A STUDY ON IMPACT OF EFFECTIVE SOCIAL MEDIA AMONG YOUNGSTERS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Social media is a platform for public around the World to discuss their issues and opinions. Before knowing the actual aspects of social media Youngsters must have to know what does social media mean? Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas, images, videos and many more over the internet and in virtual communities. Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, and Instagram which has made the social media a vital aspect of their life. Social network is transforming the behavior in which youthful people relate with their parents, peers, as well as how they make use of technology. Social networking sites may also be used to network efficiently. On the negative side, the internet is laden with a number of risks associated with online communities. Cyber bullying, which means a type of harassment that is perpetrated using electronic technology, is one of the risks.

KEYWORDS: Social media, technology, social networking.

I.   INTRODUCTION

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The impact of social networks on young people is significant. It is becoming increasingly clear that social networks have become part of people's lives. Many adolescent people are using their laptops, tablet computers and smart phones to check Tweets and status updates from their friends and family. Due to the advancement in technology, people are pressured to accept different lifestyles. Social networking sites can assist young people to become more socially capable.

Social media is a web-based form of data communication. Social media platforms allow users to have conversations, share information and create web content. Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections.

On an individual level, social media allow us to communicate with our friends and relatives, gain knowledge of new things, develop your interests, and be entertained. On a professional level, we can make use of social media to expand or broaden our knowledge in a particular field and build our professional network by connecting with other professionals in our industry.

At the business level, social media allows us to have a conversation with our audience, gain customer feedback, and elevate your brand.

Social Media is a innovative idea with a very brilliant opportunity with additional scope for advancements. With the advancement of social media many organizations are making use of this medium to better their practices. With the use of social networking we can advertise or communicate in a more efficient way. Likewise people don't have to rely on the media or TV to get their daily dose of news it can all be obtained from a social networking site. People can track or get information from all over the world.

IMPACT OF SOCIAL MEDIA ON YOUNGSTERS:

Media today has a huge influence on youngsters. Be it television, computers, video games, social networking sites it hugely impacts all aspects of a youngster's life. Everything is not bad with the media. If used in right way, media can transform lives of the youth from good to better. This post highlights both positive and negative media influence on youngsters.

II.   POPULAR SOCIAL MEDIA SITES:

INSTAGRAM:

Instagram is a visual online networking stage. The site has more than 600 million dynamic clients and is possessed by Facebook. A significant number of its clients utilize it to post data about travel, form, sustenance, workmanship and comparable subjects. The stage is likewise recognized by its remarkable channels together with video and photograph altering highlights. Right around 95 percent of Instagram clients additionally utilize Facebook.

YOUTUBE:

Youtube the biggest and most well known video-based online networking site was established on February 14, 2005, by three previous PayPal workers. It was later purchased by Google in November 2006 for $1.65 billion. YouTube has more than 1 billion site guests for every month and is the second most well known internet searcher behind Google.

SNAPCHAT:

Snapchat is a image informing application training item that was made by Reggie Brown, Evan Spiegel and Bobby Murphy when they were understudies at Stanford University. The application was authoritatively discharged in September 2011, and inside a limited ability to focus time they have become hugely enrolling a normal of 100 million every day dynamic clients as of May 2015. More than 18 percent of every social medium client utilizes Snapchat.

WHATSAPP:

WhatsApp Messenger is a cross-platform instant messaging client for smartphones, PCs and tablets. This application needs Internet connection to send images, texts, documents, audio and video messages to other users that have the app installed on their devices. Launched in January 2010, WhatsApp Inc. was purchased by Facebook on February 19, 2004, for about $19.3 billion. Today, more than 7.5 billion persons make use of the administration to speak with their companions, friends and family and even clients.

TWITTER:

We might be thinking that restrictive our posts to 140 characters is no way to advertise our business, but we will be shocked to know that this social media stage has more than 500 million active monthly users who can build use of the 140 character limit to pass on information. Businesses can use Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences. Twitter was founded on March 21, 2006, and has its headquarters in San Francisco, California.

III. DEPRESSION AND SELF-HARM IN ADOLESCENTS:

Although entirely population-based research proposes a correlation between the use of social media and academic discomfort among teenagers, the influence of such technology can also differ between individuals and may even have. a much lower risk of harm, such as it is indicated by a growing literature on experimental research.

Girls prefer to invest more time on social media than boys, have more publicity about cyber bullying, and have a propensity to revel in more health implications that is consistent with the recent epidemiological findings indicate that depressive signs and symptoms, self-harm and suicidal thoughts have specifically increased in young girls.

IV. POSITIVE EFFECT OF SOCIAL MEDIA ON SOCIETY:

CONNECTIVITY:

The first and foremost benefit of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The prettiness of social media is that you can attach with anyone to learn and share your thoughts.

EDUCATION:

Social networking provides various benefits to the students and teachers. It is very easy to educate from others who are experts and professionals via the social media. One can follow anyone to learn from him/her and enhance his knowledge about any field. Regardless of our location and education background we can educate ourself, without paying for it.

HELP:

You can impart your issues to the group to get help and energy. Regardless of whether it is helping in term of cash or in term of advices, you can get it from the group you are associated with.

INFORMATION AND UPDATES:

The primary favorable position of the web-based social networking is that you refresh yourself from the most recent happenings around on the planet. More often than not, Television and print media nowadays are one-sided and does not pass on the genuine message. With the assistance of web-based social networking you can get the actualities and genuine data by doing some exploration.

V.   HANDLING INFLUENCE OF SOCIAL MEDIA ON YOUTH AND TEENS:

Check out the music, movies, TV shows, games and celebrities your child likes. Once we know what is interesting to them, we can spot the pictures and messages that are influencing them.

It is quite easy for our teens to watch YouTube videos on mobiles so that we may not know what he is watching. Parents must try monitoring the teenager on what he is watching on TV or the internet and try to discuss some limits and rules.

One of the best ways to help the teens navigate the influences on media is to talk about messages. For instance, if the teen love girls, we can talk to them about female friendships, life choices, self-esteem and sexuality.

Monitoring teen's choices does not mean we ban them from watching media. It is just making them aware of the negative influences.

We should also choose to ban some apps, shows and games. Explain why we are doing so.

We can also encourage our teen to interpret media by putting forward some questions they can ask. Pick out a TV ad or a magazine and ask the teen: who's behind it, what is their motivation, how does it make them feel, what they needs from it, and so on.

VI.   CONCLUSION:

As the technology is developing, the web-based social networking has turned into the routine for every last individual, people groups are seen dependent with this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students. Business uses online networking to upgrade an organizations execution in different courses, for example, to fulfill business goals, expanding yearly offers of the organization. Youths are found in contact with these media every day. Social media has different merits yet it likewise has a few faults which influence individuals contrarily.

False data can lead the training framework to disappointment, in organizations wrong promotion will influence the productivity, online networking can manhandle the general public by attacking on individuals' security, some pointless sites can impact youth that can end up plainly savage and can take a few wrong activities. Last but not least , all the citizens are advised to adopt the positive aspects of social media and avoid negative effects, So that we can avail the benefits of these latest and emerging technologies.

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