SNS: INSIGHTS OF ITS USAGE AND IMPACT AMONG YOUTH

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ABSTRACT

Communication and Information sharing through social networking sites in the arena of digital revolution is too fast to analyze. The impact of the information flow among society is so fast that its reaction usually reflected without its proper understanding .The basic question still lies that what's about the authenticity of information? Should it be trusted or not? But something which is in tune with the psychology or emotions with the youth will gradually increase the interest about the information. And in what sense it is being taken in the thought process, will form the basis of mind conversion. Negative acceptance in the conscious will have certainly the unwanted impact on the behavior of the youth. SNS have strongly engaged the youth.. The concept of engagement can be defined in behavioral, emotional, and cognitive terms. Behavioral engagement refers to participation in academic, social, or extracurricular activities. Emotional engagement describes the positive and negative feelings towards the context of engagement. Cognitive engagement is useful for learning new skills and to get logical clarification about certain concepts. The purpose of the paper is to unfold the direct and indirect impact of SNS on society with special focus towards the youth.

Keywords- Behavioral Engagement, Cyber bullying, Lone Wolf Attack, Prosumers , Social Networking Sites

I. INTRODUCTION

Internet; the Information super highway has provided the entire world a tool for almost free global communication, resulting a new emerging world coined as cyber world, virtual world. This revolution has changed the overall working style and provided a new dimension, trends and approaches. Social Networking Sites;SNS is a platform which facilitates information sharing among group of participants having electronic gadgets such as Android based smartphones, which is build up on Hi-Speed Internet Connections framework offered in the terms of 2G/ 3G/4G enabled services. How funny it is that in the fast growing technological era persons are not having time for face to face mode communication but on the other hand strong association over SNS in the sense engagement only not in concrete decision making sense .one question strikes in mind while writing this paper that will the coming generation be regulated by the web technologies such as SNS? Or will this be used as a tool by the coming generation for real social environment building? Which really in true sense; the real purpose of communication technology. The world, in terms of contacts and communication has been shrunken because of communication technologies. Through SNS, to get in contact with same interest community is very easy, it then forms the basis for continuous chatting sessions sometimes very relevant sometimes purpose less ; the precious time killing activity depending on the mindset ,at the time of its usage.

II. OBJECTIVE

The objectives of this paper are

- To know the impact of SNS on the behavior, mindset and attitude of teenagers towards society.
- To identify and analyze issues and challenges regarding the usage of SNS by teenagers.
- To redefine the roles, responsibilities and policies towards the youth

III. REVIEW OF LITERATURE

The popularity of SNS is also one of the primary reasons of increasing the potential Internet users. SNS has created the interest about Web World among the normal public. In Indian context Demonetization and lucrative scemes such as Reliance Jio alongwith 4G Scheme on smartphones have also drawn the attention of public towards SNS. The emergence of SNS has designated users as prosumers as users are both producers and consumers of online contents over SNS. As a tool through SNS to build and track the relations are easier. Now SNS prosumers through "tag","Likes","Tweets" and "Diggs" button actions, can easily propagate the information while surfing on the web and without leaving the current web page.The legacy of Web 2.0 era is continued still with great strength by SNS.In a nut shell to say that now SNS has been the part of daily life will not be totally wrong. With the wide applicability of SNS both contents and number of users are increasing enormously and challenging the existing Internet Technologies for new solutions. Undoubtly FB is most demanded SNS among users but it also has got severe criticism on privacy issue.

 The relative popularity of SNS among users till January 2017 with reference to www.statistica.com are depicted in graphical form in Figure 1 is as follows –
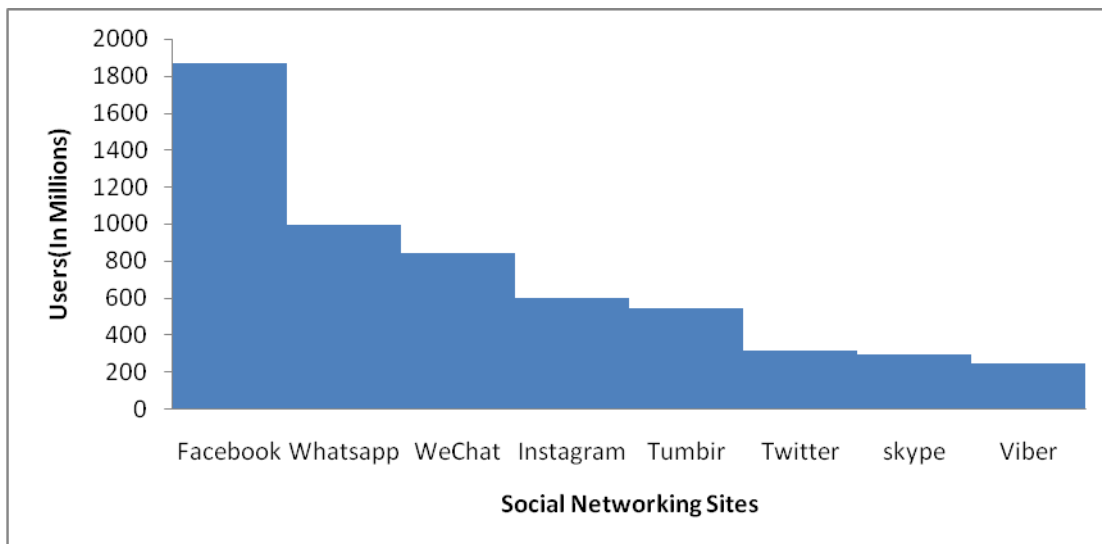

Figure 1: Overall SNS Popularity

With reference to the article "Teens, Social Media & Technology Overview 2015" by Amanda Lenhart, the trends of usage of SNS among teenagers are –

- 92% teens constantly on daily basis uses SNS through Smartphones.

- 56% teens goes online several times on daily basis.

- FB is most popular Social Media among teens.

- Instagram is also gaining popularity among teens.

- 71% Teens usage more than one Social Media Sites.

With reference to www.pewinternet.org,, the SNS usage among teens are depicted graphically in Figure 2
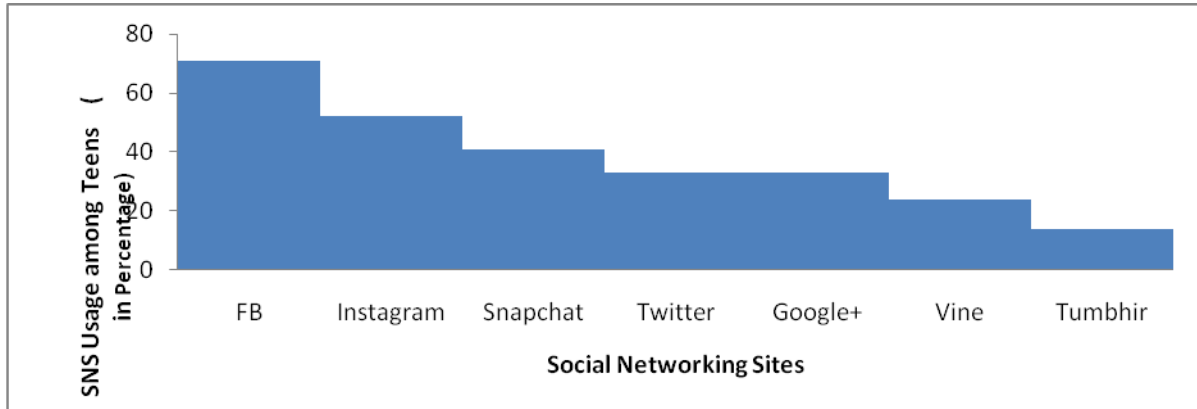

**Figure 2: SNS Usage among teens**

3.1 Possible Reasons of Popularity of SNS among Youth

As teenage youth have been grown up into the surroundings of Communication Technologies that is why they are the distinct SNS users. Most frequently used features of SNS such as Status updates, Wall Posts, FB, Myspace are quite common among teenagers. SNS is based on Web 2.0 Principles. Under this principle the websites are designed for the participation of the mass groups in a decentralized fashion .The adolescence itself is crucial stage of human growth life cycle; the witness of growth and maturation. In adolescence gentle and emotional care is the essential need of teenagers by the parents, friends and educators.

The reasons which attracts mostly the youth towards SNS are:

- Interest of sharing information (pictures, video clips).

- Charm of making contacts and developing friendships.

- Interest of increasing Fans following by any mean as it has become now the status symbol like celebrities.

  The following pie chart clearly specifies the possible additional reasons of getting involved in SNS activities.
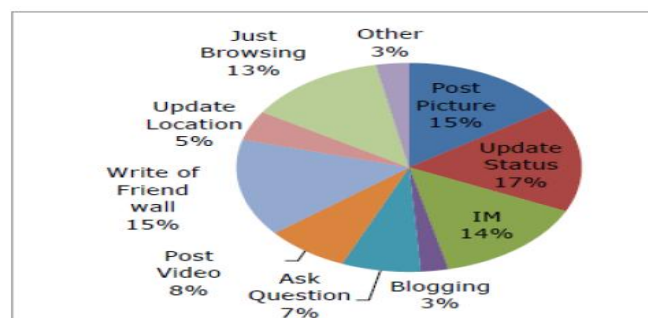
Figure 3: Possible reasons of SNS usage among Youth

IV. ISSUES AND CHALLENGES OVER SNS USAGES FOR YOUTH

Social media is now the integral part of daily life.it may affects the psychology and behavior of the youth but it is very critical to say that how will it affect? The basis reason underlies on the interest, background, nature of their near and dear.

4.1 Positive Impact of Social Media on Youth observed from several studies

The uses of social media among youth has several benefits-

- Most teens use online networks to extend the friendships they already have from other areas of their life, such as school, religious organizations, sports and other local activities (Ito, 2008). Social networking sites provide a way for teens to experience connectedness and opportunities to learn from each other (Ito, 2008)

- Social media can provide a supportive environment to explore romance, friendship, and social status, while also providing teens an opportunity to share and discuss their taste in music, knowledge of television and movies, online videos/games, and other aspects of teen culture (Ito, 2008).

- Teens look to social networks as a key source of information and advice in a critical developmental period with 57% of teen social networkers saying they look to their online social network for advice (Nielsen, 2009).

- Teens also use online searches to gain answers to many of their health concerns with 31% of online teens getting health, dieting, or physical fitness information from the internet. Seventeen percent of teens who use the internet report they use it to gather information about health topics that are hard to discuss with others, such as drug use and sexual health (Lenhart, 2010).

- Cell phones and features, such as texting, are very popular with teens and parents. Over 90% of parents and teens backed the assertion that they like cell phones because they can "keep in touch no matter where I am" (Lenhart, Ling, Campbell & Purcell, 2010). Teens have found that they gained more independence and freedom through owning a cell phone that allows them to communicate with their parents and that they often use voice calling to seek out social support when needed to discuss personal matters (Lenhart, Ling, Campbell & Purcell, 2010)

4.2 Risk Factors of SNS Usages over Youth

There are a number of risks associated with social media use, specifically, negative effects on mental health, cyber bullying, texting/sexting, dangers of sexual solicitation, and exposure to problematic and illegal content and privacy violations. The risks that teens face online are similar to those faced offline. However, the risk profile for the use of various types of social media depends on the type of risk, a teen's use of the media, and the psychological makeup of the teen using them. It is important to note that teens most at risk often engage in risky behaviors offline and also have difficulties in other parts of their lives (Berkman, 2010)

- Peer rejection and a lack of close friends are among the strongest predictors of depression and negative self-views (Hartup, 1996).

- Teens who are the heaviest media users report being less content and are more likely to report that they get into trouble a lot, are often sad or unhappy, and are often bored (Rideout, 2010).

4.3 Cyber Bullying

Use of social media also becomes the reason for emotional distress from receiving threatening, harassing, or humiliating communication from another teen, called cyber bullying. Cyber bullying has been shown to cause higher levels of depression and anxiety for victims than traditional bullying and has also been connected to cases of youth suicide with teens known to engage in reading hurtful comments days before their suicide attempts (Kowalski, 2009).while discussion, difference of opinion is quite common, but on social media among youth such discussion have long lasting impact if turned negatively and certainly the duration of depression will be longer.

4.4 Privacy

Most studies have shown that teens do care about privacy. When teens are concerned about risks, they will engage in privacy protecting behaviors, such as adjusting their profiles to "private" from "public" access, refusing to provide identifying information or false information, and avoiding certain websites (Youn, 2009). However, most youth do not read websites' privacy policies or may be unaware that their information is at risk of disclosure to third parties like advertisers. Though concerned about talking to people they don't know online, teens appear to be less worried about posting information about themselves. Twenty-one percent of teens say it is safe to post personal information, including photos, online to a public profile (Cox, 2007).

V. LONE WOLF ATTACK

A **lone wolf** or **lone-wolf terrorist** is someone who prepares and commits violent acts alone, outside of any command structure and without material assistance from any group. However, he or she may be influenced or motivated by the ideology and beliefs of an external group, and may act in support of such a group. Mental health challenges are thought to make some individuals among the many who suffer from certain "psychological disturbances," vulnerable to being inspired by extremist ideologies to commit acts of lone wolf terrorism. In India this kind of wrong practice has been observed. In Gujarat two young men in relation brother who were graduated in Computer Applications were following on social media, the group connected with terrorism have caught by Gujarat-ATS prior to its execution (Source; Dainik Jagran 27th Feb 2017). Now the point is if such a qualified youth may be influenced by such a wrong practice then what's about others. Its really an issue of serious thinking for safeguarding the youth who may likely to be diverted in such a direction where they can destroy their whole life in spite of shaping the life using SNS tools.In such kind of attack ,following and preparedness was through Social Media.Youth may easily be trapped in such kind of wrong practices if not handled properly and carefully.

VI. SUGGESTIONS

- If teens are frequent users of SNS, their behavioral aspects should be observed minutely and if found something different, gentle counseling by the parents is needed.
- Face to face healthy conversations are needed among the families so that the youth may not feel alone and they may not have the perception that only connected persons on SNS are everything for them for every problem and their subsequent solutions.

- Cyber security agencies needs also to be in regular investigation and tries to find out that crime-mentality, destructive mentality persons should not lead in SNS.
- The parents, educators should promote about the relevant and time bound usage of SNS.
- The agencies providing SNS Services should not only thing about revenue generation, but also need of taking feedbacks from social scientists, psychologists, educationists on regular interval over the various types of information sharing which may have the wrong impact on attitude, behavior of the youth.
- As public is the promoter of social media, so if they found any wrong or fake information sharing, they should counter immediately it rather than ignorance.
- Need of regular analyzing and reporting the Big Data Flow through SNS by data scientist.

VII. CONCLUSIONS

The contribution of technology is praiseworthy if it also ensures the social, economic growth of the nation subsequently the world as now world is also globally connected through Internet, Social Media. The youth are the coming future. SNS is a tool but ethically it is the sole responsibility of all of us that it should not be misused for playing with the emotions, mental health of the youth. The parents, educationists and socialists, psychologist and IT-experts should inspire the youth for relevant and useful applicability of SNS in their own capacity and also need to increase the frequency of awareness about the side effects of the usage of SNS.The SNS usage is good but not up to the level of creating mental disorderness, addiction of such technologies. In a nut shell, Social media forms have altered how youth socialize and learn, and raise a new set of issues for educators, parents, researchers and policymakers to consider. Adults can help teens thinking about online presence in moral and ethical ways—-specifically to help teens in understanding the consequences for themselves and others, of participation in the socially networked world. A multipronged approach that utilizes multiple social media platforms, as well as in-person contact, has the potential to reach teens with accurate health information, resources, and support.

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