IMPACT OF SOCIAL MEDIA IN CHANGING MINDSET OF THE YOUTH IN BILASPUR

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Abstract: Social Networking sites provide a platform for discussion on burning issues that has been overlooked in today's scenario. This research is conducted to check the impact of social networking sites in the changing mind set of the youth. It is survey type research and data was collected through the questionnaire. 50 randomly sampled college youth in Bilaspur city to fill the questionnaire, the research was conducted in 2016, The main objectives were as (1) To analyze the influence of social media on youth social life (2) To assess the beneficial and preferred form of social media for youth. The result shows that the youths of study area gave high response for statements like Social media is creating awareness among youth for new trends, Useless information creates ambiguity and confusion in the mind of youth, Social media is useful to connect the people all over the world and Social media is the source to get knowledge and information. However they gave low response to statements like Negative use of Social media is deteriorating the relationship among the countries, Social media is affecting negatively on study of youth and Social media deteriorate the social norms and ethics among youth. The maximum preferred social site Google+ (100%), followed by 90% used Facebook, 71% YouTube, 43% Instagram, 33% Tweeter, 19% Linkdin and 10% others which included Yahoo, Meetup, Fliker, Skype and Tumblr. Among the Social Networking sites the maximum preferred site for education is Wikipedia followed by google+, Skype, ResearchGate, Academia.edu, Teacher Tube and Word Press.

Keywords: social media, society, youngsters, education, college students, learning efficiency.

Introduction: Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating ,texting, images sharing, audio and video sharing , fast publishing, linking with all over world, direct connecting etc. It is also cheapest and method of fast access to the world. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate of shifting into social media is observed to very much and hence its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country especially on youth. In the last ten years, the online world has changed dramatically. Merriam Webster encyclopedia Britannica Company defines: youth is the time of life when someone is young. Youth is the time when a young person has not yet become an adult. Youth is very important for future of any nation and country's progress and development. Now a days Social media seems essential for youth in every field specially education to learn new trends, to improve writing and communicating skills, cultural promoting, religious and political information gathering and sharing links, better living style, growth and development of society.

Social media is described as means of connections among people in which they create, share, and exchange information and ideas in virtual communities and networks [8]. Alison Doylean American Psychologist: She define Social media as, it is various online technology tools that enable people to communicate easily and people use social media to share information , text, audio, video, images, podcasts, and other multimedia communication. Social media having various impacts on youth's life in both ends some time impacts are in the favor of youth's social life and sometimes theses impact are negative to its user. Social Media might be sometimes seemed like just a new set of cool tools for involving young people. Sometimes you may use it this way and that's ok there are some pretty cool new tools around but the emergence of social media potentially has a bigger impact than that. 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, multimedia and multitasking. And it impacts upon organizations who need to remain relevant to a new generation, and who find their own work and structures being changed by changing communication tools and patterns of

communications [1]. Social media impact on youth on both ends good and bad social media is one of most influences impacting source throughout the world including small town people do have these influences of social media which has enhanced the exposure of the people and create more awareness among youth. Social media tools are woven into many young people's day- to -day lives. Young people are in conversation and communication with their peer groups using a wide variety of different media and media devices every day. 10 years ago, young people may have only been in touch with friends and peer groups when hanging out at school, or meeting up in town. 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. This study focused the influences of social media on youth and their life style, trends, educational and political awareness, physical activities, social life, their learning and so on with the following objectives:

- To analyze the influence of social media on youth's social life.
- To assess the beneficial and preferred form of social media for youth.

Literature review: Lot of literature is available now days on the social networking sites and their impact on the youth of any nation, children, adolescence and families as during the last 5 years, usage of such sites has increased among preadolescents and adolescents. Out of 75% of teenagers owning cell phones, 25% use them for social media, 24% use them for instant messaging and 54% use them for texting [4]. Although, providing detailed perspective on social media use among university students and underscoring that such use can produce both positive and negative consequences, according to a Nielsen Media Research study, in June 2010, almost 25 percent of students' time on the Internet is now spent on social networking websites [5]. Facebook is the most used social network by college students, followed by YouTube and Twitter. Moreover, Facebook alone reports that it now has 500 active million users, 50% of whom log on every day. On one hand, the positive aspect of online communities is that youths can utilize them for academic assistance and support [7]. Due to the ability of social media to enhance connections by making them easily accessible, social media can yield many benefits for the young, including providing a virtual space for them to

explore their interests or problems with similar individuals, academic support, while strengthening online communication skills and knowledge."Students who may be reluctant to speak up in class are participating in book discussion blogs and writing for real audiences. There are new Web tools emerging all the time that are enhancing learning [2]."

On the other hand, "Our findings indicate that electronic media use is negatively associated with grades. We also find that about two-thirds of the students reported using electronic media while in class, studying, or doing homework [5]." This multitasking likely increases distraction, something prior research has shown to be detrimental to student performance. It has now become an evident and usual sight to face individuals being insensitive to chat in worshipping places, homes when relatives and guests are around, highways, schools, colleges and social gatherings wherein they are so preoccupied and engrossed into their phones that they do not even bother to look up as to where they are which results in their inability to prioritize as to what is important and what isn't. Attention has thus been shifted from real to virtual world and visible to invisible friends.

Methodology: The study was conducted at Bilaspur District of Chhattisgarh, India. A sample size of 50 youth of age 18-26 years were randomly selected for the study. The study duration was from August 2016 to January 2017. The Primary data was collected using a structured questionnaire. Analysis of data was carried out by rating scale and graph representation. The levels of impact were found by using the formula mean (+-) standard deviation. Coefficient of variation was used to calculate consistency and reliability of variables.

Results and Discussion: The Influence of Social Media on youth of Bilaspur was analyzed and depicted in Table .1 The impact is categorized as low, medium and high based on the formula Mean + or − standard deviation. Variables with more than 4.25 are categorized as high; less than 3.49 are low and score between 3.49 and 4.25 are classified as medium. The youths of study area gave high response for statements like Social media is creating awareness among youth for new trends, Useless information creates ambiguity and confusion in the mind of youth, Social media is useful to connect the people all over the world and Social media is the source to get

knowledge and information. However they gave low response to statements like Negative use of Social media is deteriorating the relationship among the countries, Social media is affecting negatively on study of youth and Social media deteriorate the social norms and ethics among youth. Similar finding were reported by Siddiqui and Singh, 2016 that nowadays social media has become a new set of cool tools for involving young peoples. Many young people's day to day life is woven by the social media. Youngsters are in conversation and communication with their friends and groups by using different media and devices every day. In past years it was seen that youngsters are in touch with only friends and their groups in schools and colleges. But nowadays youngsters are in contact not only with known friends but also with unknown people through social networking sites, instant messenging etc. It is also observed by scientists Lenhart, 2010 who reported positive and negative effects of Social Media on Youth. Positive effect like it helps youngsters to stay connected with each other, it helps to find support online that they may lack in traditional relationships, especially for teens, it helps youngsters in their Critical Development period especially for advice and information, Youngsters can look to social media for

getting the answers related to their career objectives and useful information can be exchanged over social networking sites. The negative Effects of Social Media on Youngsters was reported as it is not clear that who the "strangers" are especially in the field of social media hence Kidnapping, murder, robbery can be easily done by sharing details on social media, There are many cases registered in police station where adults target young children and lure them into meeting them, Mostly youngsters waste lots of time on social sites like chatting which also effects their health and some useless blogs influence youth extremely that they become violent and can take some inappropriate actions.

According to the respondents in Bilaspur the preferred form of Social networking media are shown in Fig 1. Which shows that maximum 100% of the respondents used Google+, followed by 90% used Facebook, 71% YouTube, 43% Instagram, 33% Tweeter, 19% LinkedIn and 10% others which included Yahoo, Meetup, Fliker, Skype and Tumblr. Among the Social Networking sites the maximum (30%) used site for education is reported to be Wikipedia followed by Google+(18%), Skype(10%), ResearchGate(22%), Academia.edu(14%), Teacher Tube (4%) and Word Press(2%) Figure 2.

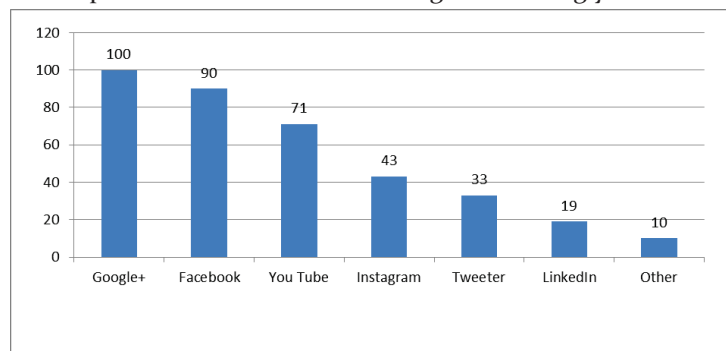Figure 1: Popular use of Social Networking sites among youth in Bilaspur

Figure 2: Popular educational Social Networking sites among youth in Bilaspur
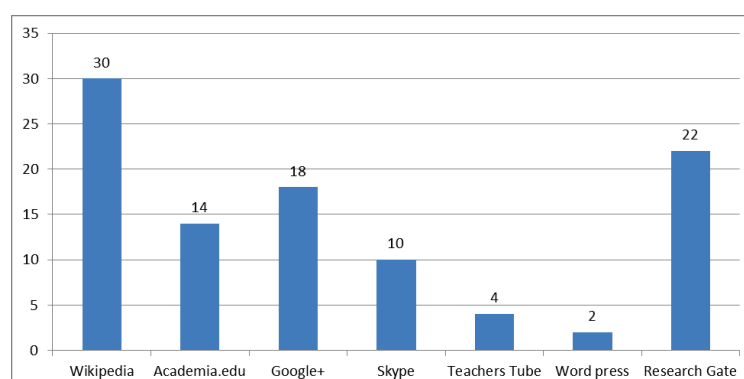
Table 1: Coefficient of variation of the Influence of Social Media on youth of Bilaspur

S.No.	Statements	Mean	SD	CV	Impact
1	Social media is beneficial for youth in the field of education.	4.19	1.0	24.0	Medium
2	Upon social media chatting, calling, sharing links, liking links is the wastage of time for youth.	3.62	1.13	31.3	Medium
3	Social media is necessary for youth now a days	4.19	1.26	30.0	Medium
4	Social media is affecting negatively on study of youth	3.19	1.22	38.2	Low
5	Social media promotes unethical pictures, video clips and images among youth	4.19	1.22	29.1	Medium
6	Useless information creates ambiguity and confusion in the mind of youth.	4.33	0.94	21.8	High
7	Irrelevant and anti-religious post and links create hatred among peoples of different communities.	3.52	1.14	32.3	Medium
8	Negative use of Social media is deteriorating the relationship among the countries.	3.00	1.35	44.9	Low
9	Social media is becoming a hobby of youth to kill the time.	4.24	0.75	17.7	Medium
10	Social media have positive impact on youth	4.14	0.94	22.7	Medium
11	Social media deteriorate the social norms and ethics among youth	3.29	1.58	48.0	Low
12	Social media is playing essential role in the development of society	4.10	1.44	35.3	Medium
13	Social media is creating awareness among youth for new trends.	4.33	0.84	19.3	High
14	Social media is the source to get knowledge and information	4.52	0.60	13.3	High
15	Social media is useful to connect the people all over the world	4.29	1.20	28.0	High
16	Social media is essential for youth to get learning and skills	4.10	1.34	32.8	Medium
17	Social media is playing a key role to create political awareness among youth.	4.14	0.89	21.4	Medium
18	Social media is a facilitator to advertise and search business for youth.	4.00	1.23	30.9	Medium
19	Social media is a latest form which is connecting the gender and families especially youth	4.19	0.59	14.0	Medium
20	Use of social media affects indirectly on play grounds and physical activities in youth.	4.10	0.75	18.3	Medium

Conclusion: It is observed that youth are influenced by technology and growing social media as it has become the routine for each and every person, peoples are seen addicted with these technologies every day. Social media has increased the quality and rate of collaboration for students. Social media is useful to connect the people all over the world and Social media is the source to get knowledge and information. It has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.

Recommendations: It is recommended that some measures should be taken to use the social media in right direction and utilize social media in favourable and appropriate manner by its users. Positive use of social media can develop the youth's academic career, their skills, better living style, to adopt new trends, fashion, so on. Social media is recent and most favourite form of media and it is a useful tool for youth so its use is essential to get information and knowledge. When youth connects with the social media he/she should keep in mind the basic purpose of usage and always remember that they are going to share the information or links are not only for their gratification and interest but also for all their contacts and friends community, so be carefully utilize with social responsibility, ethically, religiously and politically appropriate links should be shared. One should keep in mind the society standards, social norms , Moral values and do not share the links that create hatred among different communities of different segments, groups, sects, religions, cultures and races. The relevant information should be preferred on social media sites. The educational computer labs must provide an organizational platform for the students and the researchers to make their use in an appropriate direction. There should be watchdog software in the server to hunt the students who are using these sites or these sites may be permanently blocked or a specific timing should be given to the students in the university hours for the use of social media websites. There should extra-curriculum and awareness forum in the educational institution regarding the instruction about the positive usage of social media networking portals. Since the last few years, the use of social media has significantly increased with the involvement of Government like distribution of Laptops and Tablets to students, Free Wi-Fi facilities in Educational and Public places etc. to make perception regarding the socio-political images. The users should be aware about the right to information which is provided to them from their respective states and societies. They should avoid from defamation and hate speech on the social media forums.

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