

Social Media: The Emerging Trend Affecting the Communication, Culture, Behaviour of Teenager Adults

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Abstract: Social media sites are any website that allows social interaction. Some popular social media sites are Face Book, Twitter, Instagram etc. Social networking has changed the way the youth lives, socializes and shares. The social media are very popular means of public communication among the youth all over the world. The aim of the study is to examine the impact of social media on communication, culture and behaviour of modern youth in recent era and the remedies and awareness should be taken to overcome the disadvantages of social media.

Keywords: Social media, Communication.

1. INTRODUCTION

Online social media have gained worldwide growth & popularity. Although with time all generations have come to embrace the changes social network has brought about, teenagers and young adults are the most fanatic users of these sites. Social media have become prominent parts of life for many young people today. Today's modern youth engage with social media without stopping to think what the effects are on their lives.

The average time spent on social networks per day: 1.72 hours (in 2015)

The average number of hours a teenager spends online per week: 27(2015)

In recent there have been seen an enormous growth in the popularity and usage of smartphones, laptops, notebooks and various computing devices and it has increased number of internet users. Related to the internet social networking sites are dynamic web-sites where users can create a profile and connect to others to form an explicit personal network to meet their friends to chat, to share their new life events, to get new job opportunities, to discuss their day to day matters and also to entertain

themselves. Though social networking sites, modern youth can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real life friendships through similar interests or groups. Besides establishing important social relationships, social members can share their interest with other likeminded members by joining groups and forums. Some social networking sites also help members to find a job or establish business contacts. Most social media websites also offer additional features to the youth, in addition to blogs and forums, members can express themselves by designing their profile page to reflect their personality. This has made communication between the strangers easier than ever. Chatting is the more popular activities on social networking sites where people can talk to anyone across the world.

2. LITERATURE REVIEW

Social media tools are woven into many young people's day-to-day lives.

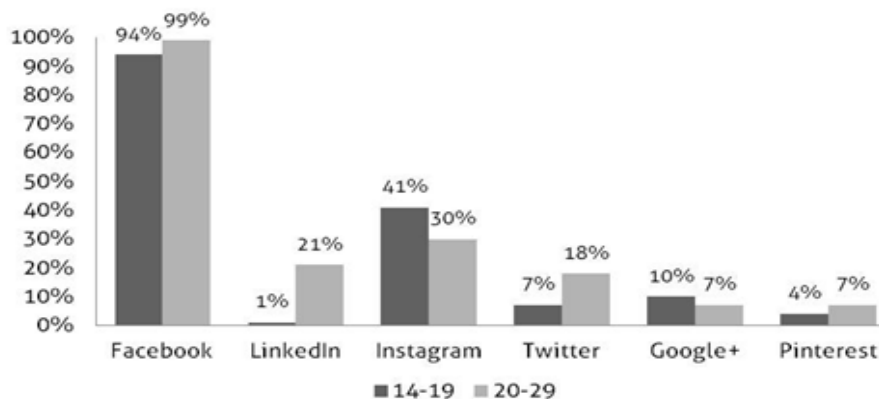


Figure1: Various social media sites used

Source: www.google.com

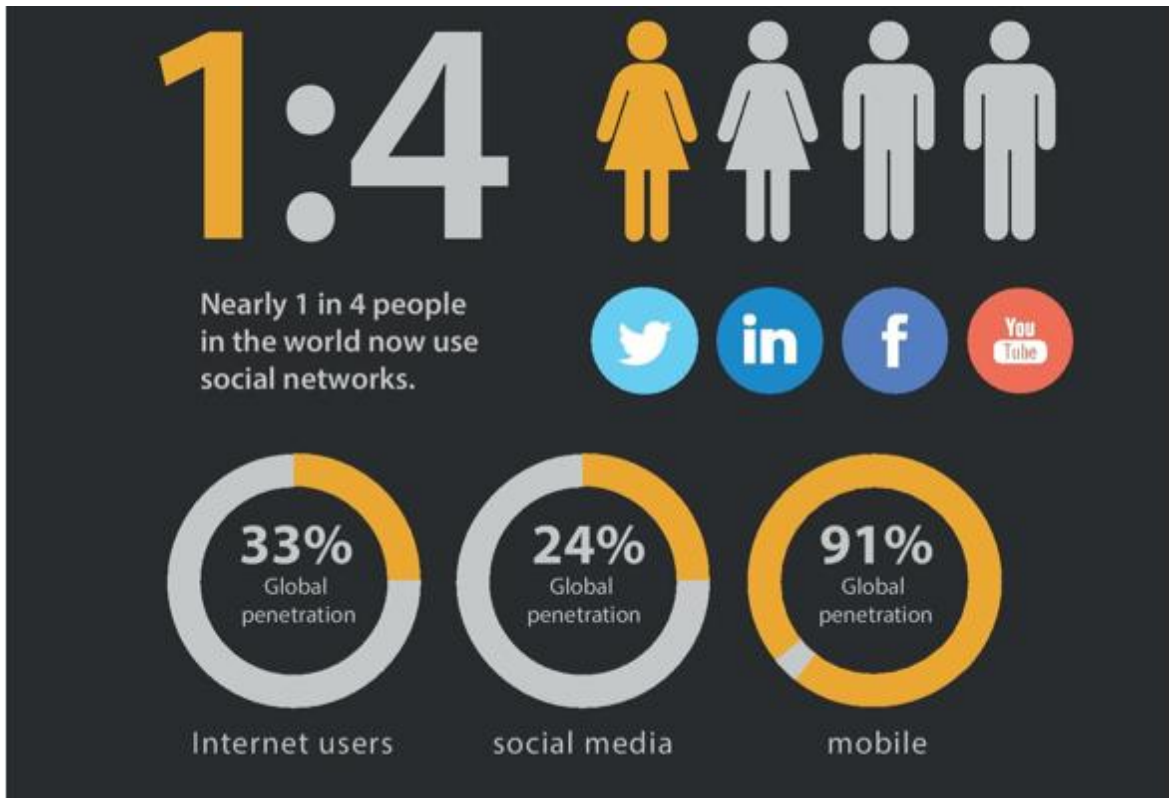


Figure2: Ratio of Social media sites users and social media
Source: www.google.com



Figure3: Year-on-year growth rate of social media users.
Source: www.google.com

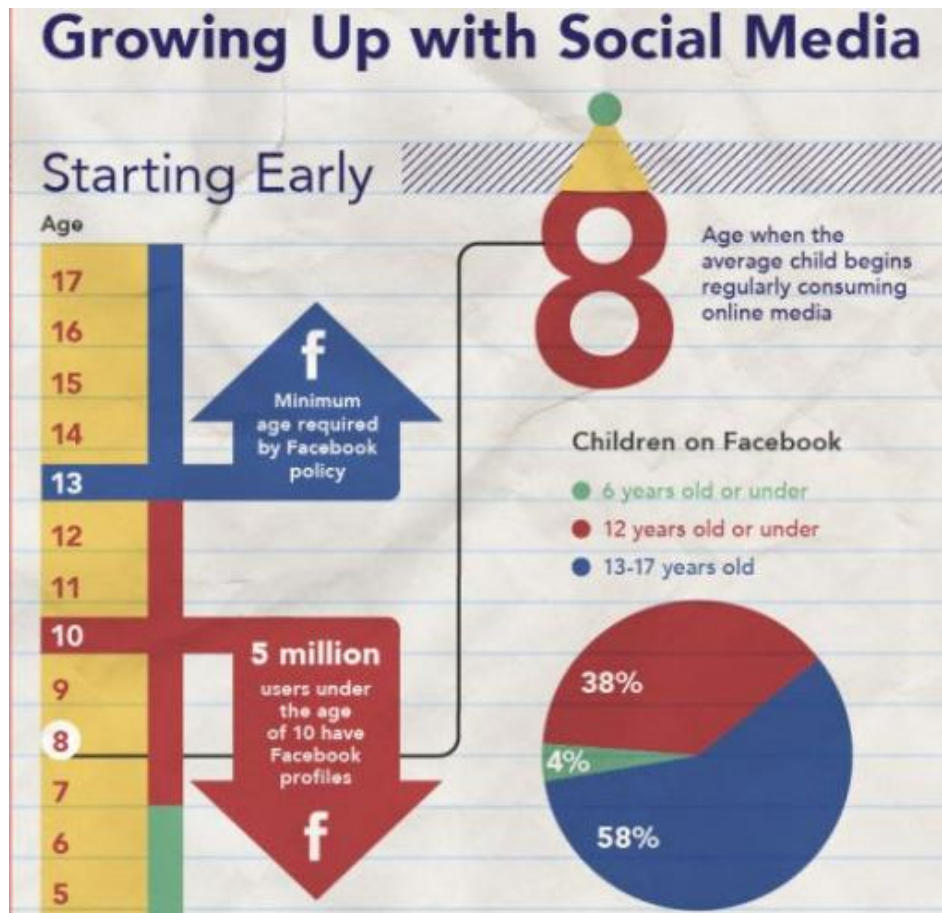


Figure4: Age limit for use of social media and age of teenagers using social media
Source: www.google.com

Young people are in conversation and communication with their peer groups using a wide variety of different media and media devices everyday. Now young people can be touch through instant messaging, social networks, online games and many other tools. Young people are growing up in a constantly connected society.

Social media impact on youth in both positively and negatively. Social media might be sometimes seemed like just a new set of cool tools for involving young people. It impacts upon young people who are growing up in an age where media is not about broadcast content from the TV, but is about interactivity, multitasking. The social networking sites can be influenced on youth in different aspects of social life, political awareness, religious practices, educational learning, trends adopting, sports activities and so on. Social networking sites plays an increasingly important role in the lives of many young people and present them with both opportunities and risks. Many of the reasons young people may encounter risks through social networking sites have roots outside of technology, in issue of young people's personal and social development. Youth can use social networking sites in useful ways such as peer groups need chances to negotiate and develop shared understandings. Then can use social networking sites to gain more knowledge, they can discuss their matters with other people around the world and they

will get a chance to have new educational opportunities. They can meet and associate different friends in different countries and the social networking sites make it easier for them to, amongst other things; publish creative works to local land and global audiences; stay in touch and communicate with peers; find and interact with people with shared interests; organize and co-ordinate political engagement and actions. Even if it helps us to find either new/old friends, it has some drawbacks because it sometimes breaks our privacy and we really do not know about the real face behind the new friends and what are their characteristics. The social networking sites will display all disclosed data into others. So the youth will expose in to an unsafe society by this. They will face into risks such as inappropriate contents; commercialism and unsuitable advertising, criminal activities such as identity theft and inappropriate contents (online and offline) from strangers which may include most serious cases. Social networking is beneficial for youth in the field of education, social media deteriorating social norms, social media is affecting negatively on the study of youth. Social media promotes unethical pictures, video clips and images among youth. Most of the young people are addicting to social media and it decreases their talents of hangout with real friends. This is indirectly caused into social phobia. They lose time for physical activities as they spend their leisure time on social networking sites. They are lack of

inter-personnel communicational skills and they are having the feeling of independence that is associated with social media where there is elevation of their social status among the peers, where one has many followers on the social network. This changes their attitudes and sometimes they lose their connection with family members as they are wasting time on those sites. It may direct them to unwanted contents as well as unwanted affairs. The fact that social media is part of them especially having been born in this era of emerging technology. Social networking sites can be converted into a key role in supporting young people to navigate the risk and exploit the opportunities of online social networking and can provide space for young people to reflect upon their online activity and develop their media literacy and they need to be trained on better usage of the social media so as to minimize time wastage on chatting and other irrelevant engagements that are not major importance on their lives. Social networking sites provides ways to keep young people in touch with services and with each other, to build bridges between different groups and to promote on going collaboration on projects between face-to-face sessions. Social network sites can improve a platform for sharing young people's creative efforts or for enabling young people to have a public voice on issues that affect them. Social network sites offer the young people the potential for new forms of online outreach work across a world geographical area.

3. ANALYSIS AND DISCUSSION

IMPACT ON CULTURE:

Social networking sites have impacted a lot on youth regarding the fields of culture, attitude, behaviour and communication. Cultural differences influence communication, behaviour and values. There are differences in the way that people who identify with different cultures based on both national identity and gender and manage their communicative behaviours within social networking sites. While cultures around the world value their individual traditions, belief and norms that make them unique, social media links people around the world regardless of differences. People across the globe can interact with each other within seconds of sending and receiving messages. New social networkings concept has brought people from different culture together in the global village. Teenager adults use social media to learn about the other countries, establish and maintain relationship and stay informed with events in their friends countries and if they are in a foreign country they can be updated on both host country and home country situations.

By using social media people are able to map the culture entails comparing their own culture to another and examining the similarities and differences. This will improve mutual understanding within multiple national people. Social media negatively impact on culture in non-western countries. In the most developing countries people can observe the cultural changes through young people. The people are unknowingly practising foreign cultures due to abundant usage of social networking sites. Even by

anti-religion post and links create hatred among people of different communities and cultures. Negative use of social media is deteriorating the relationship among the countries. Social media is playing a key role to create political awareness among people.

IMPACT ON COMMUNICATION:

Social media has drastically changed the way we communicate. Not too long we communicate through the mail, on a land-line telephone and in person. Today we send text messages, leave voice messages, use instant messenger, send emails, talk through head phones, online video calls and of course interact through internet where a lot of social networking sites has redefined communication. Social networking sites changed unidirectional model of communication into multi directional model of communication. That model is called Social media or Web. Social media now-a-days has changed the communication. Now communication is globalized and it is very easy. The people no longer need to be waiting to hang out with whole world. With no time consuming and with lower cost, the people can share their things with global audience. Members of social media can easily form groups called as community and share their opinions among themselves through discussion threads, forums and polls. The young people can out source globally. They can communicate via video conferencing and can access global market as well as conduct e-business easily. Social media has negative impact such as reducing human ability of speaking face to face. Young people are parting from real world by social networking sites, they would spend their time without understanding their real environment. This impacts to oral communication and non-verbal communication. Young people are addicted to the virtual world and cyber crimes which has become a privacy threat to the world wide.

IMPACT ON BEHAVIOUR:

Social media has cognitive effect on patterns of behaviour, thinking and issues related to identity and self development especially in the context of young users. Social networking sites have an impact on the way people manage their identities. On patterns of behaviour and thinking and disclosure of privacy. People can change their identity whenever they want can have implications for the way we deal with identity issues today. Having a polymorphous entity online also means that identity can be selected or discarded; it also means that bad behaviour like bullying may be performed online as the unbearable lightness of virtual behavior may be impalpable.

Social networking sites such as Facebook and Google+ now have real name or real identity policies aimed at preventing anonymity, pseudonyms, people having multiple identities and setting up fake accounts. After drugs and alcohol addiction, if the world is facing any other type of addiction disorder, then that is Facebook addiction. Social networking sites influence such that people go mad behind it. It is like young people immerger in virtual life and forgetting about the physical world

around them. It was in the news headlines that Alexander Tobias, a mother from North Florida killed her own child because the boy was crying that made her anger while she was playing farmville on Facebook. Salum Kombo, 18 years from London was stabbed by his friend over an argument that started over Facebook. Social networking sites should be limited for making friends and fun in leisure, it should not be substituted with real life social contacts otherwise young people will face anxiety and behavioral disorders.

4. CONCLUSION

Social media is most recent form of media and having many features and characteristics. It has many facilities on various channels for communicating, texting, images sharing, linking with all over world, audio & video sharing, direct connecting. It is also cheapest and fastest access to the world so it is very important for all age of people. The growth of social networking sites shows a significant change in the social and personal behavior of internet users. Social networking sites have become an essential medium of communication and entertainment among young adults. Everything in the world can be used for a bad purpose as well as for good. It is us who can make the difference and utilize these sites wisely for the benefit of developing social bonds across the geographical borders. According to various researches it is found that social media can bring socio-political awareness, enhances the different skills among the youth like increases language proficiency, develops online communication skills and connectivity. It is also useful for advertising, job hunting, publishing research articles etc.

Healthy mind gets progress in healthy physique. The young people should avoid excess use of social media. They should be balanced in their lives and give proper time to the co-curricular activities in their daily life routine. Finally we must be vigilant that e-world can not be a substitute for the real world. So everybody need to learn to respect the real people and real life.

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