking, but there are also numerous risks and drawbacks to using sites like Facebook, Twitter, LinkedIn, Google+, Pinterest, Tumblr, Instagram, gaming sites, and blogs.

3. 1. Aspects That Are Positive

Table 2 contains a list of some of the advantages of social networking.

3.2 Negative Consequences

Table 3 lists some of the drawbacks associated with social networking. Table 2: Social networking Positive Aspects

Education	- Improves teacher-student collaboration and communication; - Access to online materials helps students learn better and faster; - Student grades improved as well as absenteeism in online classes. sessions; - Discussions on social media around educational issues and school tasks.
Politics	Increased voter turnout as a result of seeing their friends vote on Facebook; - Increased likelihood of attending a political meeting or rally as a result of seeing others on social media; - Social movements offer a simple and quick technique of mobilizing people and disseminating information.
Awareness	Awareness - Information dissemination is faster than any other medium - breaking news spreads quickly; - Access to previously inaccessible academic research resources; - Assists in informing and empowering individuals to change.
Social Benefits	Benefits - People can communicate with friends through social media, and this increased online contact deepens those relationships and friendships; - People can make new friends - 57 percent of online kids say they can make new friends through social media. - Assisting in the discovery and maintenance of long-distance friendships.
Job Opportunities	- Ideal for marketers looking to network and acquire new business prospects. - Employers find applicants, and unemployed people find jobs more quickly. - Social media platforms have resulted in the creation of thousands of ecommerce employment and new revenue streams.

4.   SOCIAL NETWORKING SURVEY

The authors performed a survey to investigate the impact of social media on Indian youth and culture. The survey consisted of sending a thorough questionnaire to respondents via Survey Monkey, and 532 responses were obtained; Table 4 shows the breakdown and survey analysis. The respondents were asked a few questions on social networking, and their answers are depicted in the graphs below for your convenience.

Question #1: How much time do you spend on social networking sites on a daily basis? The majority of respondents spend more than 1 to 2 hours each day on social networking sites, which is significant in a nation like India given the closed culture (See Figure 1).

Question #2: What is the level of social networking addiction? The respondents checked their social networking accounts religiously every morning, indicating a developing interest in and addiction to social networking (See Figure 2).

Question #3: For you, what is the fundamental function of social networking? The primary purpose for using social networking is for non-essential reasons, such as expressing opinions, which is restricted in Indian culture because speaking out or opposing is frowned upon (See Figure 3).

Question #4: What is the impact of mental and physical wellness on one's health? (Refer to Table

Question #5: What are the many methods for gaining access to social networking apps?

Table 3: Social networking Positive Aspects

Apps access User Data	- Users of social applications are compelled to provide access to their apps for a range of reasons; - View public profile information such as the user's name, profile photo, friend list birthday, favourite movies and books, and so on. - Send email - sends emails directly to the user's email account. - View posts in the News Feed, as well as videos and photos; - Get information about your family and relationships; - Add new message posts on behalf of the user - Post to the wall
Workplace Negatives	Allows for plagiarism and cheating when completing tasks; - Improves grades for light users while harming heavy users of social media Sites; - Students have an average GPA of 3.06, whereas non-users have an average GPA of 3.82; - College students' grades declined for every 93 minutes spent on Facebook daily over the average of 106 minutes. - Students who studied while using the internet scored 20% lower on assessments. - Potentially negative effects on college admissions - 35% of admissions officers look at potential candidates' social media blogs and postings, which can influence hiring and educational decisions. - Employees' productivity is harmed by social networking sites - 51% of users aged 25-34 accessed social media at work. - Harm to employment and prospects - -When job recruiters look at a candidate's social media profiles, they look for things like profanity, bad spelling, grammar, racism, and sexism, as well as health allusions to alcohol, drugs, sexual or religious content.
Privacy Issues	Privacy - When young people go online, they frequently give out personal information without reading the fine print of privacy policies and are unaware of the potential for misuse by third parties. - Becoming a target of corporate and government intrusions - Information obtained from social media is used by insurance companies. - Policies governing online advertising are a violation of one's privacy. Browser cookies give a corporation information and access to personal information and preferences if you click "like" for a brand.
Users Vulnerable to Crime	- Unauthorized intellectual property sharing might result in a loss of prospective revenue. - End consumers are frequently subjected to cyber-attacks such as ransomware, hacking, identity theft, and phishing. - Criminals are known to utilise social media to track down users' whereabouts and to conduct crimes while on vacation.
Waste of Time	-Continuous surfing and responding to online posts and blogs diverts the user's attention away from their primary task and can take some time to return to.
Social Detriment	- On the internet, cyberbullying, or the use of electronic communication to intimidate someone by sending scary or threatening messages, is ubiquitous. This causes emotional distress and, in rare cases, even suicide. - Excessive online use is linked to personality and brain abnormalities, such as poor social skills and narcissistic tendencies, or even a need for rapid gratification, which can lead to addictive behaviours and other emotional concerns, such as despair, anxiety, and loneliness. - There is less time for face-to-face interactions with family and friends. - Young people are more likely to feel alienated and separated from the actual world, and they are more likely to suffer from depression, low self-esteem, and eating disorders.
Misinformation	Enables the spread of false rumours and untrustworthy information: - Self-diagnosis of health problems and following amateur medical advice; - Befriending someone to gain information; - Unknowingly disclosing reconnaissance data to the public; - Studies have shown that sites like Facebook influence you to spend more money through advertisements.

5.   CONCLUSION

The study participants' social networking practices are mostly similar with previous research findings in terms of the impact of prominent social media sites on Indian culture, as well as the extent of use, purposes, and manner of access when utilizing these sites. The author also discussed the advantages of social networking sites in terms of culture development, self-identity, relationship development, and the learning of social, communication, and technical skills.

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