Contemporary SOCIAL SCIENCES

Founder
S. S. Shashi

Chief Editor
Dharam Vir

Volume 29, Number 1 (January-March), 2020

Contemporary Social Sciences

Founder

Padma Shri S. S. Shashi

Chief Editor

Dharam Vir

Editorial Board

Contents

Journal of National Development

Aims and Scope

The Journal of National Development (JND) is an interdisciplinary bi-annual peer reviewed & refereed international journal committed to the ideals of a 'world community' and 'universal brotherhood'. The Journal is a joint effort of like-minded scholars in the field of social research. Its specific aims are to identify, to understand and to help the process of nation-building within the framework of a 'world community' and enhance research across the social sciences (Sociology, Anthropology, Political Science, Psychology, History, Geography, Education, Economics, Law, Communication, Linguistics) and related disciplines like like all streams of Home Science, Management, Computer Science, Commerce as well as others like Food Technology, Agricultural Technology, Information Technology, Environmental Science, Dairy Science etc. having social focus/implications. It focuses on issues that are global and on local problems and policies that have international implications. By providing a forum for discussion on important issues with a global perspective, the *JND* is a part of unfolding world wide struggle for establishing a just and peaceful world order. Thus, the *JND* becomes a point of confluence for the rivulets from various disciplines to form a mighty mainstream gushing towards the formulation and propagation of a humanistic world- view.

Publication Schedule

The Journal of National Development is published in volumes of approximately 250-300 pages, divided into two bi-annual issues–summer and winter. Besides, a special issue in Hindi is also published every year to meet the demand of social scientists, both research scholars and teachers of Hindi speaking states of India.

Subscription and Business Correspondence GIF : 2.8186

The annual subscription is ₹ 1500 in India and US$ 80 abroad, including postage by Speed-Post/Airmail. Special issue in Hindi is free with annual subscription. All the subscriptions must be prepaid in favour of *The Journal of National Development*, payable at *Meerut.*

ISSN 0972-8309; GIF : 0.842; NAAS Rating : 3.12; IBI FACTOR : 3.46

All correspondence pertaining to subscription, change of address, purchase of back numbers, books for review and advertisements should be addressed to :

Social Media : A Boon or Curse for the Youth in India

*Priyanka Kapoor**

Social Media has become a part and parcel of our life, especially the youth in India. The usage of the Internet is now heavily shifted to social media sites, which have their own merits and demerits. It is a well-known fact now that the excessive use of social media has started affecting the thinking and lifestyle of youth globally. The present paper is an attempt to analyze the impact of social media on Indian youth. It has been shown that the too much addiction to social media not only results in increased health problems, change in behavior, but social media has also emerged as a platform for spreading rumours, communal riots, hatred, terrorist activities, cyber crime etc. Hence, it is suggested that one has to be very careful in handling social media contents. When used properly, social media can be prove to be a great platform and a boon, but it is essential to take all the safety measure so that one may not fall prey to malicious users over the social media.

[**Keywords :** Social media, Youth, Boon, Curse, Social media addiction]

1. Introduction

Social media means a social interaction between individuals through which they communicate their information, ideas, picture

* Assistant Professor, Department of Sociology, JKP Post-graduate College, Muzaffarnagar, Uttar Pradesh (India) E-mail: <priyankameerut1980@gmail. com>

videos etc. to each other. Social media, an online platform to express and share one's thoughts or experiences, is attracting much attention as a representative new media strengthening real-time accessibility. It has become the primary means of communication these days. 'Social media' refers to the tools and techniques of interactions among people in which they not only create and the information, but also exchange it in virtual communities and networks.

Social media sites/plateforms like Facebook, Instagram, Snapchat, WhatsApp, Twitter, MySpace, YouTube, TikTok and Linkedin are becoming increasingly popular day by day and in shaping their outlook and lifestyle. Social Networking sites have attracted a lot of youth. Undoubtedly, social media provides the information of employment very easily to the youth in the shortest possible time and the youth can also easily access the national and international news etc. They become aware of the law and government programs through media platforms. Today social media has become not only beneficial for the youth, but its negative effects are no less. Excessive use of social media leads to the reduction in sports and other physical activities among youth. Social media has separated youth from real life. Youth are turning to pornographic and violent content on social media. They not only waste most of their precious time surfacing messages, chatting and exchanging information on social media platforms, but also develop irresistible urge to check social media messages, again and again. This irresistible urge leads to social media addiction). This is the reason that most of the youth in Indian are now addicted in some way or the other to the social media.

Most of the studies suggest that the heavy users youth of social media are twice likely to suffer from poor health. Some of the other negative mental health effects are mental tiredness, strain, anxiety etc. It is said that on an average a person now checks his smartphone more than 150 times a day to check Whatsapp Messages. Imagine the kind of addiction youth have because of Whatsapp and also other social media platforms. Due to addiction, youth are becoming pray to such problems like depression, frustration etc. The social media addiction among youth is more dangerous than cancer and aids. It destroys values in society and make youth useless. Millions of young are misusing social media and degrading themselves globally. This is the reason that many hospitals have started providing treatment for social media addiction in India. Social media has also increased

privacy invading, bullying and cyber crimes. The purpose of this paper is to find out whether youth are actually benefiting from social media or are having negative effects on them.

2. Meaning of Social Media

Social media has grown rapidly in the last few decades. Now, with the easier access to internet, the number of active social media users in India has risen upto 330 million in 2019. It is further expected to reach around 450 million by 2023. Smartphone devices are used by around 290 million active social media users in India to access social network. Median age for India is 27·1 years. Expensive broadband/Wi-Fi connections that require PC, laptop and other equipment have led the majority of India's internet users to utilize the facility on their mobile phone which is a very cheaper alternatives. Facebook and YouTube are the most popular social media networks in India. The proliferation and propagation of social media, its increasing use in day-to-day life has widely affected individuals, mainly youth.

Social media uses web technologies (websites and applications) that are primarily designed to allow people to share various contents quickly, efficiently and also in real-time. Internet is the medium to connect users with their friends, family and acquaintances using social networking on social media websites. It has taken years to evolve social networks and reach the modern-day variety, which primarily uses digital media. A French sociologist, Emile Durkheim and a German sociologist, Ferdinand Tonnies are considered pioneers of social networks during the late 1800s. Both of them believed that social groups could exist because members shared values and beliefs. Theory of Tonnies dealt with the social contract conceptions of society. In this sense, we may say that social media is an extension and explosion of traditional word of mouth networks.

Social media has been referred to as "social media sites"[1], or a set of information technologies which facilitate interactions and networking.[2] However, there appears to be a broad agreement that Web2.0 technologies played a significant role in the development and adoption of social media. Another definition of social media refers to "Internet-based applications built on Web 2.0, while Web 2.0 refers to a concept as well as a platform for harnessing collective intelligence."[3] The term "Web 2.0" refers to the set of technologies and ideologies that enable and drive media rich content creation on the internet. All definitions of social media agree that social media

implies use of online or internet technologies. A technocratic definition of social media reads as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content."[4] Thus, we can say that as an information system, social media is built upon a set of (available) Internet, communication and computing technologies, as well as a set of ideological beliefs about how information should be created, accessed and distributed.

3.   Development of Social Media

Social media has become an integral part and parcel of life in modern society. Social media are tools and technologies that enable people to communicate with people and can immediately see what's on their minds. Having a presence on blogs, forums and chat rooms with the customers company managers show that they care about the people who spend money on their products. That is why social media has also contributed to identifying various and creative business models such as social commerce, a new form of e-commerce, and to encouraging innovation of individuals and businesses.

Written correspondence delivered by hand from one person to another (in other words letters) has been one of the earliest methods of communicating where great distances were involved. The earliest form of postal service dates back to 550 B.C., and this primitive delivery system became more widespread and streamlined after many centuries. In 1792, the telegraph was invented. This allowed messages to be delivered over a long distance much more faster than a horse and rider could carry them. Although telegraph messages were short lived, they were definitely a revolutionary way to convey news and information.

Two important discoveries proved a boon in the communication system : the telephone (1890) and the radio (1891). Both these technologies are still in use, though their modern versions are much more sophisticated and technologically advanced than their predecessors. Telephone lines and radio signals enabled people to communicate across great distances instantaneously, something that mankind had never experienced before.

Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between

those computers, and this would later lead to the birth of the Internet. The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter.

Social media was further developed during the 1970s. MUD, originally known as MultiUser Dungeon, Multi-User Dimension, or Multi-User Domain, was a real-time virtual world with role-playing games, interactive fiction, and online chat. MUD is primarily text based which requires users to type commands using a natural language. BBS was created in 1978, the same year as MUD. BBS (Bulletin Board System), online meeting places were effectively independently-produced hunks of code that allowed users to communicate with a central system where they could download files or games (many times including pirated software) and post messages to other users. Accessed over telephone lines via a modem, BBSes were often run by hobbyists who carefully nurtured the social aspects and interest-specific nature of their projects – which, more often than not in those early days of computers, was technology-related. Not only this, long distance calling rates were usually high and applied for out-of-towners. This resulted in many Bulletin Boards becoming locals-only affairs that in turn spurred local in-person gatherings. And voila, just like that, suddenly the antisocial had become social.[5]

Popularity of BBSes continued throughout the 1980s 1990s. However, with the Internet explosion onto the mainstream, BBSes started loosing importance. This is the time when home computers became common and social media got more sophisticated due to the technological advances. Invention of blogging made social media more popular in no time. In 1997, SixDegrees.com, the first recognizable social network site, was a step forward which not only made users to create their profiles, but also list their friends and surf the friends lists. The decade 1990-2000 witnessed a mushroom growth of social networking sites. Asian Avenue, BlackPlanet, Six Degrees, MoveOn etc. may be cited few examples of these sites. They provided people an opportunity to interact. Some public policy advocacy sites also came up. In the beginning of 21st centuary, sites like MySpace and LinkedIn became more prominent, Many online photo sharing apps gave impetus social media sites.

During the first decade of this centuary, sites like Facebook Harvard, YouTube, Dogster, Mixi, Black planet etc. emerged.[6] These sites created an entirely new way of communication for the people across great distances. The result is obvious as we have a variety of social networking sites today. This supplemented the environment where users can reach thousand and thousand people without sacrificing the intimacy of person-to-person communication.

According to SeonJu and WonMo (2010)[7], evolution of social media has been from a communication tool primarily meant for exchanging messages and helping the process of online socialization of society to an important strategic instrument for sharing valuable information for creating profits. At present, social media has started exerting very strong influence even on offline society.

Keeping in mind the difficulties in reaching consensus in defining social media, Daniel Nations (2010)[8] has stated that it is a two-way platform that gives people the ability to communicate with eash other. In other words, social Media may be called a strategy and an outlet for broadcasting, while social networking as a tool and a utility for connecting with others. Furthermore, Cohen (2009) has rightly reports that "the difference is not just semantics but in the features and functions put into these websites by their creators which dictates the way they are to be used."[9]

4.   Conceptualizing Youth in Indian Context

The term 'youth' is an ubiquitous social phenomenon. Though it is basically a biological category, however, it is always defined in cultural terms. On the one hand, youth refers to a phase in the development of individuals and on the other, it also designates a group in society (Rosenmayr, 1972).[10] As a phase of individual development, youth is observed to be both complex and contradictory.[11] It is the period of great differentiations between boys and girls. This period is also desi- gnated as 'Adolescence' which refers to a phase of transition through which one passes while moving from childhood to adulthood. This is the phase when rights of the childhood start shaping while responsibilities and rights of the adults are yet to become accessible. One is 'old enough' for certain things and 'still too small' for certain other things. This phase continues through the second decade of every individual's life. This age group is particularly vulnerable to

conditions in their social and physical environments, due to exposure to a wide range of positive and negative determinants of health. The interaction of these deter- minants at each developmental stage helps to define both their level of health and its impact on the later life.

As a group, youth constitute an important segment of society.[12] In contemporary times, youth floods our visual and aural senses; its images are everywhere. The images are powerfully projected through the modern media as to obliterate the reality not only of other age groups, but of itself. It is no longer possible to be childlike and every one aspires to be youthful; and the young adult has been joined by the young old. Youth is no longer an age but an attitude, becoming the absolute standard against which all other ages are measured.[13] What have not kept pace with the behavioural change are our perceptions of ageing and the language and symbols by which we assign meaning to various age groups. Although these have also begun to shift, we are still living by a set of myths about the age relations which no longer fit the realities of age relations that we are currently living with.

The National Youth Policy (Ministry of Youth Affairs and Sports, Government of India, 2003) defines youth in the country to be within the age group of 13 to 35 years. This policy recognizes that all the persons within this age group do not constitute a single homogenous group, but rather a conglomeration of sub-groups with differing social roles and requirements. In this sense, the word 'youth' is different from 'adolescent' as the latter refers to the age group between 13 to 18 years. Though, the upper age limit in the The National Youth Policy is high for a country like India where average age is around 26·2 years in 2011 (25·6 years for males and 26·9 years for females) and life expectancy of 67·14 years (66·08 years for males and 68·33 years for females). However, according to India's Youth Policy 2012, people in the age group of 14 to 30 now fall into the category of youth. It is the same age group who spends most of the time on social media.

It is worth mentioning that today youth is sustained by sounds and images which no longer have a point of reference. Symbols of youth, mobilized so promiscuously for commercial and political purposes, have become wholly self-referential. Youth has lost its distinct position between childhood and adulthood as the electronic

media has facilitated the merging of the once separate worlds of the child, and the adult. The transition to youth has been blurred by the acceleration of physical and sexual maturation, and by the recent tendency of schools to promote on the basis of achievement rather than age. As a result, youth in most countries have been subjected to the envious criticism of their elders. Because of their allegedly wild moral values, pre- occupation with the immediate present, exuberant and easy life-style and dereliction of social responsibilities, they are often viewed as a social problem.

5.   Social Media and Indian Youth

Today social media has become an integral part of life. Payuk Sabuk has become an important part of daily life of the youth. They can easily convey their feelings, thoughts, information to others and can comment on an issue. Youth can register protest against malicious practices, stereotypes, corruption etc. on social media. With the increasing influence of social media in the last ten years, youth have discharged their political-social responsibility. According to Tata Consultancy's Web 2.0 Generation Survey 2012, 75% of people in India use some social network "sites" from Internet consumers. According to this survey, about 40 percent of the youth of Lucknow are on the internet consumer. Today 91 percent of online people use social media regularly. Through this, they are expressing their emotions, thoughts, activities etc., in which there are all kinds of messages from entertainment to social change. It is doing the important work of connecting and uniting the youth, which is probably difficult in offline life. Be it any issue or event related to the interest of the society, the hashtags are instantly created on its special web and Twitter on Pay â Sabuk. Tunisia, Egypt, Libya, Occupy Wall Street, Movement Against Corruption in India, the manner in which youth have successfully used social networks and sites for the Delhi rape incident has laid a new foundation for social change in the world.

In social media and today, India Business News and Research Services under the title 'Yuva' conducted a survey in the year 2011. The survey included 1200 people between the ages of 14–35 years. According to the survey, about 4 percent of the youth admitted that social media is enabling them to bring change in the world. About 24 percent of the youth in the survey collectively told the source of their information to newspapers, television and social media. The youth surveyed admitted that they first came on social media to connect

with their friends and gradually they realized that consumers like it, 24 percent human rights and social change, 24 percent politics and policy-making, 24 percent corporate governance. It also affects 21 percent. In this way, social media is becoming a source of entertainment for youth as well as activism.

Social media is like a double-edged sword. The positive influence of social media is getting bigger, but at the same time, its side effects are also increasing, particularly among the youth.[14] However, the negative effects of these social networking sites overweigh the positive ones. Mamta Singh and Kavita Garg[15] have analyzed both the positive as well as the negative impacts of social media. Social sites have caused some potential harm to society. The youth become easy prey to social networking sites more often than anyone else. This is because of the reason that when they are studying or searching their course material online, they get attracted to these sites to kill the boredom in their study time, diverting their attention from their work. Other negative side effects of social networking website include reduced learning and research capabilities, reduction in their academic performance and concentration to study well, reduction in real human contact, reduction in their command over the language and their creative writing skills, time wastage, loss of motivation in students, etc. Moreover, the overuse of these sites on a daily basis has many negative effects on the physical and mental health of students making them lethargic and unmotivated to create contact with the people in person. They are also criticized for increasing violence and crime against women.

However, an agreement has also been put forward that social media has many positive effects. On the one hand, it allows the democratization of the internet, while on the other hand, it also allows individuals to advertise themselves and form friendships. Social networks sites enable people to communicate their thoughts and perceptions regarding varied topics with a large number of audiences, and raise our voice if there is any hanky panky. The sharing feature available on the social networks helps in communicating opinion about any topic to reach huge number of unknown people, some of whom even may not be in their list of friends. We have the option to share any news with groups, who may or may not be like minded. They may or may not think proper to respond with their opinion or input about the topic. Simply stated,

there are numerous available options for anybody to communicate with others on these social networks.

In the light of above analytical framework, an attempt has been made in this article to explain the positive as well as negative impacts of social media on youth in India. Positive impact means a boon for youth, whereas, negative impact as curse for youth. The arguements of both sides are as follows :

4·1   Social Media as a Boon fot Youth

Social media is fast becoming an important part of our daily life. Its widespread use is not only affecting the online world, while it is also bringing many changes in the offline world. In the offline world, it is changing our way of thinking and seeing the world. It has defined the areas of democracy, government, administration, media, market, social movement, communication, knowledge, education etc. in a new way with the life of common people and has made it stronger and more advanced than before.

In fact, social media has emerged as a powerful tool of activism, which gave rise to many movements. Widespread activism of youth was found in these movements. In this context, it is important to first mention the rebellion against the dictatorial regime in Tunisia in 2011, which later laid the foundation for the Arab Spring. In 2011, social media played an important role in starting and spreading the Occupy Wall Street movement. This movement was against the American capitalist system.[16]

The fight against corruption in India has been going on for more than the last seven decades, but social media has affected the youth widely on this issue. Now youngsters are showing activism against corruption and black money on various network sites. On the issue of the formation of Jan Lokpal in 2011, when social movement under the leadership of social worker Anna Hazare started a massive movement, social media played an important role in terms of spreading the movement to the youth and increasing their participation. This movement has been so widespread that a political party was formed from its womb, which won the government of Delhi in 2015 and 2020 by winning more than three-fourth seats in which social media has played a major role.

Social media has emerged as a useful tool in times of natural disasters. The means of communication usually fail during natural

disasters. At this time the biggest problem is in contacting people. Families and identities are eager to know if their loved ones are alive or not. In the event of flood, earthquake, tsunami, etc., telephone service may come to a standstill, cell phones get jammed, there are many problems in establishing quick connectivity. In such a situation, communication can be done quickly through the Internet to any corner of the world. Tools like Google Alerts Real Time, Google People Finder, Google Crisis Center, Real Time Search on Twitter have helped in many ways to communicate in times of disasters, raise money for relief operations and search for missing people. In times of natural disasters, social media has played an important role in establishing quick communication. Apart from this, social media has made a significant contribution in motivating the united and collective action of people all over the world in times of disaster and crisis. Social media has served as a life repo tug and brewing news for natural disasters. The first news of many natural disasters came on the social network site. The earthquake that struck Haiti on 12 January 2010 affected about 3 million people.[17] The utility of social media proved once again in the 2011 Japan earthquake and tsunami. About 17 thousand people died in it. In this time of crisis, Sabuk and Twitter became the best means of contact with family and acquaintances among people all over the world.

Social media has now helped the youth to interact directly with the government and other public institutions. Now the government has started using social media to understand the public and answer their questions. Government networks are being resorted to to connect with the general public. Departments such as Delhi Police, Delhi Traffic Police, Delhi Metro, Municipal Corporation of Delhi, etc. have been linked to the social network site. Apart from this, the Ministry of External Affairs, Prime Minister's Office (PMO), the Indian Postal Service, Planning Commission, UGC etc. have also opened Twitter and Pay account, which can be called a good initiative towards direct communication with the public. Social media has provided a platform for students and competitive students to share information. Today, students are connected to different pages and groups on various social network sites so that they can easily get information regarding competitive examinations, employment news, career counseling, information on admission to various courses of universities and necessary educational qualifications etc. Social media has not only spread and disseminated

information related to malnutrition and health but has also helped in spreading awareness for treatment and prevention of various infectious and fatal diseases. Today, lakhs of youth are uploading, liking and sharing necessary information related to various diseases like AIDS, Malaria, Dengue etc. (Chaturvedi, 2006).[18]

Social media as a boon for youth in India is evident from its following uses :

» Social media has emerged **an effective tool of education** among youth. Media act as a source of the library for all kinds of knowledge, information, and documentaries. Social media has become a platform for different sources for youth to improve their education. The use of social media in educationis multi-fold. It provides students at different levels with the ability to get the information they need, to connect with learning groups and other educational systems that make education convenient. Social network tools provide students as well as institutions with multiple opportunities to improve learning techniques.

» Social media is a **strong force for global contact** among youth. Media help various people to stay in touch with each other anytime and anywhere around the globe. Billions of youth use social media every day globally and their number grows constantly. They use it for each aspect of their lives like their personal relationships, entertainment, work and studies. Media has now outdated traditional methods of communication like postal letters, telegrammes and telex etc. which were in use for global contact during last few decades.

» Social media has emerged as a **useful platform for building new relationships and networks** among youth around the globe. Social media makes them up date on the events happening around the globe and also enables them network and stay connected with their fellow youths and friends without physical meetings.

» Social media helps thousands of unemployed youth to have **job opportunities due to the enhanced awareness generated through internet.** Social media helps the employers to get the employees and those who are in search of new jobs. Even the social media sites creat thousands of job opportunities for the people and they have brought new avenues of income.

» Social Media is truly a **social butterfly that can help people to express themselves and share their feelings with others**. The social media is clearly meant to be used as a tool to connect with others across the globe, transcending not just geographical boundaries, but also reaching out to strangers sharing similar areas of interest. At the same time, they also serve as a platform to broadcast your own feelings and experiences online.

» Social media raises **awareness in the youth regarding sensitive issues** that are not discussed in many societies like HIV/AIDs and STDs. Media is the most powerful tool of communication in emerging world and increased the awareness and presents the real stage of society. Social media provides a firsthand account of the biggest issues facing the world today from those directly impacted. As a result, increasing awareness of an issue is where social media can have the greatest impact.

» Social media is serving as an **effective source for boosting or building self-confidence** in the youth. It makes them feel better and good about themselves. The number of likes, shares, and comments of approval they receive enhances their quality to feel good about themselves. Researches show that college students who viewed their own Facebook profiles enjoyed a boost in self-esteem afterward. They feel more social support when they present themselves honestly on social media, and tend to feel less stressed after they do so.

» Social media is an amazing platform that **offers the opportunity for showcasing the talent individuals have**. social media is also one of the most cost effective methods for finding the right talent. Recruitment costs via social media are almost always, lower than those of other methods. A simple Facebook ad can for instance get you over two times more visibility than the traditional recruitment methods like classified ads in the dailies and job boards.

» Social media has allowed us to **save the majority of our time and utilize it somewhere productive**. For example, education can be received in the comfort of our home through distance learning or live streaming of classes offered. It is important that youth attach value to their time. How theyu use their time has a huge impact on their ability to succeed. Increasing productivity

and using their time wisely means they will have more time to do things that matter to them, like exercising, spending time with family and friends, having a hobby or pursuing other projects.

⇻ Social media has assumed an **important role in politics**. The participation of the youth voters has increased. Social media also gives birth to the idea of change in politics. Gone are the days when political parties had to depend on conventional mode of communication like wall campaign, public meeting, and public relation, but use of internet, social media like facebook, twitter, instagram create new way to market their political campaign. Social media has played very important role in general elections in 2014 and 2019 in India.

On the basis of above arguments, it may be concluded that social media has become a boon for the youth in India.

4·2 Social Media as a Curse (Bane) fot Youth

No technology is completely flawless. It can be misused. That is why many benefits of social media have come to the fore, then at the same time its side effects and possible dangers have also increased. Today, as social media Aps are proving beneficial for the youth, its negative effects are also not less. Youth sports and other physical activities are decreasing. They waste most of their time with social media. They are becoming self-centered and socializing is ending in them. He is losing his mind from studies and is having a bad effect on his educational progress and he is learning to misuse English grammar through social media. Physical and mental health of youth is also being affected. Due to these reasons, there is a feeling of depression in the youth and social media has increased the chances of cybercrime. Social media tools and applications are so engaging and interactive that youth are becoming addicts. According to research by the University of Chicago Booth Sway of Business, social network sites have now become more addictive than alcohol. Teens and youth are spending more and more time on social media. On an average, a teenager and a youth spend 4-5 hours on it every day. It is becoming an essential function of their routine. Such a mentality of users is happening. Where every day by opening the site again and again, to see which friends and friends have put pictures or messages or on their own messages, as many people are becoming hungry for likes

and comments. Its addiction has increased so much that in many places Internet Addicted Clinics have also started.

No identity card/ID proof is required to open an account on the social network. Here anyone can open his account and use it. Many people are using this to create fake accounts. Today there are countless fake accounts of social media and these platforms are being used for spreading communal riots, spread of terrorist activities, cyber crime etc. A report by the Brookings Institute based in Wanshigton, which was recently published, revealed that as of December 2014, about 4000 Twitter account holders are associated with the dangerous terrorist organization.

Social media as a curse (bane) for youth in India is evident from its following uses :

» Social media is such a dangerous drug that it can easily **distract and isolate the students from the real world**. Youngsters are usually happy to stay active online for most of their time. In other words, social media leads to isolation among the youth. Media reduces the number of face-to-face interactions amongst the youths because they normally spend most of their time on these online social platforms.

» Most of the youth face the **issues of security** of data. Hacking and Cyberbullying are the top most dangerous weapons for the youngsters that can cause huge harm to their mental health and well as personal details. In other words, social media leads to lack of privacy.

» Social media use has often resulted in high level of **anxiety and stress among youth**. Evidence is mounting that there is a link between social media and depression. In several recent studies, teenage and young adult users who spend the most time on Instagram, Facebook and other platforms were shown to have a substantially (from 13 to 66 percent) higher rate of reported depression than those who spent the least time.

» Exchange of all kinds of news and information including murder cases, crimes, pornography, rape cases, etc. on social media makes youth **highly vulnerable section of society**. Social media also exposes these teens to pornographic content being spread in some the social groups online. This, in turn, leads to early pregnancies amongst young girls causing them to drop out of school.

» **Lack of focus on studies** definitely results in bad results/ grades in examinations at various levels. Students' concentration is adversely affected by social networking sites. Social net-working websites like Facebook have negative effects on students, and those who frequently use such websites are more likely to get lower marks in school/colleges/universities.

» Too much engagement with social media among the youth **hampers their health conditions**. Headache, poor eyesight, bad eating habits, and lifestyle are all the disadvantages of social media for the youth. Evidence suggests that social media can impact detrimentally on children andyoung people's mental health. Research also demonstrates that increased social media use has a significant associa-tion with poor sleep quality in young people.[19]

» It is also said that the **independence thinking of the youth is jeopardized** with the excessive use of social media as a result of peer group pressure. Peer pressure may occur directly or indirectly. Direct pressure involves peers explicitly asking you to do something. Indirect pressure happens when you witness others engaging in an activity and are motivated to do the same. Peer pressure can lead to alcohol abuse.

» The young generation is mostly found loafing around on the internet instead of spending their time in a productive task. In other words, **social media reduces productivity**. Studies have shown that the unrestricted usage of social media is having a negative impact on workplace productivity, as employees spend more of their time on social media every day for personal work.

» There is a very strong temptation in social media for the youth. It can become an **addiction for the youth** and begin to side-track them. Social media addiction is a behavioral addiction that has been found to have negative impact on the youth. Social media exposes teens to more than drugs. The compound effects of peer pressure and unrealistic expectations of life facilitated through social media may cause an increase in teen mental health concerns.

» Social platforms also encourage the **spread of wrong information** which may be in the form of rumours. Such wrong

information has debasing impact on youth. Falsehoods spread like wildfire on social media, getting quicker and longer-lasting pickup than the truth. Disinformation in times of a pandemic may have very devasting impact on youth. The point which is quite clear is that social media misinformation can overturn a democratic process. It is antithetical to human rights for which the UNO stands for.

5. Conclusion

Today social media has become an important part of our life. It has increased our strength and capacity. Just like we all know that everything has two aspects, similarly social media also has two aspects - positive and negative. On the one hand, social media is being used from personal entertainment to social revolution. Its use has played an important role in uniting people, empowering them, and reshaping ideas in the recent world. On the other hand, some negative uses and effects have also emerged and its excessive use may have damaging and devasting impact on the youth.

Social media has become a basic need for the individuals, therefore, it is essential that we educate the youth on the usage of social media. There should be an open discussion on social network etiquettes that will help foster a healthy behavior making social media a boon. Considering all of the above pros and cons, it is necessary to develop certain regulations over the use of such social networking sites, especially for high school and college students. It may be stressed that anything done in moderation may enhance the positive impact of a particular thing and reduce the negative impacts. Youth should be helped in developing the cognitive and intuitive ability via awareness which will help them in analyzing how much time they want to spend on social media.

In conclusion, social networking has been proved to have both positive and negative effects on our youths. Individuals should make a conclusion whether to go on using the sites or stop or even moderate on their usage. Parents should guide and advise their children on current matters like the usage of social media and warn them of its negative impacts to them when misused or overused. Like any other technology, social media also has the potential to become a bane orboon depending upon how it is used. Just as the internet has made access to knowledge andwisdom as easily accessible as

pornography, social media will also influence the educational scenario, in India and the world, in a mixed way. In fact, social networking sites are a boon. It depends on how we use them, whether to improve ourselves or to degrade. But children and teenagers must be guided by their guardians because they can easily be manipulated and affected by cyber threats.

References

1. M. Diga and T. Kelleher, "Social Media Use, Perceptions of Decision-making Power, and Public Relations Roles", *Public Relations Review*, 35, 2009, 440–442.

2. G. Oestreicher-Singer and L. Zalmanson, "Content or community? A digital business strategy for content providers in the social age", *MIS Quarterly*, 37(2), 2013, 591-616; Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K. and Nerur, S., "Advances in Social Media Research : Past, Present and Future", *Information Systems Frontiers*, 2017, 1-28.

3. Z. Huang and M. Benyoucef, "User-centered Investigation of Social Commerce Design", Paper presented at the *International Conference on Online Communities and Social Computing*, 2013.

4. A. M. Kaplan and M. Haenlein, "Users of the World, Unite! The Challenges and Opportunities of Social Media", *Business Horizons*, 53(1), 2010, 59-68..

5. For details see, www.webdesignerdepot.com/2009/10/the-history-and-evolution-of- social-media/.

6. R. Junco, G. Heibergert and E. Loken, "The effect of Twitter on college student engagement and grades", *Journal of Computer Assisted Learning*, 27, 2011, 119-132.

7. Park SeonJu and Jeong WonMo, *Successful 4 Strategies of Social Media in Public Sectors, CIO Report*, Vol. 24, National Information Society Agency, 2010.

8. Daniel Nations (2010), Web Trends . Retrieved December 23, 2016, from About.Com : http://webtrends.about.com/od/web20/a/social-media.htm

9. L. S. Cohen (2009) Is There A Difference Between Social Media And Social Networking? Retrieved January 24, 2017, from lonscohen : http://lonscohen. com/blog/2009/04/difference-between-social-media-and-social-networking/

10. L. Rosenmayr, "Introduction : New Theoretical Approaches to the Sociological Study of Young People", *International Social Science Journal*, Vol. 24(2), 1972, 216-56.

11. E. H. Erikson, *Identity : Youth and Crisis*, New York : W. W. Norton, 1968.

12. T. Roszak, "The Making of a Counter Culture", P. K. Manning and M. Truzzi (eds.), *Youth and Sociology*, Englewood Cliffs, N. J. : Prentice-Hall, 1972, 39-48.

13. P. Aries, *Centuries of Child Book : A Social History of Family Life*, New York : Vintage Books, 1965.

14. Priyanka Kapoor, "Social Media and Violence against Women : A Global Perspective", *Journal of National Development*, 32(2), 2019, 119-32.

15. Mamta Singh and Kavita Garg, "The Socio-Economic Effects of Media", *Journal of National Development*, 29(1), 2016, 55-66.

16. Fontaine, Richard and Will Rogers, **Internet Freedom : A Foreign Policy Imperative in the Digital Age**, Washington, DC : Center for New American Security, 2011, 52..

17. Anne lies, **The Earthquake in Haiti**, (minnesota : ABDO, 2010), 70.

18. Jagdish Chaturvedi, *Hyper Text, Virtual Reality and Internet*, New Delhi : Anamika Publishers and Distributors Limited, 2006, 112-13.

19. H. Scott, M. Gardani, S. Biello and H. Woods, "Social Media Use, Fear ofMissing Out and Sleep Outcomes in Adolescents" (2016). Available from: https://www.researchgate.net/publication/308903222_Social_ media_use_fear_of_missing_out_and_sleep_outcomes_in_adolescence

★