SOCIAL NETWORKING CONSEQUENCES ON YOUTH

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ABSTRACT

In the present scenario we are living in a world where contacting a person, sharing our memories, our life moments, our thoughts and first hand information from each other is just one click away. Social networking sites are available to fulfill the social needs and desires of the individuals. With the help of these networking sites we can communicate with our friends, relatives who live in distant places and share our pictures and videos with them. Social networking means the interaction between groups or individuals in which they can produce, share and exchange their ideas, thoughts with the help of internet. It includes Whatsapp, Youtube, Orkut, Facebook, twitter, and Instagram etc websites. These sites are playing an important role in shaping the attitude of today's youth. These sites can help the youth in the field of education to learn new trends in education, to improve writing and communicating skills etc. These sites have both positive and negative effects on youth. Positive use of social networking sites can develop the youth's academic and professional career, their skills, better living styles, to adopt new trends, their personal growth. But these sites have negative effects on youth's privacy, safety, focus of attention to study, physical as well as mental health, isolation from family, behavioral changes among youth. It is very important for the parents to be aware of the nature of such websites because these social networking sites are also containing that material which is not providing good and healthy environment to the youth. Youth should avoid from excessive use of social networking sites. They should be balanced in their life and give proper time to other activities in their daily life routine.

Keywords: Social Networking Sites, Youth

1. INTRODUCTION

Social networking is the grouping of the individuals in the shape of small communities or a subdivided peer group .Where they can share and get firsthand information from each other .Social network grouping is possible in every field of life. It can be social networking of college, university, work place or other social activities. It is a sort of online social networking, where mostly social websites are used. These sites such as my space, yahoo, Gmail, etc are design to provide a plate form to the individuals to express their self. To be the active user of these sites an individual can establish a strong tie with his college friend and family member none physically and can obtain the diverse information from the variety of the sources (faral and hans 2010).

Social networking that is online, supplies a link to the people on the way to build and maintain feeble, intermediate or a strong tie to each other, its basic function is to exchange information. The structure of internet and its ability enable the people to have relationship with those people whom they have not met in their actual life, such kind of relations can consider fragile as it is based on just information sharing ,while some of these can be considered strong ties as it is based on frequent communication, without physical presence even (wellman,et,2012).The base of social networking sites was being established by launching a website "classmates.com in 1995.By the time social networking has been getting popularity and rapidly growing. Since that time till now more than 200 sites are being launched. Social networking provides environment of grouping to the individuals. These grouping can be made online and it is just like small communities. These groups can be in the universities, highschools, college or work place where they share their firsthand information, experience and knowledge to each other.SNSs such as Yahoo and Face book are very famous among the users which allow them to create their own profile containing his own pitcher and personal information .It is also having a privacy setting that what should show to whom and what shouldn't. The profile pitcher and the information a user may be taking. On these sites one can communicate with other numerously like to comment on pitchers, sending messages or posting information. A user can maintain or create communication with his friends by these characteristics of social networking sites (viran 2011)

Meaning of social –Networking

The use of internet based social media programs to make connections with friends and, family, classmates, customers and clients; Social networking can be done for social purposes, business purposes or both. The program shows the association between individuals and facilitates the acquisition of new contacts. Example of social networking have included Facebook, Twitter

Characteristics of Social Networking Sites

Presentation of Oneself- The basic level of entry in most SNS is the setting up of a profile, a personalized page developed by the user in which he/she presents him/herself to peers, through text, photos, music and videos amongst others functionalities.SNS allow users to mobilize and organize their social contacts and profile in the way they want other members to see them.

New Ways for community formation-

Though notions of virtual communities have existed since the beginning of online applications, SNS support new ways for people to connect between themselves. Users of these sites may choose to communicate through various digital objects, such as tags and in built applications within the SNS,such as the 'visual shelf 'application in Facebook.Users may join a community of book readers ,connecting through books they have liked

Externalization of data-

The Externalization of networks is possibly on of the first times online users have been able to view their own online users have been able to view their own online social networks, and share them with friends and the general public. Some SNS are support applications which allow users to describe the relation between themselves and others members

Reorganization of Internet Geography

SNS support new points of entry to the Internet people's personal worlds. Until recently, people's personal worlds .Until recently; people spoke of the internet in metaphors of places (cities, addresses, and homepages).

Bottom –Up activities-

SNS provide the ideal platforms through which users with similar values and interests can come together to collaborate effectively and cheaply. For instance, doctors can share and double check rare medical causes on health SNS such as within3, or activists can organize a protest through sites like care2.

Ease of use- A major attribute of SNS popularity is their simplicity .Anyone with basic internet skills can create and manage an online often taught in schools,Buildingresumes and personal websites ,which are increasingly used as online portfolios, benefit greatly from the skills obtained by customizing the layout and designs of SNS presence, Prior to SNS ,users gained an online presence by having a personal homepage .The drawbacks were that these homepages are not easy to create and development and hosting of the site often incur costs. In contrast, SNS are free of charge and open for anyone to join. Most of them require registration, while others limit membership through an invitation from members who are already members of the site (sahin 2015)

These characteristics of social networking are agreement with the studies done by Baym (2007), Keith (2011), khan (2014) explored that social networking is a source of people which were far away .Most of the people are connected each other through Skype or face book for overcome the distance. People may maintain their contacts and they were touch with other through social network .It also provides information regarding our interest. Students easily search pages which students show their interest. Keith(2011) studied social networking sites and our life aimed to identify the social impact of social networking sites use such as (Twitter,Facebook,Linkeden and Whatsup.The results showed that the (Face book) site is the most widely used by (92%) of the respondents, followed by (WhatsUp) by 82%,(LinkedIn) by 18%, and (Twitter) site, by 13%.The results also showed that the use of social networking sites has helped greatly in achieving closer relations between individuals, especially the Face book site. Khan (2014) studied the "impact of social Networking Websites on students". Both primary and secondary data were collected and the primary data were collected through questionnaire method.168 respondents were random selected .The findings of the result showed that the students whose age range from 15 to 25 mostly use networking websites for entertainment.60% of male students commonly used social networking websites for knowledge. Graduate students generally prefer social networking websites for knowledge. The analysis also showed that 67% people used social networking websites due to influence of their friends

The positive Impact of Social Networking Sites on Youth

Social Networking isn't for everyone but it's now such a massive part of all our lives, whether we embrace or reject the notion, that it can no longer be ignored. There are some positive impacts theses sites on Youth.

1. Increase Empathy for their friends
2. Find out old friends
3. Speedy communications
4. Marketing and Advertising
5. Getting to know others
6. Effective way by which youth can express themselves and post their thoughts and post their thoughts and opinions

The positive Impact of Social Networking sites on Education

Social Networking has increased the rates and quality of collaboration for students. They are better able to communicate meeting times or share information quickly, which can increase productivity and help them learn how to work in groups.

1. Social networking teaches students skills they will need to survive in the business world. Being able to create and maintain connections to many people in many industries is an integral part of developing a career or building a business.

2. By spending so much time working with new technologies, students develop more familiarity with computers and other electronics devices. With the increases focus on technology in education and business ,this will help students build skills that will aid them throughout their lives

3. The ease with which a student can customize their profile makes them more aware of basic aspects of design and layout that are not often taught in schools. Building resumes and personal websites, which are increasingly used as online portfolios, benefit greatly from the skills obtained by customizing the layout and designs of social networking profiles.

4. The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue (jain 2016)

5. Through social networking, people can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real life friendships through similar interests or groups. Besides establishing important social relationships, social networking members can share their interests with other likeminded members by joining groups and forums. Some networking can also help members find a job or establish business contacts. Most social networking websites also offer additional features. In addition to blogs and forums, members can express themselves by designing their profile page to reflect their personality .The most popular extra features include music and videos sections

6. Social networking sites have facilitated communication. Members of such sites can easily form groups and share their opinions among themselves through discussion threads, forums

These positive impacts of social networking sites on Youth are in agreement with the studies done by David (2012), Camilla (2013),jawala(2013) ,performance using social networking, was interpreted based on the academic performance of Faculty of Computer Science and information systems students using SNSs in university of Delhi. The study identified three basic activities common to all students involved in using SNS for academic purpose.

The Negative Impact of Social Networking Sites

1. The time consuming nature of online social networking sites ,Indian Youth waste a lot of time on these sites

2. Concern about

3. SNS makes young people more self centered

4. Social Networking websites are causing alarming changes in the brains of young users

5. Encouraging poor grammar ,usage and spelling

6. Allowing the spread of misinformation

7. Exposing children to online predators

8. Creating a culture in which a single mistake such as a racy picture or poorly throughout comment can cause harm to your reputation

Suggestions

There are some measures to use of social media in right direction and utilize social media favorable and appropriate manner to its use. Positive use of social media can develop youth's Academic career, their skills, better lives style, to adopt new trends. Social media is recent and most favorite media. it is useful tool for Youth so it's essential to get information and knowledge youth going to connect social media keep in mind that basic purpose to use the social media

2. CONCLUSION

Social networking sites using became a very comment act among the youngsters .Face book, Twitter and whatsup are considered those websites which are used of social interaction, blogs and YouTube are the sites to share or watch videos, second life and club penguin are the sites of games. These kinds of sites are used for the interaction and entertainment by the youth.

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