

# **THE IMPACT OF MEDIA AND SOCIAL NETWORKING ON YOUTH**

**Showkat Hussain Dar**

*Research Scholar, Faculty of Humanities, Mewar University, Rajasthan (India)*

## **ABSTRACT**

At the present the media has become so powerful that it is in a position to make or break governments. Media serves up as a link between the people and government. The government's policies and actions are conveyed to the people, and the latter's views are forcefully expressed to make the authorities aware of the public feelings. It makes the policy makers aware of the wrongs that may otherwise escape attention. Media plays an important role in awakening people against many evils prevailed in the society, like child marriage, infanticide, child labor, sexual harassment etc. In the world of today the need of internet is compulsory such as the breath of society. The internet has literally put a world of information at ones fingertips. Social networking has become an unassailable part of our everyday lives. Social media seems to have quite the impact, especially on teenagers. However, most do not see the impact that it has. Those who have a life on the internet do not always realize that they are losing their connections with the real world. Nowadays, popularity is the equivalent to having a lot of followers on Twitter or Facebook. Many years ago, before the advent of social networking, people would go out and have a good time with friends, relatives, teachers etc. Unfortunately, these scenes are rarely witnessed now. Social networking destroys the true meaning of human interaction. Social media is preventing us from standing up for ourselves the way we should be. It has its positives, considering it allows us to connect with friends and family in a matter of seconds. Although this is extremely useful, it is also destroying our ability to make real life conversations. Not only do social media obstruct with the ways we discuss, it also deform certain styles, creating cliques of their own. Social networking affects young lives and causes teens to grow up differently than how their old relatives have. They rely on their blogs and pages to communicate with people, keep up with the latest trends and enjoy their separate little world. Young boys and girls can fall prey to online attacks (online attacks/cyber bullying) which can create tension and distress. Enlightening personal information on social networking sites can make youth susceptible to crimes like identity theft, stalking etc. Social media has both positive and negative impacts on people. This paper will mostly cover the negative effects because spending too much time on the social sites diverts the focus and attention of the individuals from a particular task.

***Keywords: younger generations, internet, society, social networking, twitter, facebook.***

## **The role and Impact of Media—An Overview**

Mass media has always tickled the fantasy of human beings. How can one forget the way people would be glued to their radio sets in the 1940s and 1950s. After radio came television and with it mass media revolution. Television

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pervaded all walks of life. It gave a medium to the dreams of many by giving impetus to the film industry, to the serial makers and most importantly the news industry. It was the easiest and most interesting way to reach each and every home, thus becoming a medium of advertisement. The small children and the young generation who are glued to the TV screens get to see anything ranging from an educational program to movie. Whereas the education programs and other entertainment material are really informative and interesting some explicit material do have a negative impact on the young minds. Too much violence shown in movies and on television, have many psychological impacts on children and adolescents. After radio and television came the internet and mobile revolution and its impact diluted the influence of television in our life.

Media is a source of information or communication. Media includes sources like print media and electronic media. Newspapers, magazines and any other form, which is written or printed is included in print media and in electronic media, radio, television and internet are included. Media plays a very important role in the building of society. It has changed the societies of world so much that we can't neglect its significance. Discipline and education are the two prominent features to media progress. Communication plays a big role in bringing all people together. Media is significant in keeping a check on corruption and bad administration. The media not only aware people about the happenings of the world but it also describes the effect of government policies on the people. The primary role of the media was and still is to give the public all relevant information about occurrences in the country and the world. The importance and the impact of the media, written or electronic cannot be marginalized in the world of today. In any self-governing/independent nation/state the media plays a pivotal role in molding, creating and reflecting public view. In recent past the media became so powerful that it soon acquired the status of "Fourth Estate" as it was appropriately described by the British politician Edmund Burke. It also became so crucial for the democratic functioning that Thomas Jefferson (one of the founding fathers of America) once famously said: "Were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter." For the same reason Pandit Jawaharlal Nehru (the first Prime Minister of India) remarked: "I would rather have a completely free press with all the danger involved in the wrong use of that freedom, than a suppressed or regulated press." In fact, the media touches almost every aspect of our public life.

Awareness about various developmental programmes such as propagation of family could be spread by using the media. It makes farmers acquainted with the new and improved methods of agriculture and protection of the crops. It plays a very critical and an important role in educating and enlightening the people. It ignites a scientific temper among the students for development of science. Furthermore, the University Grants Commission telecasts educational programs benefiting the school and college students across the country. In many ways, media has impacted our society. It has invariably played a very crucial role as a source of information, education and entertainment. With the evolution in the field of economic reforms, India has witnessed a main advancement in the role played by the media. Additionally, nowadays the media also hurt the sentiments of the people. Further, the impact of an unethical and unprofessional information shared through the various communication forms leads to an avoidable aggression within our society.

Through various mediums of media whether it is radio, television, newspaper or internet, we are able to connect with large number of people around us. There is no disapproval that media is playing a very significant role in making the world smaller. Media has an enormous accountability of presenting the truth and appropriate information to the common man. But it is not just restrict to informing us about the world incidents and serving a means to connect with people, rather it also affects our thinking style as well. It is likewise to a mirror of the society which reflects each and everything about the society to us. The way we imagine and conceive issues/objects about the world is also shaped by media. Today everyone especially younger generation is growing so aware about his responsibilities towards society is because of media.

### **Social Media and its Impact**

The increasing prevalence of social media has had many positive and negative ramifications for society. Social networking has transformed the way we perceive ourselves, the way we view others and the way we communicate with the world around us. While social media has many positive connotations, including endorsing cognizance of specific causes, advertising businesses and helping strengthening ties between individuals who may have never unite without social networking, the excessive usage of social networking can also lead to negative effects. While there are multitudinous exciting refinements in technology and social media have profoundly enlarged communication across cultures and conclusively brought attention to events around the globe, it is indispensable that we explore the negative impacts that social media usage has had on the human experience and the world around us. The extreme use of social media is a global problem influencing all people, and research has exhibited that considerable internet usage can have a hugely detrimental impact on our mental and emotional health. The important Positive Impacts of social media are as under:

1. Social media more often is used for advertising, networking and self-expression. In the context of advertising, it offers a great outlet for charities, businesses and individuals to promote themselves. It can be used as an outlet for various organizations to bring awareness to the causes they support/stand for and unfurl positive messages that traditional media often doesn't cover. Social networking also allows individuals to put forth their views/opinions in the public domain. It is considered one of the best mediums for self-expression.
2. The increasing popularity of social networking sites such as Twitter, LinkedIn, Google, YouTube, Pinterest, Instagram, Tumblr. Twitter and Facebook has gained currency as the most feasible communication choice for the bloggers, columnists, journalists, writers and content creators.
3. The aforementioned sites have opened the opportunity for all the writers and bloggers to join with their tech savvy followers/friends to communicate their knowledge and views. Their audience/followers will further share their articles, blog or expertise in their social circle which further strengthen their networks of the followers.
4. One of the distinctive features of social media is that it has eradicated all the communication and interaction hindrances, and now one can share his/her perception and thoughts over a number of subjects/topics.
5. Another important impact of social networking is to unite people on a huge platform for the achievement of some specific objective. This is very crucial to bring the positive change in society.

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Though social networking sites have substantially benefited society, too much of a good thing or excessive usage can always lead to negative effect. Heavy technology, for instance internet, usage often leads to addiction, especially in teens and young adults. However, this addiction is not restricted to younger generations, as more and more old adults are starting to utilize social networks to stay connected with their friends, relatives and families. Spending numerous hours on the social sites can distract the focus and attention from a particular task or assignment. Along with the struggle to remain attentive, many people who overuse social media or use social media networks as their main form of communication report feeling anxious and depressed after overuse of social media. Symptoms of anxiety, depression and OBC (obsessive compulsive disorder) can be generated by the heavy usage of social media, as individuals are perpetually concerned about their posts and communicating with others. Social media also causes many people to compare themselves to others and desire a life that may be unattainable, since many brands and individuals only share a small percentage of their realistic life online. Allowing social media to prevent young people from experiencing genuine human experiences, such as spending time with your family or spending time outdoors, can be very unhealthy.

Social media has impacted most of the societies for better and for worse. It is up to the individual to decide how s/he sees social networking and how one allow social networking to either benefit or harm ones lives. It is paramount to remember that the true and real human experience of being able to share in person, network in person and form relationships with others outweighs social media. It is also imperative to remember that the amount of likes or shares one receives do not define who one is or what worth one possess. The more educated we become and the minimum time we expend on social networking sites, the more we notice that there is a lot more to life than spending too much time on social media.

### CONCLUSION

If we look around us then we would (surely) realize that there is no facet of our life which is not touched and impacted by media. Be it our work, education, relationships, or entertainment, media is observed everywhere. In the contemporary world, media has made a very exceptional place for itself in our lives. If we state that nowadays media has become as crucial as meals and clothes, then we don't perceive so that we are over exaggerating anything. In the conclusion, I would like to state that the communication forms/media should provide a good and benign atmosphere to enhance the process of binding the society/nations and not fragmenting the unity amongst the states. The children and younger generation are the ones who are most affected by the content they see on TV or social networking sites. We should therefore take measures to ensure that the most informative and educating programs are encouraged by the broadcasters. Socially relevant programs which propagate a social message should also be promoted. Thus, the usage of media must provide the viewers with something that would enhance, their learning, develop their I.Q. levels and also provide pure entertainment which would enable a fuller development of an individual.

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