

## Youngsters And Social Media

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### Introduction:

When used properly, social media can be valuable addition to a department's communications strategy. Many employees have expressed an interest in developing and maintaining a social media presence in personal and professional capacities. Social media is a way to communicate with the outside world.

### What Is Social Media?

Social media is an internet based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, wikis, social networking sites, photo sharing sites, instant messaging, video sharing sites, podcasts, widgets, virtual worlds, and more.

### What Are The Benefits Of Using Social Media?

Billions of people around the world use social media to share information from one end to another end of world. People are using social media for both personal and professional use. Social media is a medium to put our opinion in front of the world. Social media helps to entertain people. Social media helps to create friends. Due to social media, many people are getting work.

Everyone should use social media for only good purpose.

### Connection Between Youngsters And Social Media:

Nowadays, youngsters are using social media in their daily life. It has become part and parcel of their life. If we take a look on social media, we can see that youngsters are most active. Some of them know the power of social media. But some of them are unaware of the use and misuse. Social media can cause a deep impact on human life. Everyone should have to use it very carefully. Young generation is attracted very

easily by social media. But they don't know the effect. There is a connection established between youngsters and social media. But it must be in the use of human welfare.

Nowadays, facebook, what's app, twitter, instagram, telegram, orcute, Helo, blogger, hike, you tube, email, gmail, share chat, we chat, tik tok, etc. are popular instruments of social media. These all are very important for communication as well as information transfer. If our friends are away from us, then we can talk and see them via video calling. We can send photos, videos, letters, messages, voice call through social media. Social media is a platform for many volunteers. Youngsters are using social media to improve their knowledge. They are choosing selectable information of their use from the vast knowledge in the world. They are getting a particular direction. Many young artists are showing their talent in front of the world by the means of social media. So, they are getting popularity in the world. Their talent is inspired by people all over the world. They are getting a chance to start their career. Young people are trying to show their best to the world. Due to this, they are getting a platform which is understanding their feelings and respecting their talent. Some young students are in the rural area. They want to study further but are unable to study due some circumstances. These students are using social media as their weapon against the circumstances. Young generation is solving its most of the problems through social media. They are filling online forms instead of standing in queue and wasting a lot of time.

Due to social media, people are connecting to the outside world. People are getting knowledge about the world. Young people are getting idea about the world. Young people are critical users of social media. Social media is a very powerful

medium if young people are vulnerable for whatever reason, social media engagement can magnify those vulnerabilities and pose physical and mental health risk. Adults who have a responsibility for young people's health and well beings must become sufficiently digitally literate to be able to help young people manage risk and generate positive health outcomes from social media. So we should use social media with very care.

Different types of social media content have different impacts on young peoples. It is important to understand content for students is selfies; for reputable accounts it is government ,celebrities ; for recommended content it is You Tube; commercial content and 'likes' as all influence young people's health related knowledge and behaviors . Social media is affecting on the physical and mental health of youngsters. Based on a survey of 1479 young people (aged 14-24) from across the UK which asked them to rank each of the social media platforms against the impact on 14 aspects of health and wellbeing, the report provides a league table of each of the social media platforms. The report provides recommendations to safeguard children's mental health when using social media. Too much social media use can effect self esteem. Despite social media playing a positive role for most, the survey found the high use of social media and technology can have negative impact on youth self esteem. Two in three young people feel pressure to look good and nearly a third of youth have been bullied online. Nearly half (42%) of frequent users look at social media in bed before sleeping. The survey also found 15% of teenagers reported being approached by strangers on a daily basis through their online world.

Around 60% of parents never monitor their teen's social media account and are wrestling their own issues about how much is too much screen time. Most are unsure of how to provide good guidance of appropriate social media use with their teen. Hence, teenagers are not getting

proper guidance and are arrested by social media. Researchers have found that using social media obsessively causes more than just anxiety. In fact, testing has found that using too much internet can cause depression, attention deficit hyperactivity disorder (ADHD), impulsive disorder, problems with mental functioning, paranoia and loneliness. So, youngsters are becoming unhealthy and mentally disturbed. Some youngsters are seen to addicted to social media. They may experience negative side effects such as eye strain, social withdrawal or lack of sleep.

Due to social media, many students are distracted from studies and are spending time on social media. It has become a big problem in front of education. The students are undergoing depression and low level of confidence. Social media is damaging the youth. As there are negative impacts of social media, there are also some impacts on youngsters. Social media provides employment to youngsters. World news reaches in seconds after incident. Also social media provides a comfortable life and time saving dealings and transaction. Social media creates awareness among the society. With the help of it, youngsters can spread their good thoughts among people in the society. It also encourages youth to exercise creativity and think outside of the box. It fills youth with independence and confidence.

#### **CONCLUSION:**

It is dependent on the youngsters who are using social media. Social media is a weapon and its use is dependent on the user. So, youth must have to use it with proper care and in the benefit of all the people and world. The proper use of social media can fulfill the necessities of humans. And the misuse of social media can lead to irritation and deterioration of himself.

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