Exploring the Proliferation: A Study on the Growing Use of Social Media Networks among Teenagers in India

Amtul Wahab[1], V R Lavanya[2], Shaheda Begum[3], Shaik Muskaan[4], Shaik Shabana Khatoon[5], Shaik Yasmeen[6]
[1]*Assistant Professor, IPGDCW (A), Nampally, Hyderabad, Telangana, India.*
[2]*Lecturer in Commerce, IPGDCW (A), Nampally, Hyderabad, Telangana, India.*
[3,4,5,6]*Student, IPGDCW (A), Nampally, Hyderabad, Telangana, India.*

Abstract

This research aims to conduct a comprehensive study on the escalating prevalence of social media usage among teenagers in India. Recognizing the transformative impact of social media on communication, socialization, and lifestyle choices, this study employs a mixed-methods approach to delve into the motives, patterns, and consequences of social media engagement among the adolescent demographic. The study incorporates qualitative research methods, including interviews, focus group discussions, and content analysis, to capture nuanced insights into teenagers' motivations for using social media and their experiences in the digital realm. Concurrently, quantitative surveys will be utilized to identify trends, usage patterns, and statistical correlations related to social media consumption among teenagers. The research explores various facets of social media engagement, including the types of platforms preferred, the content consumed and shared, the impact on social relationships, and the potential consequences on mental health and well-being. It also investigates the role of digital literacy and parental guidance in shaping teenagers' interactions with social media. The findings from this research are expected to provide valuable insights for parents, educators, policymakers, and social media platforms. By understanding the dynamics of social media use among teenagers, stakeholders can develop informed strategies to promote responsible digital citizenship, address potential challenges, and ensure a positive online experience for this demographic. This study serves as a foundation for informed decision-making and future research within the realm of teenage social media engagement in the Indian context.
Keywords: Social Media, Teenagers, India, Online Communication, Socialization, Lifestyle, Digital Trends, Social Media Impact, Digital Literacy.

1. Introduction

The study focuses on the impact of social media on youth. Technology and innovation are regarded to be the very prime importance for human life, and we must know how to handle it accordingly. It is vital to teach young people about the use of social media to Enhance in their careers and self-improvement. Technology has managed to secure within our Body, human brain and even emotions. How social media effect youth does stated that social media, like a coin, have a beneficial and negative effect on young people. It encourages youth to succeed and pull them down, but youngsters need to be alert. Youth communicate with many individuals and support

themselves in their professions. Social media lets youth share their views with others. Social media promotes deceptive posts, messaging, photographs that give rise to conflicts in between them. Such posts are deteriorating the affiliations and relations between nations. As youngsters are immature, they are becoming victims of cyberbullying. This impacts young people mental and physical health and may also leads to depression and self-harm .Because there is a lack of confidentiality and security on the social media platforms, it is possible that a third party would misuse sensitive information. Studies have found that children and teenagers benefit from improving Communication, social

linkages, and technological skills [1]. Social media is really a significant aspect in this world. In general, social media is described .like any interactive medium or application which enables people to communicate digitally and could be differentiated from conventional media (e.g., television) by the way that users can both access and produce content Within this broad description, social media can include websites (e.g., Facebook, WhatsApp, snapchat, Instagram, instant messaging apps, mobile gaming tools, YouTube, and more. The more extensive usage social media is correlated with numerous mental health issues which include anxiety of self-image and eating disorders and other problems. In addition, outcomes of these studies have indeed been contradictory, with several suggesting a slight but substantial negative influence of social media use on mental health. Increased occurrence of certain mental health conditions, such as depression and suicide have risen dramatically amongst adolescents in recent years, with suicide rates in youth aged 10-24 rising by 56% between 2007 and 2017 one growing problem that really has captured the interest of young people is body dissatisfaction. Low self - esteem refers to unwelcome and negative thoughts and feelings about one's beauty that tend to rise in our younger generation. Social networking promotes the concept of a perfect body, as it can be connected to nearly. All channels of mass media. Anything from height, weight, body size and body form has become a nuanced aspect of this ideal, usually women are ordinary [2,3].

1.1   The Growing use of Social Media Networks among Teenagers in India

Social media networks are known to be encumbered with a multitude of ramifications, both positive and negative, especially among Indian teenagers. With India being engulfed by COVID-19, it becomes inherently significant to observe and critically analyze the growing dependency on social media every day. Social media consumption has increased by 70% in the first five months of the pandemic and the period has seen a 45% increase in the number of postings that are being done by users on various platforms like Instagram, Facebook and Twitter (Ahmed, 2019). It is thus, evident, that the dependency has increased manifold in this short span of time. This article aims at reviewing the growing usage of social media networks among teenagers during the pandemic in India and the scope of further deliberations upon the optimal usage of the same [4].

1.2   Most of the Social Media Network Users are Teenagers

There are a number of frequently used social media networks today and the purpose they serve to the Indian population, particularly teenagers. A staggering result of statistics obtained from myriad sources points to Instagram as the most widely used application during the pandemic in India, which has seen an increase of 80% inactivity. On average, Indian users spent 2.4 hours on social media a day, which is slightly below the global average of 2.5 hours a day. Due to the increasing sale and usage of cell phones today, most social networking platforms have been accessed through them. Today India has 470 million active social media users who spend the majority of their screen time on various social networking websites. It is interesting to note that the age group that dominates most of these social networking platforms are teenagers. Teens and adolescents in the age group 13-19 years, constitute 45% of total social media users in India (Statista, 2022). Facebook and Instagram are mainly used by the age group 18-24 years in India. This elucidates that these are platforms designed mostly to serve the needs of the teen-adults. Facebook has 97.329 million users in this category of teen adults. There are 230.3 million users in Instagram from India alone, most of who are millennials and gen-z users (Pragati, 2019) [5-7].

1.3   Factors Responsible for the Rise in Social Media Usage

1.3.1   Need to Stay in Touch

A number of factors can be attributed to the rising usage of social media among teens. Primary among them is the need to stay in touch with friends and to make new friends. Face-to-face social interaction has become restricted in recent times due to restrictions in movement during the pandemic.

1.3.2   Easy Availability of Devices and Internet

The second reason for the rising usage of social media is the easy availability of smart devices such as mobile phones and tablets which is increasing the accessibility to the online world. The availability of cheap mobile data in India is further encouraging the growing usage of the internet (Bhati, Bansal and Villa, 2019).

1.3.3   Social Media Networks Offer Entertainment and News

Moreover, social media networks are being used more for entertainment and news, rather than the production of knowledge or a platform or creativity. To put it in simple statistics, the most searched queries as per Google were songs, YouTube, Video Downloads among others and the most searched queries on YouTube were also songs, movies, and other forms of entertainment (Pragati, 2019).

1.3.4   Social Media Networks are the Source of Happiness

Furthermore, about 43% of Indians believed that spending time on social media brought them some form of happiness, while 29% believed otherwise (Statista, 2020). Another major reason for the growing usage is to maintain the "self-status", i.e. to constantly update their online network regarding the recent happenings in their life (Narasimhamurthy, 2014).

1.3.5   Social Benefit During COVID-19

The major factor that has significantly risen the usage of social media among teens in recent months is a social benefit, i.e., it might be of use to others. At a time when hospital beds, oxygen cylinders and plasma donation were highly in demand, social media was put to good use by the gen-z and millennials mostly to bridge the gap between the needy and the helpers. Lastly, the rise in usage of social media networks is due to the belief that the mainstream news provided was biased. Therefore, the users took it upon themselves to make sure the facts and figures were talked about openly and help could reach where it was really needed (Keelery, 2020).

1.4   Social Network Usage & Growth Statistics: How

Many People Use Social Media in 2022

Since its inception in 1996, social media has managed to infiltrate half of the 7.7 billion people in the world. Social network platforms almost tripled their total user base in the last decade, from 970 million in 2010 to the number passing 4.62 billion users in July 2022. The spectacular year-on-year adoption of new users on the platforms is, however, slowing down. It now relies on the continuous growth in the number of people with internet access and smartphones, particularly in developing regions. People's social media usage percentage shown in below Figure 1 [8].

So, How Big is Social Media and how has it Evolved Today?

In this awesome statistical roundup, you'll discover the latest social network data by the numbers and key demographics, here's a summary of what you'll learn below:
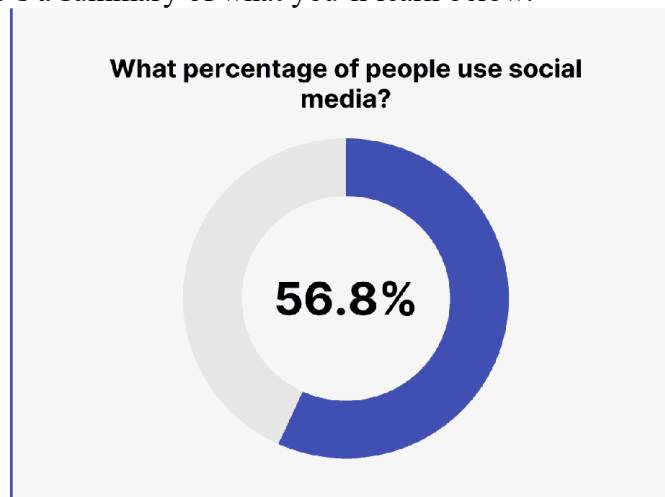

Figure 1 Peoples Social Media Usage Percentage

2. Social Media Usage Statistics (Top Picks)

- 4.48 billion People currently use social media worldwide, up more than double from
- 2.07 billion In 2015
- The average social media user engages with an average of 6.6 various social media platforms
- The social media growth rate since 2015 is an average of 12.5% year-over-year. However, growth is on the decline with 2019-2020 data revealing a 9.2% growth rate
- By region, social media growth in 2019-2020 is led by Asia: +16.98%,

- Africa +13.92%, South America +8.00%, North America +6.96%, Europe +4.32%,
- and Australasia +4.9%
- 60.99% of the 7.87 billion people in the world use social media, of eligible audiences aged 13+, there is 63% that are active users
- 93.33% of internet users are on social media; however, a titanic 85% of mobile internet users are active on networks
- Out of 4.48 billion social media users, 99% access websites or apps through a mobile device, with only 1.32% accessing platforms exclusively via desktop
- Globally, the average time a person spends on social media a day is 2 hours 24 minutes; if someone signed up at 16 and lived to 70, they would spend 5.7 years of their life on it
- Facebook is the leading social network at 2.9 billion monthly active users, followed by YouTube (2.3 billion), WhatsApp (2 billion),
- 72.3% of the total US population actively use social media, totaling a number of 240 million people In the US, 54% of social media users are female, while the remaining 46% are male, compared with a global average of 45.6% for female, and 54.4% for male [9,10].

How Many People Use Social Media?

As of 2022, the number of people using social media is over 4.62 billion worldwide, with the average user accessing 6.6 social media platforms on a monthly basis. Popular platforms like Facebook have over 81.8% of their monthly users logging in to use social media daily. All social networks report growth data on the number of monthly active users or MAU"s rather than the number of accounts, as this data is more accurate for measuring actual use and territory penetration. Global Social Media Growth Rates are shown in Table 1 [11].

What Percentage of People Use Social Media?

The current percentage of people using social media is 56.8%of the world's total population. However, when we look into platform penetration rates from people in eligible audiences, 93.33% of 4.8 billion global internet users and 93.33% of 5.27 billion mobile phone users are on social media. Since its inception in 1996, social media has managed to infiltrate half of the 7.7 billion people in the world. Social network platforms almost tripled their total user base in the last decade, from 970 million in 2010 to the number passing 4.62 billion users in July 2022. The spectacular year-on-year adoption of new users on the platforms is, however, slowing down. It now relies on the continuous growth in the number of people with internet access and smartphones, particularly in developing regions.

So, How Big is Social Media and how has it Evolved Today?

In this awesome statistical roundup, you'll discover the latest social network data by the numbers and key demographics, here's a summary of what you'll learn below Figure 2.
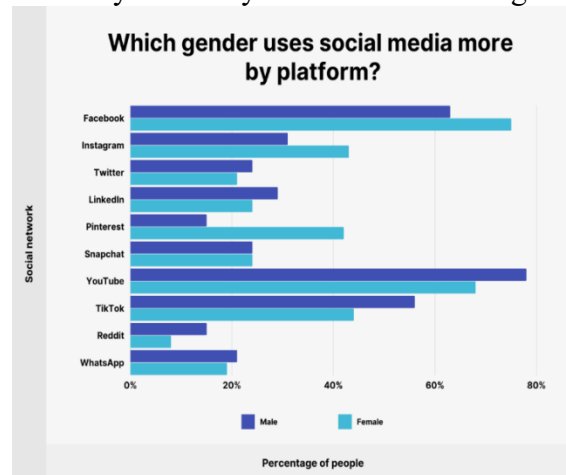

Figure 2 Platform Wise Social Media Usage Chart

When looking at the top 8 social platforms by monthly active users, YouTube, Twitter and Instagram

index higher in male users. Sites like Facebook and Instagram are more female orientated.

Table 1 Global Social Media Growth Rates

Social Network	Male (% Usage)	Female(% Usage)
Face Book	56.4%	43.6%
Instagram	48.6%	51.4%
Snapchat	48.2%	51%
You Tube	54.4%	45.6%
WhatsApp	53.9%	46.1%

How Much Does Social Networking Grow Year On Year?

In 2022, there are 4.62 billion people actively using social media in the world, and this is an increase of 13.13% year-on-year from 3.69 billion in 2020. Back in 2015, there were only 2.07 billion users – that's an overall increase in users of 115.59% in just six years.

6 Year Social Media Growth Statistics

- 2022: 4.620 billion active users (+13.137%)
- 2020: 3.960 billion active users (+13.7%)
- 2019: 3.484 billion active users (+9.2%)
- 2018: 3.196 billion active users (+9.0%)
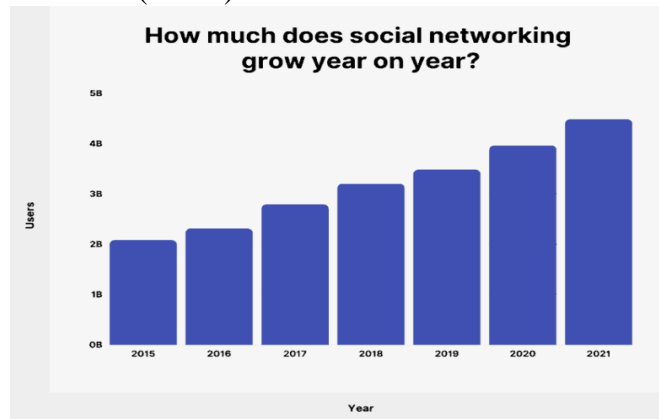- 2017: 2.796 billion active users (+21%)

Figure 3 Top 10: Growth of social media users by country

According to Keipo's analysis, the country with the most significant social media growth in 2019-2020 was India, with 130 million new users joining platforms – equivalent to 9.6% of their total population. In second place was China (15 m), Indonesia (12 m), Brazil (11 m), Iran (9.4 m), and the USA in 6th place with 6.9 million new users. Below, we have the top 20 social media growth rankings by country, representing the largest number of users, not percentage increase Growth of social media users by country shown in Figure 3.

Growth of Social Media Users by Region

The total number of people using social media grew by 9.2% between April 2019 and Jan 2020. When looking at the number of people growing by region, Europe had the slowest activation of new active users at 4.9%. Whereas Asia was the most considerable social media user base growth at 16.98%, followed by Africa increasing by 13.92%

Social Media Growth by Region 2019-2020:

- North America: +6.96%
- South America: +8.00%
- Australasia: +4.9%

Day One: When Did Social Media Start?

The rise of social media began back in 1996 with the release of the networking site Bolt (now closed). Shortly after, in 1997, Six Degrees was released where users could add friends and make profiles. Following that, services like AOL Instant Messenger, Live Journal, and Friendster launched all paving the way for the leader, Facebook, in 2004.

Timeline: Early Days of Social Media

- **1996:** The first social networking and video website is Bolt, which was active from 1996-2007
- **1997:** A site called Six Degrees was created where users could upload profile information and connect with users by making „friends"
- **1997:** AOL launched its Instant Messenger service, who acquired it from an Israeli based company, it was originally called ICQ and launched in 1996
- **1999:** This was the launch of Live Journal, the first popular blogging platform
- **2000:** Habbo, a game based networking site, was released
- **2002:** Friendster launched, where users made profiles, connected, and share content
- **2003:** LinkedIn launched the first business-orientated social networking site
- **2004:** Facebook, the most popular platform of all time launches

Social Media Penetration by Country

Which country has the most active social media users in the world?

Social media penetration = active users vs. total population.

According to Statista's data from 2020, the most active country is the U.A.E., with 99% of its population using social media. The average penetration rate globally is 49%. When isolating the data to eligible users aged 13+, the average social media penetration rate is 63% [12-15].

Key Statistics by the total population

- On average, 49% of the world are active social media users, regardless of age
- On average, 63% of the world's population aged 13+ are active on social media
- USA has 70% regardless of age, 83% for only those aged 13+ years
- UK has 66% regardless of age, 79% for only those aged 13+ years
- Canada has 67% regardless of age, 77% for only those aged 13+ years
- Australia has 71% regardless of age, 85% for only those aged 13+ years
- India has 29% regardless of age, 38% for only those aged 13+ years

2.1 A place for Noble Causes and Practices

Social media plays a critical role in assisting individuals. There are numerous communities dedicated to social work on social media, and people can join these communities and talk about their problems with them. People in the communities can assist them and provide them with the best possible counsel and financial assistance. Other types of government-sponsored communities undertake social work, assist individuals, and resolve societal concerns. Most people use social media to help others and do charitable work. By doing so, they may assist people in solving difficulties and making their lives comfortable and happier [16,17].

2.2 Use of Social Media for Promotion and Advertising

Entire Social media is beneficial for promotion and advertising. Because the world is connected and uses social media, people may share their business products and services with the whole world. Both online and non-online businesses require promotions and advertisements to promote their products and services to the general public. You can freely promote your product with individuals in groups on social media, or you can pay to have paid adverts appear. Others can use social media to promote their products and reach out to people interested in what they have to offer. Influencer marketers are the new brand ambassadors [18].

2.3 People Can Connect Through Social Media

The true beauty and best advantage of social media are that it allows people to connect. With the help of social media, you may connect with the people you desire from anywhere in the world. Social networking platforms give you the ability to communicate with individuals all over the world. You

may make friends from anywhere or follow someone on social media. Others might also use social media to follow and contact you. Social networking is the most refined platform for exchanging ideas with individuals who share your interests. Most users use social media platforms such as Facebook, Instagram, and WhatsApp to quickly communicate with their friends, coworkers, and family members.

2.4   Social Media is a Good Source of Up-to-Date Information

Social media is also a great place to receive the most up-to-date information and news. People used to wait for daily newspapers to acquire the latest news and updates from worldwide before using social media. People no longer have to wait for a daily newspaper or a television newscast. They may simply obtain the most up-to-date information and updates on current events worldwide by going on social media. Social media allows people to share and produce information [19].

2.5   Social Media Is Beneficial to Education

Social media is beneficial to education. You can learn from others on social media, and it delivers the best learning chances ever. There are many professors and lecturers on social media that can assist you. People can follow them and contact them, and they can receive assistance in their profession without having to pay them. Students primarily used social media to communicate with their friends and classmates and debate educational matters with one another. 70% of students use social media to discuss school tests and assignments with their friends and peers.

2.6   Use Social Media To Drive Traffic To Your Website

The most significant way to drive traffic to your website is to use social media. It lets you publish on your timeline, bio, or in a group with a link to your websites, directing visitors to them. To generate visitors to their websites, most intern

2.7   Social Media Assists in the Formation of People's Communities:

Social media plays a critical role in the formation of communities. The majority of people use social media to create groups of people who share common interests. People also form communities based on shared interests, religions, and beliefs. You can talk about anything relevant to your interest with other individuals in the community and groups who share your interests. You can completely participate in talks with them. You can discover a lot more about your interests, beliefs, and religions this way. As a result, social media plays an essential role in forming communities.

2.8   Social Media Can Reach Large Audiences:

One of the best and most valuable advantages of social media is swiftly reaching a large audience. Social networking allows you to promote your brand to a broad audience swiftly and simply. There are millions of people who are interested in your business and goods who use social media. With the help of social media, you may contact them. On social media, you have the option of creating social media adverts to promote your business and product to a broader audience. You can target your audience in a specific place and radius on social media, and this greatly aids in attracting customers to your retail or online establishment.

2.9   Government Benefits from Social Media

The government benefits from social media as well. It may be a reliable means for the government to communicate with the public and a communication and entertainment medium. The use of social media reduces the amount of money spent by the government on crime-fighting. By using social media, companies can quickly monitor what people are doing. Because the general population widely uses social media platforms, the government can use them to raise public awareness. As a result, spreading public awareness through social media becomes quite simple for the government.

2.10   Entertainment with Social Media

Social media is a new form of entertainment, and the majority of people use social media to pass the time. Humans are social beings. They desire to communicate with other individuals and initiate conversations about various topics with people from different regions. People often spend 40 to 60 minutes on various social media networks. They can exchange images, comments, posts, videos, and other media with others. They can also watch other people's photos, remarks, and videos for pleasure. They are pleased and content with the likes and comments on her social media post. According to

research, 88 percent of individuals consider social media platforms such as Facebook, Twitter, and Instagram a new kind of entertainment. Now that we've deeply emphasized the advantages of social media let us, next dive into the disadvantages of social media.

3. Disadvantages of Social Media

1. Affects Social-Emotional Connection

Social media has become a hindrance in the way of social-emotional connection. Be it the wishes on special days or expressing one's feelings, everything has been limited to textual content through social media, which results in a lack of personal feelings and connections. Earlier people use to visit one's place to wish them on special days, but now they find it easier to send a text message. A person's emotions and feelings cannot be felt through just a text message. So, there is a lack of connection between people because of social media.

2. Decreases Quick-witted Skill

I would totally agree that social media has decreased real-time face-to-face conversations with our buddies. People have started relying on text messages by simply typing a text. Internet users are not quick-witted; they take time to think and then reply. It has a terrible impact on their mental health. Can you imagine which element is missing nowadays? The element of love, friendship, enjoyment, fun time, peace, and much more is being missed out knowingly or unknowingly because of the usage of social media constantly.

3. Causing Distress to someone's Feelings

I really feel sad when I see people using social media as a platform to hurt the other person. I wonder why it is so. The unnecessary trolls, feedbacks, comments on another person's life makes me feel very disappointed. What is the need to do all this? Is social media for all this? I don't think so. You can use it for a noble deed instead of hurting someone or giving them pain and suffering. Some people are not posting anything to hurt others, just sharing their point of view, but who's reading the content and not agree with them may become upset or disappointed with their opinion. It causes disputes in family, friend circle, and business.

4. Present Physically Not Mentally

When I am at my friend's place or on an outing with them, I really feel disheartened by seeing each one busy with their phones. Nowadays, relationships have left behind because we are so much engrossed in our phones that we somewhere miss that friendship, love, and care. It is one of the major reasons behind health issues like depression, stress, and anxiety because we are somewhere missing those real-time friends and interactions with them, which we earlier used to have.

5. Lacking Understanding and Thoughtfulness

Understanding or convey a feeling through word or even a voice isn't possible. You need to be in front of someone to understand what they want to say and feel about you. The same words can communicate a different meaning until you are not able to understand the body language and the way of speaking. Words can express or hide the real meaning. Social media has replaced a real-time face to face conversations. People are busy the whole day chatting online that when they meet the person in real-time, they are unable to understand the feelings, emotions, love, connection with each other, etc. which means that they are so much busy in the virtual world that they forget everything. Sometimes, I really feel that our forefathers were far all these distractions and were able to spend quality time with their loved ones and family.

6. Lack of Family Quality Time

I would personally agree to it that social media has caused distance in relationships. Earlier, people use to spend quality time with their family members by sitting together, having meals together, watching movies, having celebrations, and discussing any issues with each other. But now, we love to spend time alone with just our phones, and we need no one to disturb. It has caused distance in relations with family members by reducing that love and closeness.

7. Cyberbullying

In the past few years, many people, especially children, have become victims of cyberbullying as it is very easy nowadays to create fake accounts and fake profiles and threaten the other person.

Cyberbullying has resulted in many suicides, depression issues, etc. People have started using social media as a platform to spread fake news and rumors, which has caused an unhealthy environment in society and the country. Perhaps, you are aware of cyberstalking, i.e., YouTube, Facebook, Instagram, and WhatsApp stalking. Cyberstalking is becoming the biggest threat. You should not share your personal data on the social media platform and never accept friend requests from strangers.

8. Hacking

Hacking is a very popular threat of social media where hackers can easily hack a person's account and data. It has resulted in serious issues in one's life. I suggest everyone keep their privacy settings updated and their profile locked to avoid such circumstances in life. You will have to become smart to deal with these situations.

9. Distracted Mind

Whenever you wake up or go off to sleep, you have an impulse to check your phone for notifications and messages. Social media has caused distractions in the sense that it hampers our work and time both. We are simply wasting our time on it. Everyone is busy in the race to attain the maximum number of followers on Facebook or Instagram, leaving behind their capabilities and strength to achieve something in life. People are talking less and texting more instead of doing important work. They forget about the importance of daily entertainment, refreshment, and peace of mind, students are not submitting assignments on time, and family members are not getting interacted with each other while living in the same home. It finally reduces family closeness.

10. Facilitates Laziness

It is one of the major reasons for social media as a disadvantage in our lives because sitting long hours on a couch busy using smartphones has to lead to various health issues like fatigue, blood pressure, obesity, stress, depression, etc. People have become lazy due to technology usage. I would suggest doing some physical activities like exercise, walk, yoga, and much more instead of long duration usage to remain active and fit. A healthy mind and a healthy soul is the need of an hour. You should go for an outing with family and friends. It will re-energize you.

11. Addiction

Social media has become an addiction, especially for youth. They are spending their whole day with their smartphones. This addiction has ruined their lives leading to serious issues. Using something is not bad, but getting addicted to it can be disastrous. People waste their productive time and energy both on it. It is time to focus on studies, but teenagers spend their productive time the whole day on social media. Suppose, your ward is doing the same then recommend him/her social media detox.

12. Cheating and Relationship Issues

People have started using social media as a platform to find their better half and get married to them. But after a few years, it may lead to unhealthy relationships or even divorce just because they have given incorrect information about each other. It can ruin their whole life by cheating on each other. It can also lead to infatuation among teens, which can distract their minds and provoke them to do something wrong.

Impact of Social Media on Youth: Positive & Negative Effects of Social Media

In today's world, all of us are experiencing this thing that social media is developing day by day. Most of the people around the world are using social media. This is very popular among the young generation especially. Even if you look at the statistics, you will come across the same story. Social media is continuing to gain popularity every day. Impacts of Social Media on youth is also quite evident in different frames of our lives. Let us have a look at some of the stat

Social Media Trivia: Brush up Your Knowledge

Social media has become a very important part of life for many young generations in today's world. There are many young people who keep on engaging themselves with social media without even caring to think about what would be the impact of Social Media on youth. The effects can sometimes be positive and sometimes be negative but mostly they are negative if it is not integrated with a business or professional goal.

It is a huge concern for most of the people in today's World as what is more important?

Is the concern with "Facebook" friends more important than those with whom we are interacting face to face in our daily lives?

What can be the long-term impact of social media on youth today?

There are a lot of positive aspects but there are many dangers as well that come with the use of the sites like Twitter, Facebook, Pinterest, LinkedIn, and Tumblr, Google +, Gaming sites, Instagram and blogs. If we want to make some right and true choices then we must dig inside and research the topic thoroughly. Here are five ways which one can say that technology is having a positive influence on youth [20,21].

3.1   Positive Impact of Social Media on Youth

It keeps connected to their friends when they are not able to see each other always when they want to

• Social media keeps you updates about the important things that are going across the globe currently or maybe in your locality. It is a great benefit to know about everything just by the simple click of your finger.

• The youths have the perfect place to express themselves in such a way in which they won't be allowed to do in public. This is something which makes the youth feel better about them and they hold some position in society.

• It helps you in developing social skills and the best part is that a number of friendships can begin from the social website. Youths generally like make new friends and know about others as much as they can. All of this is possible with the social media platform.

One more interesting impact of social media on youth is that it feels fun to interact with peers rather than talking to them face to face now, we tell you five ways that we all have seen technology is having a negative influence on the young generation.

3.2   Negative Impact of Social Media on Youth

• People of today's generation give so much importance to social media nowadays that it has become their priority. They love being in the social media sites and forget about all the things that should come first for them like family, sports and schools

• In the platforms of social media, we can only see the virtual side of the person. This means we can only see the side which they want they want to show us. Many people try to portray themselves to others which they are not at all

• Young people have this habit of bullying their peers which is ok to some extent. But when it comes to cyberbullying, it affects a lot to the other peer as this can be on the newsfeed of any person and can go viral easily. Sometimes such things can lead to depression as well as suicidal thoughts

There are some young people who are very easy to get influenced. They may feel the need to change their appearance physically and compare themselves to every next person they see in the social media. There is a very strong temptation in social media. It can become an addiction for the youth and begin to side-track them

3.2.1   Positive Impact of Social Media on Youth in different Sectors

Social media enables the teacher to collaborate easily and then communicate with the students and others

• The students have free as well as easy access to the resources that are online and gain all the information

• The grades are improved and the percentage of absentees are reduced.

• According to a survey, it has been found out that about 59% of the schools have admitted that their students take help of the social media for educational purposes. Along with it 50% they use social media in order to discuss the assignments of the school

Political Aspects

• The participation of the voters has increased. The users of the platform of Facebook have admitted that they get the inspiration to vote in an election when they see online their friends have voted too.

A survey reported that those who visited Facebook more than two times in a single day were more likely to attend a political meeting or rally- 43% more people said that they are sure to vote.

- Social media gives birth to the idea of change in politics. Social networking gives the social movement cheap as well as a quick method for distributing the information and make the people come together

News/ Awareness

- Around 30% of the people of America get their news from online. The information in the social networking sites spreads much faster than any other forms of media.
- More than 50% of people in the world nowadays get the breaking news from a social media platform
- The social networking sites provide the benefits academic research to the people along with the online access. This helps the people to get access to the resources that were unavailable before
- The people who use the platforms of social media get empowered and informed to change their communities and themselves.

Social Aspects

- With the help of social media, people can communicate with friends and this enhanced communication online strengthens the relationship between them. Survey says around 52% of the teens that remain online say social media have helped them with their friendships and around 88% of the people say that staying online has helped they stay in touch with the friends they don't see regularly
- As said earlier, young people always have this tendency to make new friends. Around 57% of the teens that remain online say that they make new friends on social media

Jobs for the Youth

- Social media is one of the best ways for marketing products, connecting with people and find business opportunities
- It helps the employers to get the employees and those who are in search of new jobs.
- Around 87% of the job recruiters have found their employers through LinkedIn, around30% through Facebook and 15% through Twitter
- The social media sites are the reasons for creating thousands of job opportunities for the people and they have brought new avenues of income

3.2.2 Negative Impact of Social Media on Youth in different Sectors

Work/ School

- Social media helps the students to cheat on school assignments and for those who work can get some idea about their work
- If social media is used on a light scale, it will help the students to improve their grades. However, for those students who are heavy users, their grades tend to fall incredibly. A study shows that students who are using Facebook have an average GPA of 3.06 while those who don't use Facebook have an average GPA of 3.82
- On average of 106 minutes in every 90 minutes that is spent on Facebook college students drop their grades to .12
- The social media platform affects the productivity of the employees to .51%. These workers are generally between the ages of 25-34 and check their social media during work

Lacking Privacy

- One thing that is seen common among the young people is they often get too open in the public and share their personal information. Most of the people don't read the privacy policies and are unaware that their information that the information is read by the insurance companies, advertisers and the IRS.
- They expose themselves to the governmental and corporate intrusions. The justice department of the US gather hundreds of pieces of information from the social networks and email every year.

Cyber Bullying

- One of the very prime negative impact of social media on youth as some of the negative minded individuals use it for bullying someone

- People use it for sending intimidating messages to others that sometimes create trauma for the others as well.
- Misinformation or false propaganda is another negative impact of social media on youth
- So, utilizing Social Media in a constructive and productive manner are the things for which youth should use it because if they do so, its advantages are unlimited.

4. How to Protect Youth and Teenagers

Boost Knowledge and Conversations about Online Safety

Help youth understand how they can take action to be safer online. Don't be shy about monitoring them. At Parenteen Connect you can get expert advice and hear from other tweens, teens, and parents about what screen time monitoring could look like. Try these tips for protecting kids from cyberbullying by establishing clear device use limits and communications.

Cultivate Belonging at Home and at School

Having a strong sense of belonging can deter students from cyberbullying. Home and school efforts that focus on positive interactions and relationships could buffer bullying, resulting in decreases in bullying behavior.7 The stronger a connection the student has with family, the less likely they are to carry out acts of bullying. The greater their sense of belonging to family and peers, the more likely they are to feel a connection to school, and with school connectedness, the likelihood of engaging in bullying behaviors decreases.8

Teach Social Skills

Social and communication skills are predictors of bullying involvement. Youth with strong social and communication skills are less likely to be involved in bullying.9 you can help prevent bullying by teaching and modeling skills for listening, perspective taking, appreciating diversity, and building relationships.

Teach and Encourage Positive Bystander Behaviors

Bystanders have the potential to make a positive difference for those being bullied, yet they are less likely to intervene and support those being bullied in online bullying situations.10 Let youth know how important a role they have in helping stop the bullying. Talk with them about how to be positive bystanders by teaching them the importance of recognizing, reporting, and responding to online bullying situations. Something as simple as messaging a person to stop the bullying can make a significant difference for someone.

Understand Blur between Digital & Physical Bullying

"Cyberbullying and the kinds of bullying that happen in person often go hand in hand," says for Children Research Scientist Jasmine D. Williams, PhD. "Bullying that happens in school can ca Committee over to digital spaces like Instagram, and vice versa. Teens don't see a divide between physical and digital worlds, as adults do." This is important for middle school and high school educators and parents to understand in our increasingly multiservice, always-connected.

5. Problem of Research

In the last 50 years, media influence has grown rapidly with an advance in technology. First there was the radio, then the newspapers, magazines, television and now the internet. Today, we all live in a media-dominated world. Media is a way for the members of the society to keep themselves informed about what is happening around them. It is also the major source of entertainment. By creating an image their daily lives. Their images, which mostly consist of sexuality, violence, coarse language and revealing clothing, have a negative impact on the youth. Exposure to violence in the movies, video games and music videos increases the likelihood of physical and verbal aggressive and violent behavior, thoughts and emotions in youth. Watching certain programs may encourage irresponsible sexual behavior. Consumer behavior among youth is also shaped by media to a great extent by lucrative offers and trend setting. There are different types of media used by the companies to influence the purchase decision of the consumer. It has led to materialistic culture and caused a situation of cultural lag, a state of dilemma for youths who are in a state of transition between tradition and modernity, it creates a loophole for those who are not able to access these products, and at this

juncture media gives them alternative ways to solve their feeling of relative deprivation. This is often observed in form of growing rate of crime among youth. Media images have led to inculcation of usage of alcohol among youth as a fad. Family school and peer group have transferred, to some extent, their socialization role to media. However, in this role media proves as a protective or risk factor for youths. Youths today set their life goals in form of their career, their role models under a great impact of media. Media is becoming a third parent for youth to suffice their aspirations. The advent of the Internet has been one of the most exciting major events in the second half of the 20th century. The ancient dream of "a scholar knows all things happening in the world without venturing outdoors" has finally become a reality. But there are also people who do not support this growing trend mainly because of its negative impact on the society such as spreading the habit of Sexting, the threat of Cyberbullying and also antisocial behavior among youth [22,23]. To inquire into these upcoming trends of impact of media on youth particularly television and new electronic media the problem of research has been set in following perspectives:

- Disorganization of social institutions like family& marriage
- Free attitude towards pre-marital sex
- Increasing rate of crime & violence among youth
- Free use of liquor and drug
- Emergence of psycho-social problems like youth unrest, relative deprivation
- Domestic and physical violence

6. Objectives of Study

Talking particularly about television media the objective of the study is to analyze the impact of media on youth, following objectives of study have been undertaken

- Impact of media on socialization among youth with regard to personality development
- Role models assimilated by youth through media programme
- Analyze negative impact of media like aggressiveness, violence and crime on youth
- Behavior pattern attitudes and ambitions inculcated by youth while viewing media programme
- Examine role of media in providing youth a sub group culture

Conclusion

The media in India represents a confluence of paradoxes: tradition and modernity; anarchy and order; diversity and unity; conflict and cooperation; news and views; feudalism and democracy; the free market and monopoly. Economic realities and relationships between press, television and those who own these engines of control and change will eventually determine the future of India's communication culture. India's complex cultural mosaic, are especially its youth which comprises its varied talent, aspirations, and future capital, strengthens its diversity. The media and press continue to play a dominant role in deconstructing this diversity discourse that sometimes flares up in explosive situations. The youths of today spend inordinate time watching television ,listening FM music and interacting on social websites, over internet but, the most important catch here is that they have grown up along with television .Among all other mediums at least TV has been there with them almost all the time. Such enormous exposure of the youths to the television tends their aspirations, psychology, behavior, culture and socialization a little away from the normal course. Although, the scientific debate over, whether media impacts the youth or whether it brings about aggression, unrest, isolation among the youth, seems to be quite complete, the main critical task that remains is to investigate the views of the youth themselves on these issues. The present research work has attempted to take up this Endeavour. Mass Media is those means of communication that reach and influence large numbers of people, especially newspapers, popular magazines, radio, and television. In my own personal estimation, Mass Media goes along with Information and Communication Technology in this day and age so as to mold a new-fangled way of life to the majority living in this global generation. Mass media are those media that are created to be consumed by immense number of population worldwide and also a direct contemporary instrument of mass communication. It is not just the journalistic aspects of the apparatus of popular communication. The mass media often perform as the focal point

of social control and the source of popular culture. Media help preserve historical events, and teach morals. Basically the commercial enterprises media can represent frequently effect how we dress, what we buy, and how our society functions. Nonetheless, Mass Media is considered as the fourth estate of the society as well. It is the fourth branch of the government, the voice and weapon of the people and the society as Appealing to the youth, media controls the variety of material culture youth incorporate in whole. Then again, by and large when we speak about Mass Media, we immediately perceive that these are communications media that reach the mass of people. From Audio recording and reproduction like records, tapes, cassettes, cartridges, CDs, to Broadcasting Media such as Radio, Television, Cable, to Film or Motion Pictures whether in Cinema or in DVDs, and the Digital Media, the Internet, Mobile Phones, Satellite, and ultimately the Publishing or Print Media which includes Books, Newspapers, Magazines and the run-of-the-mill marvelous Video games. The media influence has grown exponentially with the advance of technology; first there was the telegraph, then the radio, the newspaper, magazines, television and now the internet. Needless to say, whatever we have in mind about Mass Media, on the whole, it is all about innovation and modernity that is continually evolving and producing ways to speed up the way humanity is subsisting. We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, traveling and anything else that we have to do. A common person in the city usually wakes up checks the TV news or newspaper, goes to work, makes a few phone calls, eats with their family when possible and makes his decisions based on the information that he has either from their coworkers, news, TV, friends, family, financial reports, etc. What we need to be aware is that most of our decisions, beliefs and values are based on what we know for a fact, our assumptions and our own experience. In our work we usually know what we have to do based on our experience and studies, however on our daily lives we rely on the media to get the current news and facts about what is important and what we should be aware of. We have put our trust on the media as an authority to give us news, entertainment and education. However, the influence of mass media on our kids, teenagers and society is so immense that we should know how it really works. As we today perceive that mass media has entered every aspect of the lives of the masses, we need to carefully examine how it evolved through ages and stands in its present form. It is also necessary to indicate major turning points and to tell briefly something of the circumstances of time and place in which different media acquired their public definitions in the sense of their perceived utility for audiences and their role in society. Through this attempt We need to exemplify the fact that the technologies of transmission have taken on a position in our culture of vertiginous power almost omnipotence as media now get credit for shaping not only to the information we distribute and consume, but our powers of perception, our political, social and economic systems, and our general constructions of truth.

References

[1]. https://docs.google.com/forms/d/e/1FAIpQLSdiE5uGUcBWkWn6-U_o2RIQx73FTjGtNHIGBt23ImHG5kbSqQ/viewform

[2]. AGARWAL, VIR BALA (2002) Media society: challenges and opportunities, concept publishing company, New Delhi.

[3]. BATHLA SONIA (1998) women democracy and media, Sage publication.

[4]. BHATT S C (2003), Media sensitization not truth, New Delhi.

[5]. BILL OSGERBY (2004)youth media, Routledge, LONDON AND NEW YORK

[6]. BOWLES, S., H. GINTIS, AND E.O. WRIGHT. 1998. Recasting egalitarianism: new rules for communities, states and markets: Verso Books

[7]. CHANDRA V. (2000) television and Indian culture, Indian publishers and distributers, New Delhi.

[8]. DEODHAR P.S. (1991) The third parent: growth of Indian electronics media, Vikas publishing house

[9]. HOFSTEDE, G. (2001) Culture Vs Consequences, Sage publication

[10]. IYENGER SHANTO & KINDER DONALD R News that matters (1987) , the university of

Chicago press, Chicago London

[11].   JAIN, P.C and BHATT, M (2004) Consumer behavior in Indian context, S. Chand, New Delhi.

[12].   JAMES, C., & JEAN S. (1988). Power without responsibility. Routledge, London.

[13].   JOSEPHN A, SHARMA K (2006) whose news – the media & women issues, Sage publication.

[14].   LUNDBERG, G. A. (1958). The impact of television on family life Sociology. (pp. 53-68). Boston. Harper and Bros, New York

[15].   M. MEAD, 1970. Culture and commitment. New York: Natural History Press.

[16].   MADAN G R (1973), Indian social problems, vol.2,

[17].   MAHAJAN KAMLESH (1990), Television and women development, classical publication, New Delhi.

[18].   MARSHALL MACLUHAN, (1967), The Medium is the Massage: An Inventory of Effects, Penguin Books, London

[19].   MCQUAIL, DENNIS (2005) McQuail's Mass Communication Theory: Fifth Edition, Sage publication. London.

[20].   NANDAN, Y., and EAMES, E. (1980). "Typology and Analysis of the Asian-Indian Family." In The New Ethnics: Asian Indians in the United States, ed. P. Saran and E. Eames. Praeger. New York.

[21].   PAGLIA, C. (1992). Sex, Art, and American Culture. Vintage Books New York.

[22].   PANDEY RAJENDRA (1975) Indian youth at crossroads, Vani Vihar publication, Varanasi.

[23].   PEDDIBOYINA VIJAYALAKSHMI (2005) Foreign Television and Indian Youth: changing attitudes, Concept Publishing Company.