A Study On The Impact Of Social Media And Youth At Present

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ABSTRACT: Social media is a platform for community around the world to discuss their concerns and thoughts. Social media is a phrase used to describe the interface between groups, individuals, and professionals in which they create, share, and sometimes swap over ideas over the internet and also in virtual channels. On the individual Social Networking Site allows us to communicate with friends, family and relatives and other members. On the professional level can make use of social media to expand or broaden knowledge in a particular field and professionally connected with other professionals in the industry. At the business level SNS will allows to communicate with the audience, feedback and digital market the product. Teenagers and formative years are budding up fenced by mobile gadgets and interactive social networking sites such as Twitter, Snapchat, Telegram, WhatsApp, WeChat, Hike, Hilo, Tinder, Bumble, Tiktok, Pinterest, Myspace, Instagram and Facebook, which has made the social media a vital aspect of their lifetime. Social network is renovating the routine in which youth interact with their parents, peers, as well as how they make use of technology. SNS has different forms together with blogs, micro blogs, wikis, photo sharing sites, instant message, video sharing sites, podcasts, widgets, virtual worlds. Virtual Reality (V.R.) and Augmented Reality (A.R.)taking place in the most of our SNS. Objective of the study is to find out pattern of SNS use, analysis the usage and possible effects of the usage of SNS.

Key words: Youth, Social networking site (SNS) Mobile device, Internet, Virtual Reality (V.R.) and Augmented Reality (A.R.)

1. INTRODUCTION

Social-networking Site is a 'social space' for people who wish to expose themselves amongst others and stay in touch with each other. These websites are public web based services that allow users to progress a personal profile, identify other users ("friends") with whom they have a link, read and react to postings made by other users on the site, and send and receive messages either privately or publicly (Boyd & Ellison 2007). Individuals can choose to send private messages, chat, do instant messaging, write on other user's walls, coordinate social activities, and stay informed about other user's everyday activities. Nevertheless, users will be able to limit themselves about what information they would like to share publicly. There are sites that are business related such as LinkedIn or social in nature like Facebook. Members can join user-generated content sites through self-registration or an existing offline connection. However, a valid e-mail address is required in both cases (Murchu et al. 2004;

Gangadharbatla, 2008). Most recent developments show that the information about the use of social media has improved. One And Only of the most well-known social media websites is Facebook. This website currently boasts over 901 million monthly committed users, and greater than 125 billion friend connections at the end (Key Facts, 2012).

Nazareth Business Learning Centre: Is a groundbreaking student support system intended to bring out the inventiveness of students. This also provides platform for the students to apply their theoretical knowledge into practical and real-life situation. Nazareth Business learning Services is a pioneering student support system conceptualized to solve the problems of students community faced by large. Besides providing the teaching NBLC provides a platform for the students to tryout and study in a real-world manner. The aim of this system to bring out the creative and entrepreneurial abilities of students and help them catch hold of their imaginations to become self-employed having expanded real-world knowledge and skills in establishing and managing industry of small-scale size. Each student will be provided with opportunities with hands on experience to conceptualize, design, and execute a project within the college campus itself.

2. RESEARCH METHODOLOGY

PRIMARY OBJECTIVE:
Research Question 1. Most preferred SNS among the students
Research Question 2: Purpose of usage and what extend students use the SNS.
Research Question 3: Time spend during leisure time and pattern on SNS. Research Question 4:   Psychological wellbeing and the associate factors that are associated with

SCOPE OF THE STUDY: -
NBLC students are exposed to various kind of SNSs on the internet. This study will benefit the SNS can be better-quality to be used as a platform for learning.

SAMPLING:
 The universe of the current study establishes all the budding entrepreneurs who are member of NBLC. The size of universe is 30 students.

SAMPLE METHOD:
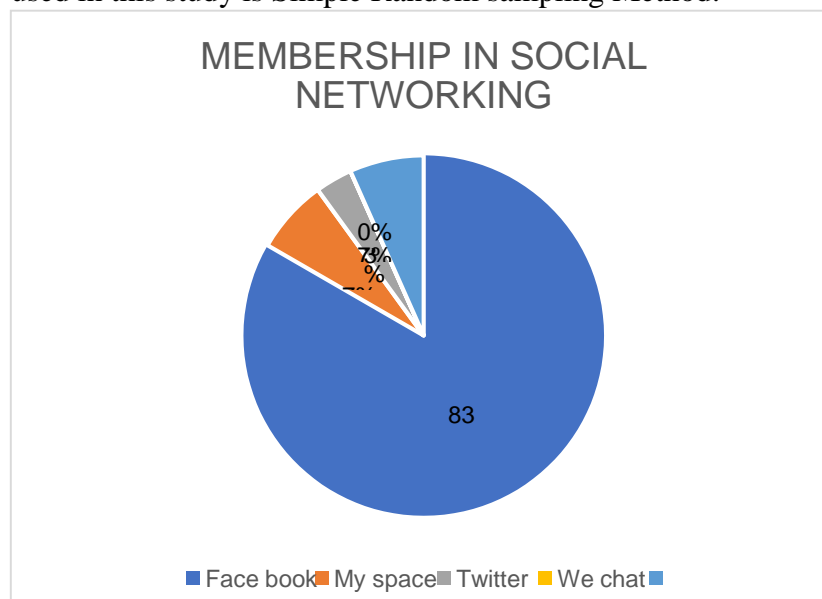The technique used in this study is Simple Random sampling Method.

MEMBERSHIP IN SOCIAL NETWORKING

Face book My space Twitter We chat

Table 1

USAGE OF SOCIAL NETWORKING

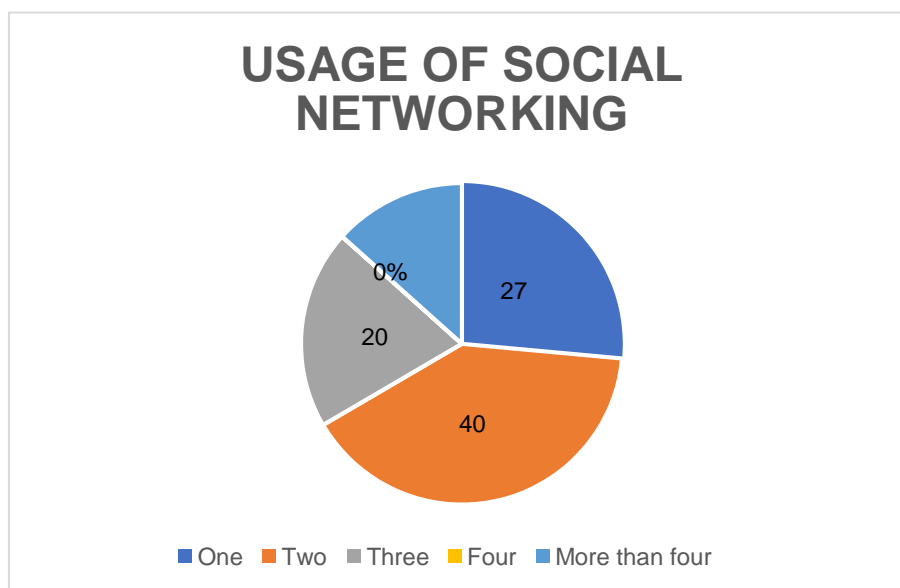One · Two · Three · Four · More than four

Table 2

3. FINDINGS

In order to analyze scholar found that 92 % respondents are accessing SNS through their mobile device 78 % were male respondents who is using the SNS . Study reveals that 83.3 % uses their Facebook. also were asked to state the time spent on various activities out of their leisure time. It was noticed that 66% of the respondents spend less than 1 hour per day on SNS, 20 % spend 1-3 hours, 10% spend 3-5 hours and only 4% spend over 5 hours on SNS. The required assessment of factors associated with SNS which affect the performance and psychological wellbeing of students. Outcomes suggested that 65% still prefer classroom learning, 13% prefer studying through internet while 22% were not sure. Once respondents were asked to give their views regarding whether educators have any supplementary information than social networking sites, it was stated that 78% still believe that teachers knowledge hub; nonetheless, they may possibly refer to a of their friends on SNS to complete their projects. Majority said that SNS do not affect their performance (78%). This is highlighted by 66% respondents reporting that SNS does not affect their study patterns. Results also revealed that 89% sleep with their mobile phone by their bedside, 34% wake up at incorrect sound of mobile messages and 27% perform text messaging while studying. Last of All, it was found that 57% have virtual friends, 33% still believe in having real friends while 10 % say that their real friends are virtual friends.

4. DISCUSSION

Technology has progressed at a very rapid pace, especially in the past decade. Its upheaval has taken the world by downpour and the usage of internet has become an integral element in the life of its populace, particularly the youth of the present day. This is abundantly demonstrated in this study, where 100% of the sample chosen said that they are on the web savvy. By Way Of gaining access to the internet, teenagers can connect to the sources of new experiences which were unthinkable a few years. The aim of gaining access to the internet

ranged from providing abreast of happening to keeping contact with friends/ relatives at distant place, preparation for the projects, accessing e-library etc. Nevertheless, for teenagers in middle and low income , opportunities for internet access are more unevenly dispersed which was revealed in the study as pupils residing in rural areas were still denied this advantage than their urban equivalents.

5. SUGGESTIONS

The current study reveals that Facebook are among the most preferred social networking sites amongst the young adult. The IGENERATION young people have the ability for acclimating to the state-of-the-art technology and are in their luxury zone when you are using it to their best benefit. Use of awareness curricula in colleges by weekly lectures which focuses on the youths to scrutinize the most significant pros and cons for using social networking sites; with listed to practical cases to them the damage occurred. Educators, learners and bureaucrats should explore the use of online social networking sites in edification. They ought to integrate a choice of communications tools such as mobile connectivity, blogs, video sharing etc. into subjects that was used conventionally. Set limits time spent on social media .

6. CONCLUSION

Information About the Use of the Internet on college campuses has amplified strongly in modern years, leading to unfair use, or internet addiction, for some pupils. The least used social media is microblogs, we are able to see the respondents indicated that social media infused them the most in the areas of communication entertainment language and learning the social media complimented the mass media that they were the fragment and parcel of their life Its also institute out social media platforms has significant impact among youth

7. REFFERENCE

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