



Impact Factor:4.081

### THE IMPACT OF SOCIAL MEDIA ON TEENAGERS

Asst.Prof Chetan Patel

Assistant Professor Grow More Faculty of Management,  
Himatnagar and Gujarat Technological  
University,Ahmedabad, Gujarat, India

Ms. Ekta Joshi

Assistant Professor, Grow More Faculty of Management  
Himatnagar

#### ABSTRACT

In the last few years, social network media have spread widely all over the world and are used by various users for several purpose. The impact of social media can be good on teenage but if we have a closer look on the real impact of social media, it is running the carrier & future of the students. Today billion people across the world have their profile in social media networking. The social media website are like linkedine.com, facebook, twitter, orkut, whatsapp, continuously distracting students from their studies More and more students are shunning newspapers, books and magazines and consider social media as the best platform to find latest happenings, trends and new information, says a survey. According to the survey conducted by Fortis Healthcare, more than 74 per cent of students think that social media is the best platform for information, facts and latest happenings. "Social media has a far-reaching impact on the minds and behaviour of youth today. Their lifestyle choices, likes and dislikes are being fashioned by what they see on online and electronic media," said Dr Samir Parikh, head of the department of mental health & behavioral sciences at Fortis Healthcare. "A key concern is also that most students rely on social media for facts, information and knowledge as compared to books and magazines," Parikh added.

Reading different kinds of materials goes a long way in making students creative and imaginative. However, the survey that involved 1,350 students, also revealed that apart from social media, celebrities and their activities also influence youth to a great extent. This survey comes right after a survey that pointed out that more than half the users get news from social media.

Key word : Social media, Teenage

#### INTRODUCTION

##### WHAT IS SOCIAL MEDIA?

The aim of this paper is to focus on the impact of social media on teenagers especially in rural India. This paper will also try to define social media, how rural development can be through Social Network Services (SNS) and various platforms that have succeeded on SNS while also looking at the practicality of these services. It is important however to define social media to not restrict the field only to SNS provided through the internet via Facebook, twitter, etc but it also diminishes the work done by many NGO's which have programs which also utilize the same idea of networking as Facebook or twitter. There also is a need to know the

precise definition of social media, as it can also be looked at from a different perspective.

Internet is now necessary part of life from shopping to electronic mails and education. It is a very large community, which is using internet for education but unluckily we have also a very large number of people including majority of youth and teenager using Internet only for using social media. Internet is very big evolution of technology but when we talk about the social media. The social media is "the relationships that exist between network of people". Thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. 164.81 million of wired Indian teens and Students now use social media websites (According to The Telecom Regulatory Authority of India (TRAI))[1]. It is extremely dangerous for youth and become extremely common and widespread in the last few years. However, every day, many students are spending countless hours immersed in social media websites.

The basic phenomena of social media sites is very easy to understand, it is a web based facility which allows individual user to build a profile identity and generates subjective associations and connections among himself and list of other friends and communicate with them at a central location. These websites are powered by many international companies because these websites are centrally visited by millions of people thus companies can get benefit of advertisements, this is how social networks are get paid; user can register himself free of cost in social networking sites like [www.facebook.com](http://www.facebook.com), [www.orkut.com](http://www.orkut.com), [www.linkedin.com](http://www.linkedin.com) and [www.twitter.com](http://www.twitter.com) etc[1]. Peoples are get connected to one another after registration and then

post information, fake news, fake videos and other things including images etc. Through social networking, people can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real life friendships through similar interests or groups. Besides establishing important social relationships, social networking members can share their interests with other like minded members by joining groups and forums. Some networking can also help members find a job or

establish business contacts. Most social networking websites also offer additional features. In addition to blogs and forums, members can express themselves by designing their profile page to reflect their personality. The most popular extra features include music and video sections. The video section can include everything from member generated videos from hundreds of subjects to TV clips and movie trailers (Youtube).

**HISTORY OF SOCIAL NETWORKING MEDIA**

In mid of 1990’s social media sites are born with Web 2.0 technology included www.Classmates.com in 1995 focusing on ties with former school mates, and www.SixDegrees.com in 1997 focusing on indirect ties.

User profiles can be created, messages sent to a friends list and other members found out from their profiles[2]. These websites are simply were not profitable and eventually shut down due to fewer features. In 2003 a new face of social network website www.linkedin.com and www.myspace.com was reportedly getting more page views than Google, with Facebook, a competitor, rapidly growing in size. In 2005, www.Facebook.com began allowing externally developed add-on applications, and some applications enabled the graphing of a user’s own social network – thus linking social networks and social networking. www.orkut was quietly launched on January 22, 2004 by Google, the search engine company which is now quite popular in India, U.S.A and Brazil[3].

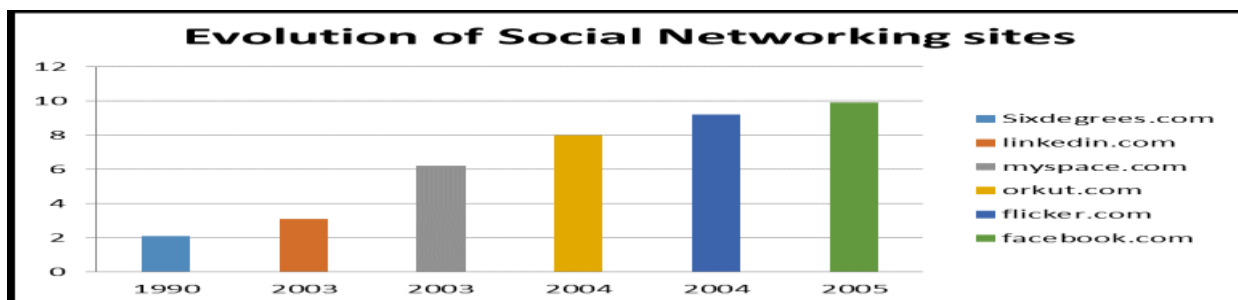


Figure 1.1(A) Shows the Evolution of Social Networks from 1990 To 2005

**FOUR MAJOR FINDING ON SOCIAL MEDIA GROWTH IN INDIA**

1. 10% of total population are active on social media

Social media is growing but the rate at which it is growing isn’t big news. However mobile can make the difference at a time when it’s not only dominating Internet traffic in the country but also driving commerce in the country. 41% of total eCommerce sales was driven by mobile in 2014, according to the influential annual assessment of the Internet economy by Mary Meeker.

2. Facebook and Whatsapp continue to dominate  
Facebook, India’s most popular social network has last reported to have more than 125 million monthly active users, out of which 114 million are mobile. While Facebook and WhatsApp keep dominating the space but the growth of Google+ is interesting, at a time when it is dismantling itself.

3. Facebook most popular between the different age group

Men dominate the Facebook horizon. While Facebook remains the most popular social network in the 20-29 age bracket, teens are really not that keen on the network.

4. Smartphones dominate the Facebook usage

Globally mobile is driving Facebook’s growth and revenues. During the Q2 2015 revenue call Facebook revealed that mobile ad revenue was 76 percent of total ad revenue, which was up

from 62 percent a year ago. In addition to this mobile is driving the user growth of the network – active users were 1.31 billion, up 23 percent. Daily mobile users were 844 million, a 29 percent increase, and mobile-only monthly users were 655 million. Total monthly active users were just under 1.5 billion, which was up 13 percent year over year.

In India, mobile has been charging the growth of Facebook. More than 89 million of users access Facebook via smartphone followed by feature phone which stands at 17 million.

**IMPACT OF SOCIAL MEDIA ON TEENAGERS**

Believe it or not, the life of teens today is not that simple. Besides the traditional time old challenges of being a teen, a modern teen has the added peer pressure of owning a mobile and keeping up with his or her social life. These 15 astonishing facts about the social media life of teens spill out the beans in numbers Over 95% of teens in INDIA access to the internet. 90% of those who’re on the internet are on social media. 78% of teens today own a smartphone. The first thing that most teens do first thing in the morning is to check their social life. 56% of them like Facebook more than any other social network, while 27% of them prefer Twitter. Instagram is the number 1 social network among teens. The most popular #Instagram photo tags are: #love, #me, #instagood, #cute, #photooftheday, #girl, #followme.

At school, in class, 90% of texts are read within 3 minutes of delivery.

At lunch, 90% of students use mobile phones for non-educational reasons. 68% use it to check their emails. 38% surf on the web. 86% of teens are busy texting their friends, while 79% are simply checking time. 8% of

teens are playing games and 66% are busy on social networks.

YouTube EDU currently has 700K + high quality educational videos that can be used in the classroom. 77% teachers find digital tools helpful but 87% also say that sites like YouTube are the biggest distraction.

43% of users between the ages of 12 and 24 say that after school they use SnapChateveryday.

72% of teens say that they use their smartphones while watching TV.

As per the survey of previous research, 90% of college students use social networks. Technology has shown a rapid development by introducing small communication devices and we can use these small communication devices for accessing social networks any time anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc.[5]. For the purpose of education social media has been used as an innovative way. Students should be taught to use this tool in a better way, in the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good [3]. Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each through various social sites like Facebook, Orkut, and Instagram etc. [4]. It is also important for students to do some practical work instead of doing paper work. They can also write blogs for Teachers as well as for themselves to enhance their knowledge skills [3]. Social networking sites also conduct online

#### **Conclusion:-**

Social media networks has without a doubt changed the lives of rural people. As far as agriculture is thought of, these have given many opportunities to the farmers and made the process of selling the crop easy through online programs which have resulted in the removal of middlemen. There are many success stories in field of health care as well. Rural politics is the area where social media networks hasn't reached to the required potential. But there still remains a lot of room for improvement for social networking services as with better technology, the connectivity of these places should improve and provide the economic opportunity to take benefits from the system. Social Media can help provide that, media which cares for a well-integrated society and believes in having social responsibility. Services like Facebook, twitter provide a mass reach, but of a population which can afford to have the required technology to avail the service but can help connect the large population. The requirement is of the necessary technology from which these platforms can be accessed.

The growth of social media sites shows an important change in Indian Students and teenagers behavior in their life. The social media websites has become an important part of our life today. It could extinct the future of Indian teenagers and children and it had a very

bad effect on education as it is argue above. There is no other society or any third party which could check for what actions are been performed by which user, so it is strongly recommended to check teenager's activities on social media websites and don't let them use social networking websites. It is also a strong recommendation for international and Government cyber control to take part and ban these type of social networking websites[5], other than government and jurisdiction, every parents should closely banned the use of social networks on their children and secure their future

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