



BAR. SHESHRAO WANKHEDE COLLEGE OF ARTS & COMMERCE, KHAPERKHEDA

Th. Saoner, Dist. Nagpur (M.S.) India

Affiliated to R.T.M. Nagpur University, Nagpur.

**NAAC Reaccredited 'B' Grade
ONE DAY NATIONAL LEVEL SEMINAR**

**ON
THE ROLE OF MEDIA IN LITERATURE, SOCIETY AND COMMERCE SECTOR**

ORGANISED BY

Dept. of Marathi, Sociology And Commerce

Bar. Sheshrao Wankhede College Of Arts & Commerce, Khaperkheda

Certificate

This Certificate is hereby awarded with compliments to

Dr. / Ms. / Mrs. Vaishali Meshram of Dr. K. Umathe college

Shajapur.

for His / Her active Participation in One Day National Level Seminar Organized in Collaboration with the Department of Marathi, Sociology and Commerce of Bar. Sheshrao Wankhede College of Arts & Commerce, Khaperkheda.

Dated Friday 20th December 2019. He / She has presented research paper entitled Impact of Social Media on

Youth: Positive and Negative Aspects

Anjali Pande

Dr. Anjali Pande
Organising Secretary

Jyoti Selukar

Dr. Jyoti Selukar
Organising Secretary

Shri. Raju Mhaske

Shri. Raju Mhaske
Organising Secretary

Dr. R. G. Tale

Dr. R. G. Tale
Principal

Impact Factor - 6.261

ISSN - 2348-7143

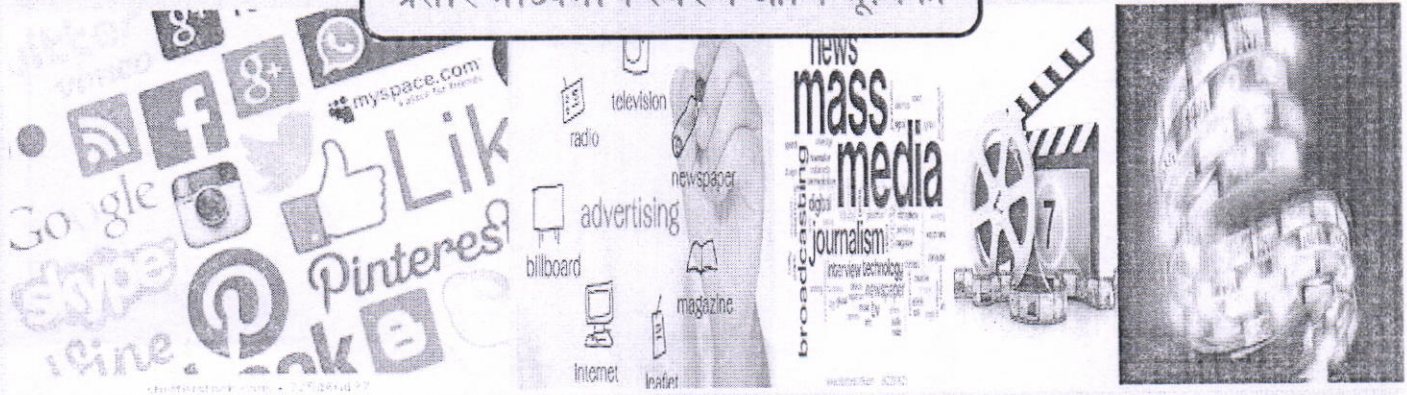
INTERNATIONAL RESEARCH FELLOWS ASSOCIATION'S
RESEARCH JOURNEY

International E-Research Journal

PEER REFREED & INDEXED JOURNAL
December-2019 Special Issue - 211

Role & Nature of Media

प्रसार माध्यमांचे स्वरूप आणि भूमिका



Guest Editor:

Dr. R. G. Tale,
Principal,
Bar. Sheshrao Wankhede College of
Arts & Commerce, Khaperkheda
Dist. Nagpur, Th. Saoner . Maharashtra

Executive Editor of the issue:

Dr. Jyoti Selukar
Dr. Anjali Pande

Chief Editor:

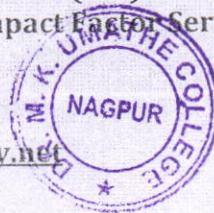
Dr. Dhanraj Dhnagar




This Journal is indexed in :

- Scientific Journal Impact Factor (SJIF)
- Cosmoc Impact Factor (CIF)
- Global Impact Factor (GIF)
- International Impact Factor Services (IIFS)

For Details Visit To : www.researchjourney.net



SWATIDHAN PUBLICATIONS


PRINCIPAL
Dr. M. K. Umathe College
Nagpur - 440022



INDEX

No.	Title of the Paper	Author's Name	Page No.
1	Impact of Social Media on Youth	Dr. Sucheta Parker	05
2	Impact of Social Media on Society	Dr. Sadhana Thankare	10
3	Online Newspapers in India	Mr. Rajendra Chore & Dr. Mangala Hirwade	13
4	Transmission Media and Society	Dr. D.T Shende	20
5	Challenges in FMCG Sector in India	Dr. Ritu Vyas	25
6	Youths Empowerment, Cyber Crime and Social Media	Dr. Sanjay Dudhe	28
7	Ethical Advertising in India - An Indian Perspective	Dr. Rajiv Jadhao	34
8	Impact of Social Media Networking Sites on Students Life	Dr. Sangita Chore	41
9	Role of Media in Society	Prof. Dipratna Raut	47
10	Social Media and Consumer Behavior	Dr. Atul Naik	51
11	The Impact of Electronic Media on Youth	Dr. S.S. Hajare & Dr. Vaishali Chillure	54
12	A Study on Consequence of E - Commerce on Indian Business	Dr. Parag Kawley	57
13	Impact of Social Media on Youth : Positive and Negative Aspects	Dr. Vaishali Meshram	60
14	Model of Transmission Media and its Commercialization : A Study	Dr. Sanjay Dhanvijay	64
15	Social Media's Effect on Today's Society	Dr. Kavita Kanholkar	69
16	Impact of Internet and Social Media on Women Empowerment in India	Dr. Nabha Kamble	73
17	A Study of E-Learning Resources in Rural Development	Dr. Sanjay Dhok	76
18	Strengthening Identity : A Feministic Approach in the Film 'English Vinglish'	Meenakshi Wasnik	83
19	Impact of Media on Society	Dr. Mrs. Mrunal Waliokar	85
20	The 9/11 Row and the Role of Media	Prof. Sulok Raghuwanshi	88
21	Impact on Social Media in Youth - Special Reference of Nagpur Rural Area	Dr. Dilip Chavhan	93
22	Commercialization of Transmission Media : A Case Study of Stem Cell	Dr. Sanjay Bagde	96
23	Recent Changes in the Media Industry	Dr. Sushma Bageshwar	100
24	Role of Social Media in Digital Marketing	Prabhakar Motghare	103
25	Social Media and there Importance of Student in Collage	Sulbha wagde	106
26	सोशल मिडिया तथा महिला सशक्तीकरण	डॉ. रजनी हारोडे	109
27	प्रसारमाध्यमे, सामाजिक परिवर्तन आणि लिंगभावाचे वास्तव एक समाजशास्त्रीय अभ्यास	डॉ. मोहन नागराळे	112
28	दूरसंचार, प्रसारमाध्यमे आणि समाज	राजू बुरीले	116
29	आजचे युग : प्रसारमाध्यमांचे युग	प्रा. चंद्रशेखर देवघरे	121
30	सामाजिक प्रसारमाध्यमे आणि समाज	डॉ. दीपक पवार	126
31	भारतीय लोकशाही आणि प्रसारमाध्यमे	प्रा. प्रतिभा गडवे (दातीर)	131
32	मराठी साहित्यातील महानुभाव साहित्य प्रवाहात महानुभाव नियतकालिकांचे योगदान	डॉ. पद्मिनी दुरुगकर	136
33	प्रसारमाध्यमांचे बदलते स्वरूप	डॉ. भारती कोरेकर	141
34	प्रसारमाध्यमे आणि समाज	डॉ. साधना मौदेकर	146





Impact of Social Media on Youth : Positive and Negative Aspects

Dr. Vaishali Meshram

Assistant Professor

Department of English

Dr. M. K. Umathe College, Nagpur

drvaishalimeshram@gmail.com

Abstract:

Information technology has become the integral part of our life. It affected not only individuals, communities, business but also the entire nation. The internet has made the world a global village and connected the people all over the world. Internet plays a vital role in education, career, employment, communication, marketing etc. The internet based applications are known as social media. Facebook, WhatsApp, Google+, YouTube, Pinterest, Skype, twitter, Snapchat and Instagram are included in social media. If you are not on any social media platform, you will be left behind and forgotten. Everyone is on social media irrespective of their age and social status and is always in frenzy when it comes to socializing online. As the popularity of social media has spread all over the world, there have been mixed feelings about these networks and how they impact the youth. The present research paper is a noble venture to analyze and evaluate the various positive and negative impacts of social media on youth.

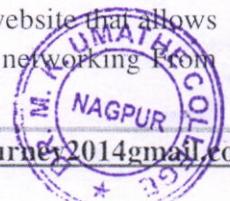
Keywords: Social media, Facebook, Twitter, Internet, Society, Youth, Education.

Introduction:

It is said that need is the mother of all inventions. Curiosity is the inherent tendency of a human being who has always been curious about new things happening around him. The man who was once living in the primitive age has now brought a sea change in the world of information and technology due to his intellect and unending quest for knowledge. In the ancient time people used to travel and spend hours or days together to meet their relatives or send letters. But in today's modern techno savvy world social media networking is the most commonly utilized method of communication and is used by all the age group people belonging to different walks of life. These social media have crossed and demolished all the domestic walls of caste, creed, religion or social status. It has undoubtedly given a new direction, new aspects and completely new perspective to look at the life and society. In today's digital world it is observed that right from the teenagers to old age people i.e. all age group people have been using social media enormously and amongst all these, youth has been severely affected by these social sites. Different surveys have been conducted to study the positive and negative effects of social media on youth and it is observed that around 83% youngsters use social media through mobile day in and day out and get addicted to it. They are so engrossed in their world of illusion that they completely forget the real people and the existing world around them. So in the present paper I have tried to study the impact of social media on today's youth.

What is Social Media?

The word "Social Media" means collection of applications (Facebook, WhatsApp, Google+, YouTube, Pinterest, Skype, twitter, Snapchat or Instagram etc.) and website that allows people to share information and aware people about any event through social networking from





the beginning of the 21st century, social media is in progress and people belonging to different age groups social media. These sites allow us to sign in and create our profile and then connect with the people around the globe. Social media plays a vital role in life. Information Technology (IT) changed the living standard. These sites provide several ways of communication and different opportunities to learn the topics on their own by watching YouTube. The youngsters form and join different groups on Facebook to interact with people and discuss different topics.

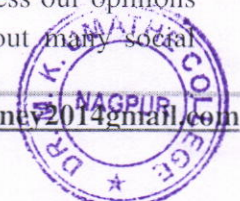
Evolution of Social Media: From Past to Present

Today everyone knows and uses social media. Even the most remote parts of the world have heard about Facebook and WhatsApp, and they probably use it every day too. However, it wasn't like this a decade ago. Very few people had internet access at that time and smartphones were not even introduced in the market. Today, most of us can't live without social media. In fact, we scroll through Facebook, Twitter, Instagram, or Pinterest at least twice or thrice every hour. Most people define social media as the ability to use the internet to share and connect with others instantly. The first social media site was a website called 'Six Degrees' that was launched in 1997. It allowed its users to create a profile and then befriend other users. From Six Degrees, the internet emerged into the era of instant messaging and blogging. As the millennium changed, almost 100 million people had access to the internet. Social media was looked upon as an unusual hobby at that time. Yet, people all across the world began to use chat rooms to make new friends, to date, and to discuss topics with other like-minded people. However, the huge boom of social media was yet to come. LinkedIn was yet another website that was founded in 2002 and was one of the very first social media websites. In 2004, Mark Zuckerberg launched Facebook, which later became a social media giant and boasts over a billion users. In 2006, the popularity of SMS and text messaging inspired Jack Dorsey, Biz Stone, Noah Glass, and Evan Williams to create Twitter. Today, Twitter has a staggering 500 million user-base. Instagram was launched for IOS users in 2010 and for Android users in 2012. Today, it is one of the top-most social media sites for photo sharing. Now in 2019 we have thousands of social media platforms which are not only widely used, but it also became widespread in business. With innovative and exciting technology just around the corner, the further evolution of social media will be interesting to witness.

Impact of Social Media on Society:

Social media has broken down the barriers when it comes to communicating someone and we have multiple options to get in touch with. Social media has also made it easier for us to express ourselves not only to our friends but to the outside world through Facebook, Instagram pictures, YouTube videos, WhatsApp etc. on a massive scale. Before social media, we were unable to share our opinion to the mass and now, the story is different. Within a few minutes, thousands could know about your opinion. Social media has also made it easier for us to track people down. I know what some of my former high school peers are up to even when I have not even been in touch with some of them for years. There are seemingly endless sources we can search to access the information we need to find the people we have to find.

Social media offers the opportunity for people to re-connect with their old friends and acquaintances, make new friends, trade ideas, share content and pictures, and many other activities. Social issues are also being discussed on these sites and we can express our opinions freely and raise our voice and protest. The social sites spread awareness about many social





issues. Undoubtedly social media is changing and will continue to change our society. This change is permanent as the upcoming generation won't even know a world where social media does not exist. This has its advantages and disadvantages, but like everything else, it's up to the user to decide whether social media can enhance their lives or not and this all depends on how they decide to use it.

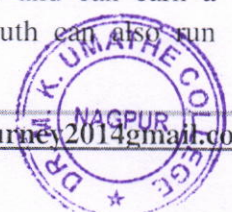
Impact of Social Media on Education:

Nowadays social media has become a new set of cool tools for involving young students whose life revolves around social media only as it is also a medium where students can establish beneficial connections for their glorious future. According to the recent survey conducted in the colleges, it is found that 90% of college students use social networks for communication and quick sharing of information. With the help of social media students can easily communicate or share information quickly with each through various social sites like Facebook, Orkut, WhatsApp and Instagram etc. In education, social media has been used as an innovative way of teaching and learning.

Education institutions have also started adapting these developments into their systems and relying on group resources and mechanisms to improve the student life. The use of social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient. Social networking tools afford students and institutions with multiple opportunities to improve learning methods. Valuable knowledge can be gained through social media such as analytics and insights on various topics or issues for study purposes. The educational platforms like Moodle, Swayam, MOOC and Flipped classrooms are also used for teaching and learning and are very much in vogue. Despite this these social networking sites such as Facebook, WhatsApp and Twitter are gaining popularity due to their attractive features. The young generation is fascinated towards them and distracted themselves from their studies and professions.

Positive Impacts of Social Media on Youth:

- Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments.
- Social media helps youngsters to stay connected with each other. The school mates and colleges move to different cities or countries after finishing school or college.
- It makes youngsters update on the various events happening around the globe and help them to stay connected with their fellow youths and friends.
- It bridges the gap between friends since a person who stays in Africa can network and interact with his or her friend in the United States.
- Useful information can be exchanged over social networking sites. Young people can share ideas, acquire information and also be exposed to many opportunities out there.
- Apart from just socializing, the social networking sites have become frontiers for the corporate world to advertise their goods and services. Therefore, social media offers an array of opportunities for youth. Popular young people can be hired by corporations to be their brand ambassadors online.
- Social media is also serves as a platform to showcase their talents and can earn a considerable amount of money by running podcasts and Vlogs. Youth can also run



businesses through social media by sharing whatever goods and services they offer to friends and in groups for a wider coverage.

- It is a platform where people can express their honest opinions freely.

Negative Impacts of Social Media on Youth:

- Social media reduces the number of face-to-face interactions amongst the youths as they usually spend most of their time on these online social platforms. This social isolation can cause a number of effects such as physical, emotional, mental and psychological issues in these youths. This can in turn lead to depression, anxiety and many other problems.
- It also leads to misspelling of words and misuse of words and tenses through the use of short forms and abbreviations. This has a high negative impact more so on students because it affects their language capabilities directly and this lead to poor grades in languages.
- Social platforms also pose serious health hazards for users. Staring for long at the PC may lead to eye problems. The avid users sit at one place for hours and likely to suffer from obesity and are exposed to obesity-related diseases, such as heart diseases, diabetes, high blood pressure and stroke due to inactivity and lack of movement.
- It exposes young teens below eighteen years to online predators who indulge them into sexual acts such as lesbianism and other general sexual misconducts.
- It also exposes these teens to pornographic content being spread in some the social groups online. This in turn leads to early pregnancies amongst young girls causing them to drop out of school.

Conclusion:

Social networking has been proved to have both positive and negative effects on our youths. They have to decide whether to continue using these sites or stop or else monitor their usage. Parents should guide and advise their children about the usage of social media and make them aware of its negative impacts when misused or overused. The education curriculum also should be revised so that it can include social media studies in its disciplines so as to alert students that they need to be careful in their social media usage.

References:

1. https://en.wikipedia.org/wiki/Social_media#References
2. www.edudemic.com/social-media-education/
3. <https://www.schooliseasy.com/2014/02/social-media-in-theclassroom/>
4. <http://www.edudemic.com/how-students-benefit-from-usingsocialmedia/>
5. <http://blog.hootsuite.com/social-media-for-business/>
6. <http://www.automatedbuildings.com/news/sep11/columns/110826030404mandrusiak.html>
7. http://www.practicalparticipation.co.uk/yes/what/what_does_it_change
8. Impact of Social Media on Adolescent Behavioral Health in California, Source: (Lenhart, 2010) except for Online video sites (Nielsen, 2009) & Online gaming (McAfee, 2010)