

SOCIAL MEDIA AND YOUTH

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ABSTRACT

It has been argued that the social networking sites has brought a sea changes among the youth who is continuously using it. In the crowd of hundreds of social site's friends people are suffering from loneliness. Youths find themselves aliened in the real world. Youth rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country specially on youth

Keywords:- social media, youth, social sites

INTRODUCTION

Today's generation has changed itself completely with the web of social networking sites. Everyone is busy with their androids, checking their likes or updating the status on facebook page. As defined by Kaplan and Haenlein (2010), "Social Networking Sites are applications that enable users to connect with each other by creating personal information profiles, inviting friends and colleagues to have access to those profiles and sending emails and instant messages between each other." Social Networking Sites are platforms where user can create a webpage with personal information to interact with friends both realistically and virtually which allows them meet the people that have the same interests (Kuss & Griffiths, 2011). Because of the innovation of Social Networking Sites, the communication method has shifted from face to face communication to computer or smart phone mediated communication. Due to its tremendous features social media is ruling the hearts and minds of the youth. It is found an easy way of self representation. In the age of Information and communication Technologies whosoever is unaware of these terms is considered illiterate or outdated. Youngsters are becoming addicted for these sites day by day. They are having a large virtual circle of friends and followers. But they are unaware of the importance of real world which was enjoyed by their elders

HISTORY OF SOCIAL NETWORKING SITES

Early social networking websites included Classmates.com (1995), focusing on ties with former school mates, and SixDegrees.com (1997), focusing on indirect ties. SixDegrees promoted itself as a tool to help people connect with and send messages to others. While SixDegrees attracted millions of users, it failed to become a sustainable business and, in 2000, the service closed. From the year 1997 to 2000 some networking sites like AsianAvenue, BlackPlanet, and MiGente allowed

users to create personal, professional, and dating profiles. Friendster launched in 2002. MySpace was begun in 2003 to compete with sites like Friendster, Xanga, and AsianAvenue. Facebook began in early 2004 as a Harvard-only SNS (social networking site). Twitter, vblog, whatsapp are also some of the most preferred social networking sites.

IMPACT OF SOCIAL MEDIA

According to Berlinger (2000), virtual life experiences can blind us the importance of human contact we need for our physical, psychological and social wellbeing. The more time user spent online, the less time user spent with authentic relationships. This virtual world has deeply affected the roots of the social system. Kruat et al. (1998) found that frequent use of Social Networking Sites would result in a social circle declination. A study released in February 2000 by the Stanford Institute for the Quantitative Study of Society by Prof. Norman Nie, support the finding that the Internet contributed to social alienation. Regular Internet users attended fewer social events, watched less television, and spent less time with friends and family (Raney 2000). Moreover, Social Networking Sites users tend to communicate through Social Network mobile applications even when they are having face to face meetings with their friends. Generation Y (birth year between 1980 to 2000) seem to lose an actual social interaction and communicate through messages; some even had an anxiety and feel frustrated if one's Internet-accessed mobile devices has been taken away or lose the access to internet (Busko, 2009). It is almost impossible to find users walking around without mobile devices in their hands. There are several studies suggesting that young adults today have very low media literacy because they would take Social Networking Sites as their personal space and act as they wish and may cause mental health problem for the excessive users (Kuss & Griffiths, 2011)

CONCLUSION

In fact, the social media with its various Networking Sites is fast emerging as powerful and unparalleled tools to share information, shape opinions, connect people across domains and cultures, bring participation, and above all to communicate as never before. Even though it creates a few negative impacts on youth, we cannot think of a world without these sites today. So, corrective and preventive measures should be taken towards these negative effects and the young people should be well educated and must have proper awareness regarding such problems of Social Networking Sites.

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