

# THE INFLUENCE OF SOCIAL MEDIA ON INDIAN STUDENTS AND TEENAGERS

**Kavita**

*Assistant Professor, Dept of Computer Science CRM JAT College, Hisar (India)*

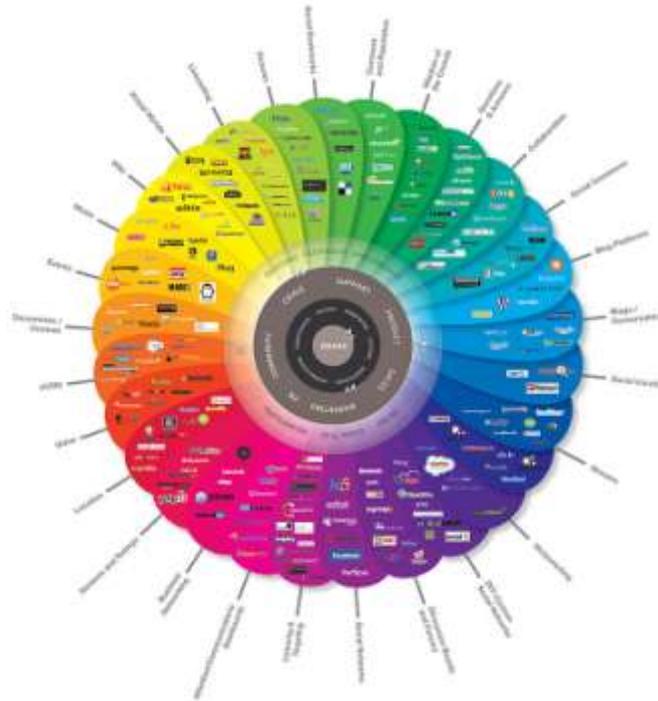
## **ABSTRACT**

*In the last few years, Social Network Media have spread widely all over the world and are used by various users for several reasons and purpose. India is the third biggest country in terms of internet users in the world, with a high social and mobile audience .student spend more time on social media than they do do using personnel email. The influence of social websites can be good on students but if we have a closer look on the real impact of social media. Today it is ruining the carrier and future of students. Today 2.5 billion people across the world have their profiles in social networking Media. Everything looks nice when you create a profile on social Media websites, but how you feel when hackers start blackmailing using your personal information. The social media websites are [www.linkedin.com](http://www.linkedin.com), [www.facebook.com](http://www.facebook.com), [www.twitter.com](http://www.twitter.com) and [www.orkut.com](http://www.orkut.com) etc. are continuously distracting students from their studies. The main focus of students should be education but unfortunately today's students are emphasizing on such sites which can be a complete wastage of time. It has become an addiction for college students, teenagers and adults also. This paper presents impact of social media on Indian education, students and impact on teenager's life, further it describes how social media networking websites are auditory and dangerous for Indian youth and teenagers.*

**Keywords:** *Social Media, Education, Students, Influence of Social Networking Sites.*

## **I. ACQUAINTANCE**

Media is an effective instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication .Internet is now necessary part of life from shopping to electronic mails and education. It is a very large community, which is using internet for education but unluckily we have also a very largenumber of people including majority of youth and teenagerusing Internet only for using social media. Internet is very big evolution of technology but when we talk about the socialmedia. The social media is “the relationships that exist between network of people”. Thanks to the invention of social media, young men and women nowexchange ideas, feelings, personal information, pictures and videos at a truly astonishingrate. 164.81 million of wired Indian teens and Students now use social media websites (According to The Telecom Regulatory Authority of India (TRAI)).



**Diagram Depicting the Many Different Types of Social Media**

It is extremely dangerous for youth and become extremely common and widespread in the last few years. However, every day, many students are spending countless hours immersed in social media websites. The basic phenomena of social media sites is very easy to understand, it is a web based facility which allows individual user to build a profile identity and generate subjective associations and connections among himself and list of other friends and communicate with them at a central location. These websites are powered by many international companies because these websites are centrally visited by millions of people thus companies can get benefit of advertisements, this is how social networks are get paid; user can register himself free of cost in social networking sites like [www.facebook.com](http://www.facebook.com), [www.orkut.com](http://www.orkut.com), [www.linkedin.com](http://www.linkedin.com) and [www.twitter.com](http://www.twitter.com) etc. Peoples are get connected to one another after registration and then post information, fake news, fake videos and other things including images etc. Through social networking, people 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 networking members can share their interests with other like minded members by joining groups and forums. Some networking can also help members find a job or establish business contacts. Most social networking websites also offer additional features. In addition to blogs and forums, members can express themselves by designing their profile page to reflect their personality. The most popular extra features include music and video sections. The video section can include everything from member generated videos from hundreds of subjects to TV clips and movie trailers (Youtube).

## **II. CHRONICLE OF SOCIAL NETWORKING MEDIA**

In mid of 1990's social media sites are born with Web 2.0 technology included [www.Classmates.com](http://www.Classmates.com) in 1995 focusing on ties with former school mates, and [www.SixDegrees.com](http://www.SixDegrees.com) in 1997 focusing on indirect ties. User profiles can be created, messages sent to a friend's list and other members found out from their profiles. These websites are simply were not profitable and eventually shut down due to fewer features. In 2003 a new face of

social network website [www.linkedin.com](http://www.linkedin.com) and [www.myspace.com](http://www.myspace.com) was reportedly getting more page views than Google, with Facebook, a competitor, rapidly growing in size. In 2005, [www.Facebook.com](http://www.Facebook.com) began allowing externally-developed add-on applications, and some applications enabled the graphing of a user's own social network - thus linking social networks and social networking. [www.orkut.com](http://www.orkut.com) was quietly launched on January 22, 2004 by Google, the search engine company which is now quite popular in India, U.S.A and Brazil.

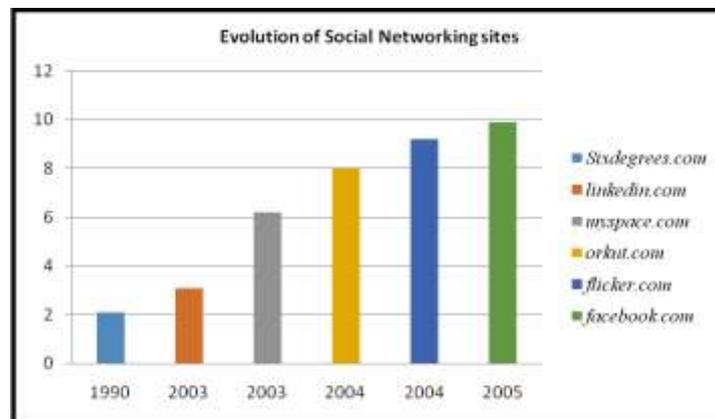


Figure 1.1(a) Depicts the Evolution of Social Networks from 1990 to 2005.

### III. RESEARCH APPROACH

When we talking about the law and jurisdiction about social media networking unfortunately, we don't have any law for Social networks in India, as it is international law that user must be minimum 18 years older more to register yourself in any social media website. We don't have any authority to check the user details if user is below 18 year age or above 18 year age. This research employs the method of Qualitative research through research analysis to gather an in-depth understanding of the behavioral changes caused by the social media websites.

After a survey it has been analyzed that one of very large number of under age users, using social media websites, one user can have one Identity or profile at the sametime but according to survey one user is facilitating him by fake identities on same time as shown in figure 1.2.

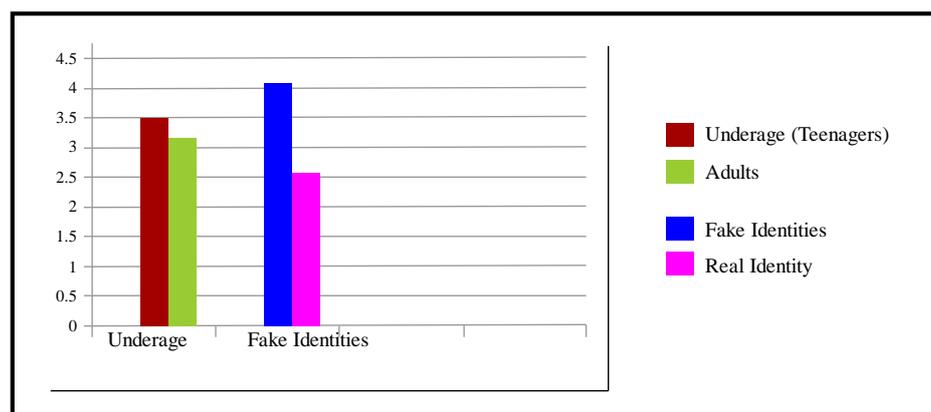


Fig. 1.2 Graph Representations of Underage User and Fake Identities

In this above Figure 1.2 shows the average of fake identities and underage users. According to the research analysis survey a very large number of fake identities exist in social media networks, these fake identities perform many kind of violations on social media Networks in which they register themselves as a fake identity

on name of someone else and upload of unseemly material (Porn or adult videos and images) with fake identities this is a common act of violation.

#### IV. RESEARCH METHODS

The research has made use of research analysis survey. This Survey was conducted among randomly selected social networking sites users in India with a age group of 16 to 22 yrs old students or teenagers. The age group youth 16 to 22 years was chosen since they are the heavy user of social media sites and also early adopters of advanced Application of Information technology. Another reason for choosing this age group is that:

Youth (students or teenagers) of the age group 16 to 22 years:-

- View world idealistically
- they involved with world's outside youth
- Relationship equalize in that
- See all adults as equal

The surveys were done using web 2.0 service, where the questions are disseminate through survey's websites, e-mail and some data's were collected through personal interview or through telephonic interview also. The data were collected through direct conversation and had face-to-face conversation and questioning them to know about the influence, behavioral changes caused on them by the social networking websites.

This research also involves the examination of - both participatory and directly methods, where directly examination was done with family members, friends, colleagues which help us to know some of the facts that was related to the analysis research. The second method participatory examination was done by being active member in one or more social networking websites. While discussing the topics in forums, examination were made that helped in knowing about the information and facts related to the research.

#### V. DATA ANALYSIS AND INTERPRETATIONS

**Table: 1 - Purpose of Internet usage in India**

Uses	Percentage %
For E-Mail	30
For Surfing	25.8
For Chatting	22.7
Social Networking	18.0
Others	3.5
<b>Total</b>	<b>100</b>

The main use of Internet for mailing and surfing the internet with 30% and 25% respectively. Mailing and surfing internet are two common reasons for using Internet from times of Web 2.0.(Web technologies in 90s). In Indian youth, social networking websites are growing to gain momentum in its popularity and usage but have not yet reached the expectations matching the global scenario. Only 18% respondents reported social networking websites as their main purpose of Internet usage. The other responses were downloading content, buying goods online, studying and reading e-books.

**Table: 2 - Membership in Social Networking Websites**

Members of SNS	Percentage %
Yes	97.7
No	2.3
<b>Total</b>	<b>100</b>

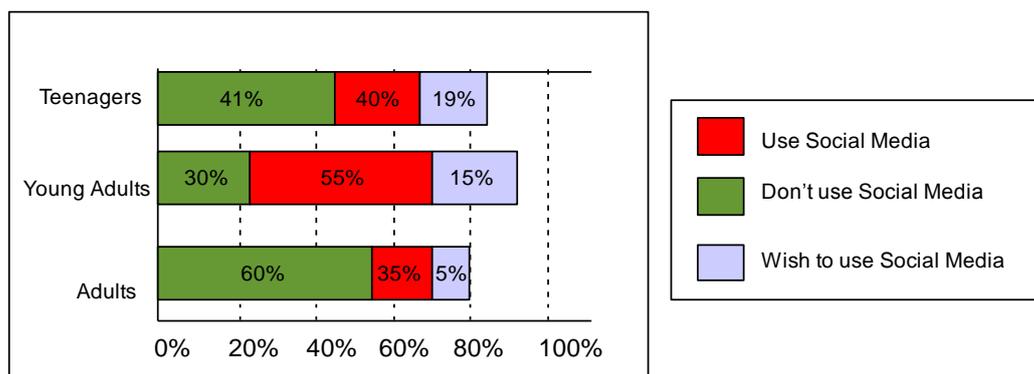
A exceptional 97% of sample was member of one or more social networking websites which clearly makes a strong statement being a member in one or more social networking websites among Indian youth and teenagers. Breaking the data down further, almost 30% of the respondents were members of www.Orkut.com and 50% were in www.facebook.com While other sites mentioned were Tagged,Netlog, MySpace, WAYN, Hi5, BigAdda, Linkedin, Stylefm, Twitter, Ning, Indyarocks, Friendster, and ebuddy.

**Table: 3 - Usage of Social Networking Sites**

Hours	Percentage %
Less than 1 Hr.	78.1
1-2hrs	18.2
3-5 Hrs.	3.7
7-8 Hrs.	0.0
<b>Total</b>	<b>100</b>

In the above sample, hours were spent on social networking websites was less than 1 hr for 78% of the respondents while there were no respondents using the social networking websites for more than 6 hrs. Moderate responses of about 18% use for 1-2hrs but a very low percentile of 3.7% uses it for 3-5hrs. Majority of the sample were exposed to social networking sites for shorter duration due to various reasons such as no Internet connectivity at home, residing at hostel with no Internet provisions or low level of interest in social networking sites.

According to one another survey it has been recorded the ratios of teenage users and students by categorizing the users in three categories one of which is teenagers (12 - 16) second one is young adults (17 - 21) and the third one is adults (22+) as shown in figure 1.3.



As shown in figure 1.3 it has shown the ratios of teenage and students users with the average of using social networks, not using social networks and wishes to use social networks. The average of users those who use social networks are those users which use social networks regularly on daily bases, while those users who wish to use social networks are those who don't have internet or parental permission or any other problem to use social networks but they wish to use social networks. It has been recorded another community of people those

who don't use social networks in fact they don't want to use social networks because they dislike social networks.

## **VI. IMPACT OF SOCIAL NETWORKS ON INDIAN EDUCATION**

Education is significant part of personal's life for every Indian students and teenager education is more important than anything. Today students and teenagers are take interest for using social media but regrettably Social media Networks affect the Indian education badly. Above research has calculated that more than 85% of college students and teenagers use social media networks. Information Technology has fastly developed small communication devices but these small communication devices are basically used for accessing social media networks websiteime anywhere, these communication devices are Tablets, iPhones, pocket computers, laptops, palm-tops, iPads and even mobile phones also (which support internet). Information Technology is step towards advancement, no doubt but any technology which provide ease of social media can be harmful for social media followers. Social Networking sites grab the total concentration and attention of the Indian students & teenagers. Social Media sites deflects them towards non educational, immoral and unsuitable actions like as useless chatting, time killing by unnecessary searching on internet. The social network sites addict becomes a useless node for parents, friends and other associated people. Social networking sites are use to support of difference implicit applications by virtue of which it grabs the attention of India students and increase the number of users. The Social media applications include advertisements, games, Entertainment and other online activities such as online video conferencing, live television etc. Social Media Users can use these applications free in there gazettes. All the Social Media applications are based on 2D and 3D screen play so by watching long time same display screen could cause high blood pressure and tension which could be risky for education as well as health also. According to social media analysis survey students do not take their lunch/dinner on time and do not sleep on proper timing which create a problem for students attitude with education. Social networks provide a virtual life to the Indian students, those students who not even speak in front of anyone could feel freedom in their virtual life. When they use social networking website they feel like in heaven but this addiction kills their inner self confidence for life time. The addiction of social media are going far from your friends, family, teachers and other associations could be very much dangerous for life and education. It changes the mind of Indian students completely like imagination. This virtual life of Indian students demolished his thoughts from education towards other activities and by living inside delusion world student slowly starts to hate educated life and studies. Social Media is the incident of understanding the other users by viewing their profiles, likes, comments, actions and other activities performed. In this regards opposite gender can be attracted by one another and to find faith of any friend all most each and every student spoils months and weeks on eavesdropping. According U.S. Military banned the use of social media websites in 2007 and Canadian government also banned social media websites for their employees in 2007 while U.S. Congress has decided to block such social media networking websites in schools, library and other educational institute. Social networking websites expect a very negative effect of every peoples and age including teenagers, young adults and adults are regularly impress towards social networks, international and national jurisdiction must take action against social media networking websites.

## V. CONCLUSIONS

The growth of social media sites shows an important change in Indian Students and teenagers behavior in their life. The social media websites has become an important part of our life today. It could extinct the future of Indian teenagers and children and it had a very bad effect on education as it is argue above. There is no other society or any third party which could check for what actions are been performed by which user, so it is strongly recommended to check teenager's activities on social media websites and don't let them use social networking websites. It is also a strong recommendation for international and Government cyber control to take part and ban these type of social networking websites, other than government and jurisdiction, every parents should closely banned the use of social networks on their children and secure their future.

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