

IMPACT OF SOCIAL MEDIA ON THE YOUTH OF PRESENT GENERATION

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ABSTRACT: Social media encompasses all applications, websites, and blogs that allow people all over the world to interact over the internet, chat, and share material, as well as a variety of other features. To become a member of any social media network, a person must first sign up and then sign in to gain access to information as well as share and talk with other users. Facebook, Twitter, WhatsApp, and Snapchat are just a few of the popular and commonly utilised social networking networks. The usage of social media has both beneficial and harmful consequences for today's youngsters. In this article, I want to highlight the effects of social media on this generation's youth in particular. There are both good and bad effects.

Social media has grown in popularity and growth over the last two decades to the point that many scholars are now interested in understanding more about these social platforms and their effects on the community. Despite the fact that practically everyone in the community is linked to at least one social media platform, kids and teens are the most active and enthusiastic users of these platforms, going so far as to socialise while in class or even at church. In this context, experts have discovered that social media sites have a significant influence on the morality, conduct, and even education of our kids in society.

Key Words: Social Media, Youth, New Generation

INTRODUCTION

The beneficial effects of social media on today's kids include keeping them up to speed on global events and allowing them to network and stay connected with their peers and friends without having to meet in person. It bridges the distance between friends by allowing someone in Africa, for example, to network and connect with a buddy in the United States. This, in turn, aids in the building of ties, such as those between classmates in high school or college who migrated to various parts of the world after graduation. Additionally, youngsters may build pages and groups on social media platforms based on their careers, faith, and other aspects of their life, which leads to additional connections and chances for their specific disciplines. This may even result in the creation of new job prospects for jobless teenagers. According to the numerous interviews conducted on a regular basis, adolescents claim that social media platforms make their lives more pleasurable, efficient, and simpler, and that it has also become their way of life.

According to a BBC News study, while social networking sites appear to link more people and keep them up to date, they can contribute to social isolation. Because teenagers spend the majority of their time on these online social networks, it limits the quantity of face-to-face encounters. According to a review of several research conducted by various experts, social isolation can create a variety of repercussions in these youngsters, including physical, emotional, mental, and psychological disorders. This can lead to sadness, anxiety, and a variety of other issues. It also leads to misspellings and misuse of words and tenses due to the usage of abbreviations and abbreviated versions. This has a significant detrimental influence, particularly on kids, because it immediately impacts their language ability, resulting in bad language grades.

Media Source of Knowledge

It also exposes young teenagers, say those under the age of eighteen, to internet predators who attempt to entice them into sexual actions such as lesbianism and other forms of sexual misbehaviour. It also exposes young teenagers to pornographic material that is shared in some online social circles. As a result, many girls are forced to drop out of school due to early pregnancies. It can also lead to the transmission of sexually transmitted illnesses like HIV, which can result in the premature death of our youth. These teenagers' morality are also being messed with since they now have access to immoral material and films.

Long periods of time spent conversing on social networking platforms also reduces young productivity. As a result, the kids become less self-sufficient and rely on their parents and relatives for support. Long periods of time spent on social media might be better spent on useful tasks that allow one to earn a job or even obtain an education, such as using online tutorials and research resources. In addition, social media gives an excellent platform for cyber theft and bullying, which enhances the likelihood and instances of identity theft. This poses a lot of concerns to teenagers, since their personal information may be taken because it is stored in places they are unaware of, or whose security is unknown or suspect.

What is Served on Social Media?

Misleading information and news are also encouraged on social media platforms, with the goal of tarnishing other people's names or other organisations of interest, such as political or religious organisations. As a result, there are clashes and animosity between the persons involved, which can lead to divides within tribes or between individuals of various races and tribes. It can also lead to people joining cults and illuminati organisations, which can lead to the murder of individuals in society, particularly loved ones, as a sacrifice to these cults.

Finally, it has been established that social networking has both beneficial and bad consequences on our kids. Individuals must decide whether to continue using the sites or to discontinue or even reduce their use. Parents should counsel and educate their children on contemporary issues such as the use of social media, as well as warn them about the dangers of misusing or overusing it. The education curriculum should also be changed to incorporate social media studies as one of its subjects, so that students are aware of the importance of being cautious when using social media.

Nobody ever imagined that in the future, through social media platforms, people would be able to socialise with the whole globe. Technology has played a significant part in the introduction of platforms that allow users to communicate with individuals they don't know in real life—social media, no question, is growing popularity among the younger generation with each passing day.

NEFARIOUS EFFECTS OF SOCIAL MEDIA

When users grow hooked to social media apps and websites like Facebook, Tinder, Line, WhatsApp, Instagram, and others, they spread a slew of social concerns and serious health symptoms. The following are some important items to be aware of that may have negative consequences on the next generation.

Misinformation:

False news and self-diagnosis of health problems are common on social media, and young users frequently follow bad medical advice. As a result, social media disinformation can lead to dangerous and life-threatening situations.

Health Risks:

Young children are dying as a result of their fascination with the digital world. The sexual material on social messaging applications has an impact on children's cognitive development. More screen time can lead to physical and behavioural problems, and the impact on the eyes in young users is widespread. Late-night use leads to bad sleeping habits, and children and teens gain weight, putting their health at risk.

Advertisement:

We've all seen advertisements on social media platforms like Facebook. It motivates and compels young people to spend more money through advertisements. People' social media accounts were used to gather information about their likes and dislikes, which was then used to design goods that would entice users to buy their items. As a result, adverts that appear on digital media frequently deceive teens.

Cyberbullying:

Every sort of user may be found on social media networks. Cyberbullying occurs from time to time, often among young and naïve social media users. Bullies typically send out frightening and threatening messages to teenagers, causing emotional pain and, in some cases, young suicide. According to some news sources, about 49.5 percent of kids have been bullied online, and 33.7 percent have bullied others online.

Encourage young people to engage in criminal activity:

Some hate organisations use social media platforms to plan and distribute misleading and easily accessible information. The majority of criminals utilise social media technologies to perpetrate crimes like abduction by gathering detailed information about any young teens or children and then demanding a ransom. The absence of privacy on young users' social media accounts causes them troubles. Almost 63 percent reveal their school's name, and 18 percent publish contact information without a privacy setting.

A complete waste of time:

Because of their addiction to the digital world, young users spend most of their time on social media and do not care to finish their schoolwork, and their grades have suffered as a result. Students need to do well in school, yet often squander time on social media by scrolling up and down on their pages.

What can we do to protect the young generation from the bad impacts of social media?

When parents learn about the dangers of social media, they are usually terrified. They should put their anxieties to rest by installing spy software on their children's digital gadgets, which will allow them to monitor all of their children's actions as well as the top instant messaging apps they use on their devices with a complete time stamp.

Positive Impact of Social Media on Youth

1. It allows them to stay in touch with their pals even if they are unable to meet them as often as they would want.
 2. Social media keeps you informed about critical events taking on across the world, as well as in your own neighbourhood. Knowing everything with a single click of your finger is a huge advantage.
 3. The youngsters have the ideal setting in which to express themselves in ways that they would not be permitted to do in public. This is something that makes young people feel better about themselves and gives them a sense of belonging in society.
 4. It aids in the development of social skills, and the greatest part is that it may lead to the formation of a lot of friendships. Youths like making new acquaintances and learning as much as they can about others. All of this is feasible because to social media.
 5. Another intriguing effect of social media on kids is that interacting with friends via social media is more enjoyable than chatting to them face to face.
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Social Media's Harmful Effects on Youth

1. People of today's age place such a high value on social media that it has become a priority for them. They are addicted to social networking sites and neglect all of the important things in their lives, such as family, sports, and school.
2. We can only see the virtual aspect of a person on social media sites. This implies that we can only see the aspect that they want us to see. Many people strive to project an image of themselves to others that they are not.
3. Bullying is a common practise among teenagers, which is acceptable to some level. When it comes to cyberbullying, though, it has a significant impact on the other peer because it may appear on anyone's newsfeed and spread quickly. Such events can sometimes lead to sadness and suicide ideation.
4. Some young individuals are highly susceptible to being affected. They may feel compelled to alter their physical appearance and compare themselves to everyone they encounter on social media.
5. In social media, there is a lot of temptation. It may become an addiction for teenagers and cause them to get distracted.

Conclusions:

Without a question, social media has both beneficial and harmful aspects, but users must exercise caution when utilising it. Parents should teach their young children and teenagers about the use of social media. So, using Social Media in a constructive and productive manner is something that youngsters should do since the benefits are limitless if they do so. According to data, the average amount of time spent on social media platforms in a single day is around 1.72 hours. Within a week, young teens spend more than 27 hours on social media websites and instant messaging apps. Smartphones, which are smart minicomputers in the form of smartphones, play an equal part in spending time on social media since they give youthful users with instant access to social media via the Wi-Fi network. Without a question, the digital world benefits mankind, but it is also tremendously harmful to the younger generation. Young people are unaware of the dangers of social networking.

In today's world, we are pressed in ten different ways when it comes to our views and thoughts. Are we able to think for ourselves, or are we so influenced by external factors that we believe whatever we see on the internet? In many situations, it is evident that social media has become more than just a part of people's lives; it has become the centre of their life. Every two minutes, we witness individuals checking their iPhones for the newest tweet or status update. It's critical, but tough, to maintain the mindset that these sites may be beneficial, but they're not lives. Andrew Keen is well-known for his

anti-social-networking stance. He believes that the Internet should be more "user-friendly." He makes some strong statements that we should think about.

This study relates to concepts and material that we have discussed in class. We've been concentrating on different nations, locales, and places in class. We've spoken about how developed these places are in these issues. Because so many nations utilise these media, and they all have comparable impacts, I wanted to incorporate my study on social media effects into this class. Individuals might live in different countries yet still communicate with one another via social media. Although some nations have more usage than others, almost everyone uses social media, and it affects everyone in the same manner.

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