

SOCIAL NETWORKING SITES IS BOON OR BANE ON INDIAN YOUTH

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Abstract: In the modern world social media is define in a term of mobile and web based technologies to create a social network in a virtual world through a collection of online communication channels. We live in a society today where the social media plays pivotal role in how we see the world and how our opinion are formed, whether it is what we watch on Facebook or what we gather from twitter, blogs, etc.

The aim of this paper is to find out whether the Social Networking Sites are boon or bane on the youth of India by depicting its various benefits & pitfalls.

Keywords: Social Networking Sites (SNS), Boon & Bane, Impact and Indian Youth.

Introduction: In older days the first mean of communication was the pigeons and then slowly letters started followed by pagers followed by landline followed by mobiles and today the technology is so advanced people can chat, talk and even video calling is possible to any part of the world. This is all because of improvement and advancement in technology. SNS plays an important role in the field of communications. There are many SNS like facebook, twitter, orkut etc. These sites have become immensely popular in few years only. The rapid adoption of these systems raised questions about the functionalities they offer that make them so popular, and about the communicate dynamics that are shaped by their use. The diffusion of SNS can be seen in various user ship statistics. Myspace attracted over 114 million visitors globally by july 2007 (Conscore, 2007). LinkedIn, which allows users to connect with each others for professional and social purpose, recently reached the “10 million members mark” with 130,000 new members joining every week (Allen, 2007). Another common and popular SNS is Facebook, with an estimated 1.44 billion members across the globe (as per 31st March, 2015), and 125 million Indian users, Facebook is now the second most trafficked website in the world

(Abram 2015). India is second biggest market for Facebook after U.S.A, wherein maximum numbers of users are amongst teenagers and youth.

Objective: The aim of the study was to assess the effects of the Social Networking sites on today's youth.

Positive Effects: (i) Educational Benefits : Students use social media platforms such as Facebook in order to complete collaborative assignments. It provides a space for them to share and discuss ideas, plan and delegate tasks, and upload and provide feedback on completed works. Also SNS itself is an education resource- such as Youtube and Wikipedia being heavily referenced as a source of information. Finally, sites like Youtube have an endless supply of educational videos that helps students to develop various skills such as projects making, speaking other language etc. Some SNS also provides objectives overviews of important contemporary issues that can help students to become engaged and make informed decision.

(ii) Better way of living: It is incontrovertible the amount of good that social media has (and is doing) done. From immediate access to information, great and meaningful communities, new friendships access the world etc. Social media has changed the way we live for the better life.

(iii) Always in touch with the world: Believe it or not, though social media seems to disconnect people from the surrounding. It connects people to the world. World's each and every news reaches in seconds after incidents via social media. Live events via Facebook, live on Instagram, live connects the people all around the world.

(iv) Collapsing Reach: Never before has it been so easy and fast to communicate with people. Reach on social networking sites is better, wider and faster then even a cell phone.

(v) Job Creation: Social media has helped create thousands of jobs that didn't exist before its advent and it still creates more and new improved technologies come forth.

Negative Effects: **(i) Time wastage :** Youth have a tendency today to search for everything online. While it opens doors to a wide range of information, somewhere one also tends to search irrelevant content, which wastes a lot of their time.

(ii) Poor communication skills: People nowadays, are mostly involved in virtual communication that is communication over internet, which reduces their ability to communicate effectively with others face to face.

(iii) Addiction: Spending immeasurable hours on the social sites can deflect the focus and concentration from a particular task. It covers the motivational levels of the people especially of the teenagers.

(iv) Effect on health: SNS have an impact on physical as well as mental health of an individual. Since a lot of time is being utilized in using the multiple SNS, people do not get time to eat, sleep, walk in fresh air and also no time for physical activities, all of which affect the physical health.

(v) Poor grades: Many studies have shown that, use of social media affects the grades of students in school and colleges. It is assumed that over exposure of students to the internet, takes away a lot of their time which could be otherwise utilized for their studies.

Methodology: The present study focuses on the influence of social networking sites on personal lives of the students of various institutions. The present study will be conducted in the institutes lying within the municipal limits of Jodhpur city, Rajasthan. Total sample of 400 students of various institutions will be selected. Simple random sampling method will be used to select the respondents from various institutions. A primary research will be carried out through a questionnaire. The self-constructive questionnaire will be used

for data collection. The nature of questionnaire will be such that it avoids ambiguous responses from the respondents and also helps in quick analysis of the data collected.

Conclusion: As technology increases it is develop both in beneficial manner and non beneficial manner, it all it all depend on the person whether to use it in a good way or a bad way. These sites have many advantages as well as disadvantages. They play a major role in field of communication, maintaining contacts with family and friends. They are highly helpful to society. In addition to this, they spoil the education and career of students. These sites involve lots of cyber crimes which led to many problems in society. Let us take oath today that we will use these social networking sites for the benefit of ourselves not to harm any individual. We should only focus on ethical usages of these social networking sites so that it serves us in a right way and the youth can play an important role since SNS is boon and curse both for the Indian society.

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