

# A Study: Positive Effects of Social Media on Youth

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**Abstract:** Social media is a platform for public around the World to discuss their issues and opinions. Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, MySpace, and Facebook, Orkut 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. On the positive side, social networks can act as invaluable tools for professionals. They achieve this by assisting young professionals to market their skills and seek business opportunities. Social networking sites may also be used to network efficiently.

**Keywords:** Social Media, Mobile devices, Education, Job.

## I. INTRODUCTION

Using social media websites are among the most common activities of today's youth. Any website that allows social interaction is to be considered as social media site, including Facebook, Twitter, YouTube, Blogs and WhatsApp. The influence of social media on youth is of particular importance, not only because this particular group is developmentally vulnerable but also because they are among the heaviest users of social networking. Such sites offer today's youth a portal for entertainment, information and communication. Social

Networking land site are termed to as web-based services that springiness an opportunity to individuals to create their own personal visibility with the pick of their own list of users. Thereby connect them in an altogether public forum that provides them with features such as chatting, blogging, video calling, mobile connectivity, and audio/video/picture sharing. The great unwashed spend more than an usual hour on sociable networking internet sites to download pictures, browsing through updates seek entertainment, and chat around

with friends to keep themselves connected to one another. The primary aim of the research undertaken, was to throw light on how effectively it has the custom of sociable networking websites affected the spring chicken by evaluating both of its positive and negative prospects. With character to the study it was evidently figured out how smart, intelligent, witty, and aware the spring chicken is in the current era. Through the economic aid of the information that was collected and analyzed quite a few ending have been lot down which can be detailed and elaborated as follows: The spring chicken today is not only

aware of what burst is best for them but are also keen and enthusiastic to draw their own antecedence; and to fix on to which ones are most important and how. Similarly, these sites serve to their intent of connecting them with a multitude all across the globe by not hampering their work hours and agenda. However, mixer networking sites offer them a platform to connect with the new citizenry, contribution experiences and gain exposure. The youth comes in terms with gaining relevant and quick selective information about what goes around in their near and beloved ones' lives; through the source of social networking sites offering them a ground to updates. The youth can thus discriminate between the real and virtual world and admits to the fact that social networking sites do not provide an opportunity to shape stronger links with people than in person. Well, it is yet debatable and undiscovered as to how it connects a stronger link, because if we see, people connect if they wish to irrespective of any medium being utilized.

The amount of trust and faith is higher on their contact construction in the real world than in virtual for the field ground of cybercrimes still attacking a significant number of people which has thereby been justified in the findings. Perhaps, like a coin with two sides, social networking sites also have in their own way which adversely affects the youth. The target group prefers spending an abundant amount of meter on these social networking sites on an average of more than 2 hours a day which keeps them away from their own purpose of macrocosm and interacting with their own natural surroundings. These land sites have clutches an addiction to the youthfulness wherein they find it difficult to concentrate on their work and prefer logging in and jumping across one site to another. Some have derived welfare out of these sites

whereas some have become academically challenged by the use of this site. People have exercise set their own limits concerning when and when not to confirmation these sites but rather on the off chance that you see couple of watchers of the parcel who does not promotion or utilize these locales by any stretch of the imagination. Evaluating the amount of research that surrounds the usance of social networking sites in the education system, it is important to determine whether or not, have these sites booster cable to any impact on student engagement and achievement. This research will be therefore able to review the available literature to study and present both the positive and negative impacts of social networking on youth. In the last ten years, the online world has changed dramatically. Social networking sites have become highly significant in youths' lives, and continue to grow in popularity. Few researchers have been diving into a considerable amount of research on how social media influences youth retention at colleges. Today's youth spend on a lot of time on Facebook, Twitter, and Instagram in a day's span Social networking has expanded very quickly. To catch up with that youth keeps exploring all the exciting updates that pop up on their electronic devices every day. But every coin has two sides so let's put light on some of them. The web based life clients are still the vast majority of the adolescent, their senior need to advance certain compelling mensuration to guarantee their fair hit on the web: Parental direction: It is critical to comprehend the conduct of tyke while utilizing the web ; whether they sit alone or with family, what they affirmation, and so on. Activate Secrecy options: Facebook, Twitter, and other mixer networking network site have their own screen context of use. You can tweak them to keep up the most extreme privateness of your Lowell Jackson Thomas Kyd' invoicing while they are on the web. Teach youth, as consistently know and make a point to instruct your Eli Whitney Younger Lot also about each conceivable hazard they may get presented to while getting to the web, ideally online life locales. It's important to protect telephone issues, email ids, passwords, banking concern account nos., instant courier IDs, savoir-faire, etc, before your small fry until you believe they are mature enough. Maintain secrecy, encourage your kids not to disclose any spiritualist information over the web, be it related to them, their family or friends. Activate filter, it is better if you can use filters to block the nub of any unwanted or objectionable site. Implement Firewall, You can also implement a firewall that could keep a regular check on fraudulent sites, cyber hooligan and those involved in electronic hostility.

Online networking is certainly proficient for us all, particularly the Younger burdens, as its brands up for a practiced Venus' scourge of fun, excitement and relaxation time, splendidly mixed with significant insight

communicate you can use about the undertaking characteristic aftereffect around you. In any case, with regards to defending the intrigue gathering of your young ones over the web, it is required to pursue certain viable advances so they may not defeat prey to deceitful or illegal common activity occurring over the internet based life.

## II. LITERATURE REVIEW

As Youth and Teens are the builder of nation, and in this era they are grown up and they can easily use the latest technology in various forms, including smart phones, mp3 players, digital cameras, video games, iPads, electronic readers, and personal computers. Social Media has its positive effects.

This research paper is based on secondary data collected from the online sources, different research papers and from the Google search engine. We also used some data gathering tools (On Site Observations, Interviews, and Questionnaires) for gathering information about the usage of social media in general.

In this paper we study various social networking sites, various areas in which social media is extensively used in these days with its positive aspects and guidelines for handling the negative effects of social media on society.

## III. SOCIAL MEDIA SITES

1. Facebook: This is the largest social media network on the Internet, both in terms of total number of users and name recognition. Facebook came into existence on February 4, 2004, Facebook has within 12 years managed to collect more than 1.59 billion monthly active users and this automatically makes it one of the best mediums for connecting people from all over the world with your business. It is predictable that more than 1 million small and medium-sized businesses use the platform to advertise their business.
2. 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 320 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.
3. Google+: Google+ is one of the popular social media sites in these days. Its SEO value alone makes it a must-use tool for any small business. Google+ was propelled on December 15, 2011, and has joined the major alliances enlisting 418 dynamic million clients as of December 2015.

4. 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.
5. Instagram: Instagram is a visual online networking stage. The site has more than 400 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.
6. 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.
7. 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, 2014, for about \$19.3 billion. Today, more than 1 billion persons make use of the administration to speak with their companions, friends and family and even clients.

#### IV. POSITIVE EFFECTS OF SOCIAL MEDIA ON YOUTH

1. Keeps connectivity between friends when they're not always able to see each other when they want to.
2. Social media also keep the youth up to date with things that are going on around the world rather than just in the area.
3. It gives youth a place to express themselves to the people they are connected.
4. It helps to develop social interaction skills, a lot of friendships can stem from a social website.
5. It's fun and easiest way to interact with the peers, than seeing them in person.

6. Preferred medium to share ideas, exchange news, etc. in online communities.
7. Helps youngsters as well as the grownups to stay connected with others located distantly.
8. Strengthens the relationships between friends, who rarely ever met in person.
9. Ideal platform to express oneself, without worrying about what others will say.
10. Perfect place to be a social butterfly.
11. Ideal place to furnish or fetch details of academics, recruitment drives, etc.

#### V. POSITIVE EFFECTS OF SOCIAL MEDIA ON HEALTH

1. Sharing of Doctors prescriptions to friends, relatives and colleagues.
2. Consulting Doctors online anywhere and anytime.
3. Sharing Suggestions among friends, relatives and colleagues about various diseases and its symptoms.
4. Access to information in developing regions.
5. Support and mutual accountability on online health forums.
6. Support for health-related causes.
7. Helping health services to prioritize critical cases.
8. Increased accountability to consumers.
9. More data available to health researchers.

#### VI. POSITIVE EFFECTS OF SOCIAL MEDIA ON BUSINESS

1. Social Media helps in promoting the Business all over the World.
2. Social Media builds deals and client maintenance through standard connection and auspicious client benefit.
3. Social Media provides rich customer experiences.
4. With Social media monitoring you can gain key information about your competitors.
5. With the help of social media, Sharing contents about the Business faster and easier.
6. Social networking sites helps to make new customers by providing various facilities.
7. It helps to increase market insight and expand out beyond your rivals with online networking.
8. It also helps to increase awareness among customers for better understanding of products.

#### VII. POSITIVE EFFECTS OF SOCIAL MEDIA ON EDUCATION

1. Socializing: It allows the children to exchange ideas and learn new things.

2. Sharing knowledge: It provides an easy and an effective way in which students can share knowledge.
3. Updating oneself: They will have the capacity to know new things as and when it happens.
4. Learning from various sources: The long range interpersonal communication advances are worked in such a way, to the point that understudies will have the capacity to pick the gathering.
5. Being Prepared: The social networking technologies are all about showcasing the trends that run around the world.

### VIII. POSITIVE EFFECTS OF SOCIAL MEDIA ON SOCIETY

1. Connectivity: The first and foremost benefit of the social media is connectivity. People from anywhere can connect with anyone.
2. 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.
3. 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.
4. Advertising: We can promote our business to the largest audience. The whole world is open for you, and can promote to them.
5. Noble Cause: Social media can also be used for the noble causes. The public is making use of social media for contribution for needy people

### IX. POSITIVE EFFECTS OF SOCIAL MEDIA ON KIDS AND TEENS

Media today has a huge influence on teenagers. Be it television, computers, video games, social networking sites – it hugely impacts all aspects of a teen's life. Everything is not bad with the media.

1. Help Develop Awareness: Most teens live a sheltered life. But with exposure to various media outlets, they can develop awareness about society and the world.
2. Help Develop Social Skills: Many teens are socially awkward. Social Media also gives them the probability to develop their social circle and develop new friendships.
3. Inspire Them: When our teen watches an action flick, don't just despair about the violence. With a minute control on teens, they can use the movie as encouragement, motivation and inspiration.
4. Help Develop Reading And Writing Skills: When a celebrity talks of her favorite book, a teenager might be tempted to grab a book too.

### X. ADVANTAGES OF SOCIAL MEDIA

One of the main advantages of social media is that it reaches millions of people in very less time or a couple of minutes. Some of the benefits are listed below:

1. Reach: Social media can reach huge audience across the globe. It is easy to use and helpful to connect people in a very short period of time. Social media is more decentralized, less hierarchical and renowned by multiple tips of manufacture and service.
2. Accessibility: Accessibility for industrial media is governed by government or it may be privately owned. Social media tools are available to the public at a very low cost and sometimes free of cost.
3. Usability: Social media when compared to the industrial media does not require expertise skills and training, it only needs the reinterpretation of existing skills. It is very easy to operate and use social media for a person with minimum knowledge of computer operating and one can easily avail the various services provided by social media. Social media is known for its ease of use.
4. Immediacy: Social media is capable of conveying information in just a span of seconds. People or audience can get quick updates on the latest news with just a single click.

Permanence: Social media can always be altered with comments or suggestions which are provided by the experts or the audience. Social media will undergo rigorous change to cope up with the latest technology that is exploring in today's young generation.

5. Flexible media: Social networking sites like facebook, twitter, google+ help users to search and connect with friends worldwide, easily with a quick process. It is also helpful in promoting business by increasing contacts. These sites are user friendly and very easy to use and operate because they are designed in a way to reach the targeted audience and new features and functions are constantly developing so as to make the site more flexible in satisfying user needs. Many famous personalities for example celebrities, businessmen create their own blogs to promote their business and to express their views. This makes their work easier in reaching huge audience in a very less time.

6. Network building at free of cost: When compared to journals and reports, social media can easily connect to the users. This will take less time in reaching the audience whereas the journals, reports will take lot of time. Social media also helps in promoting scientific researches which will be very helpful to mankind. Services rendered by these social networking sites is provided at free of cost for its users.

## XI. 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.

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