

Necessity to Ring the Warning Bell for the Usage of Social Media by Adolescents Who Were In the Period of Storm and Stress

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Abstract: The main objective of this study is to reveal the harmness behind the screen of social media which get tremendous growth in these recent days especially among youngsters. This study emphasis the benefits attached with the Usage of social media but to a limited extent. It also offer some valuable suggestions like modifying the family and learning environment, offering responsibility to adolescents to change their behaviour and attitude to fruitful tasks, controlling the entertainment activities in computer screen and make them to engage in physical sports activities to improve their both physical and mental health. It is essential to ring the warning bell to adolescents who were in the period of storm and stress and unable to recognize good and bad things because they would pay attention to their personality and began to trust the words of their peers. The youngsters are the pillars of our future nation as the future society which creates a background of the study to reveal the dangerous scenoario behind the screen of social media at this moment to protect our nation.

Keywords: Social media, benefits reaped by using social media, harmful effects on using social media, social media addiction symptoms, protective measures.

1. INTRODUCTION

Social networking is the new born and growing kid in the field of technology. Social media has brought people from different cultures together in the “global village”. Social media network becomes an inevitable part of everyone’s life. Large numbers of individuals wakes-up every morning and check their social accounts instead of reading the newspaper. The interesting element is that most of the social networking activities happen between 6 pm and 10 pm. The concept of Social Media is top of the agenda for many business executives today. Technology becomes the key driver of businesses, where mobile phone and social media emerged as an ideal forum to get connected with consumers. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter. Social media platforms like SMS, MMS, IVR, USSD, OBD, web, email, WAP,apps and in-app push notifications are used not only for entertainment but also used for making purchases, utility services and sharing feedback in short, quick, easy and it serves as a convenient gateway for customer-service. Data is king where mobile and social media are enablers. Information on Technology is playing a vital role which makes social media network to explain the demand side of the consumer. The mobile and internet of things would talk about the role of organization and its work systems how it would satisfy the demand side of the customer through its products and services. Social networking web sites are helping business to advertise, helping education by allowing teachers and coaches to post school projects, club meeting time and homework on these sites. Social networking web sites help for the advancements in science and medicine. It enables job hunting and helps the people to stay in touch with friends. There is no doubt these social networking sites provides employment, marketing, personal growth, sharing of information, and entertainment.

The most popular five social networks in India are Orkut, facebook, linkedin, ibibo and twitter. LinkedIn is used mainly for hiring and professional networking purpose. Ibibo, an Indian social network focuses on social gaming and serves as an e-commerce platform. The fastest growing network twitter is also gaining its popularity in India.

2. BENEFITS OF SOCIAL NETWORKING

The benefits of social networking sites are discussed below:

- * Social network media spread information faster than other media.
- * Professionals of law enforcement department use social networking sites to catch and prosecute criminals.
- * School students use social networking sites to discuss educational topics and school assignments. Social networking platforms are useful to do better at school.
- * Social networking enables the people to improve their relationship and make new friends. Social networking sites make the people to stay in touch with friends, relatives and the relationship can be improved through online communication.
- * Many social media sites are dominated by women. 72% of Pinterest users, 58% of Facebook users, 62% of MySpace users, 60% of Yelp users and 53% of Instagram users are women. Business women use Twitter chats to support each other, give and receive peer knowledge, and have guest "speakers" to share expert knowledge.
- * Social media sites help the employer to recruit employees and enable the people to seek jobs.
- * Social networking sites facilitate face to face interaction and increase voter participation.
- * Social media increases its revenue which is good for the economy.
- * Social networking sites enable the older people to feel get connected to the society though making online relationship with friends, relatives and others.
- * Public health and safety information can be easily and quickly disseminated through social media and enable the people to acquire safety.
- * Crowd sourcing and crowd funding enable the people to accomplish a goal easily.
- * Social media networking research is very useful to academic researchers to share the photos, providing status updates and collaborating with distant members, making the research process as well as the results more transparent and which can be easily accessed by general public.
- * Corporations and small business firm's uses social media to benefit themselves and consumers by making visibility of their products and services.
- * Social media offers a platform for teachers to make collaboration with other teachers and communication with students in the learning environment.
- * Social networking sites offer a way for the musicians and artists to build audience, though they do not have corporate contract.
- * Colleges and Universities use social media to recruit and retain students.

3. STATISTICS REGARDING SOCIAL MEDIA USAGE IN INDIA

The Statistical data regarding the Usage of social media in India has been mentioned below:

Social media network access and usage in the world has been multiplying year by year, with approximately 1.22 billion users in 2011, 1.37 billion in 2012, 1.73 billion in 2013 and increased to 1.97 billion users in 2014. Thus there is an upward trend in the number of people moving along with this digital age and Such a rapid growth has been interacted with people's needs and motivation.

The numbers of internet users in India are 243.2 million users. Internet penetration is 19% in India. The average time spent on internet per day is 5 hours out of which 40% would be spent on social media networks. Social media in India reaches out to 60 per cent of the online Indian audience.

The number of active social media users is 106 million. The mobile social media users contribute 92 million and the social media penetration in India is 8%.

The highest number of active users is between the age group 15 -24. They are mostly graduates who are looking for a Job or planning further studies. Gender ratio of social media Usage between male and female is 80:20. Social media Usage is popular among male than female in India.

The highest social media traffic would be in Mumbai, but 60% of the social media networking traffic come from non – metro cities.

The most popular five social media networks used in India are Orkut,facebook,linkedin,ibibo and twitter. Orkut was popular in urban areas. Facebook and Orkut, together cater to about 90 per cent of the users in the social media space.

Facebook is the only social network in India which has a tremendous growth, almost by doubling its users in the last 6 months. India ranks second in the world on facebook Usage with 1.31 billion users and 100 million active users. 35 % of internet users get signed in facebook atleast once in a month. The time spent by Indian audience in facebook is to share photos and for interactive and gaming purpose.

India occupies second place in LinkedIn and third place in the Usage of twitter all over the world. The average number of tweets are 190 per day.The age group of linkedin active users are between 25 and 34.

The maximum users of social media whose income group could be ‘less than 2 lakhs p.a.’ because social networks are primarily driven by the youth category

India is one of the biggest markets for whatsapp with 70 million users.

Majority of journalists in India uses facebook and twitter as news sources. They use social media network to share link and to disseminate their work.

Introverted adolescents can actually gain social skills by using social media. Because the shy individuals may feel safer behind a computer screen and share their ideas .

It was bad to hear that the majority of social networking users are under the age of 30 and majority of them were adolescents. The social networking platforms like facebook, whatsapp, twitter, linkedin etc are used mostly by teenagers and young adults. It is definite that there would be one out of five in a team would be a member in social network as the number of facebook users were 1.31 billion in India. Though Social networking becoming popular and most frequently used by youngsters, email which has its existence for the past three decades would not get its growth diminished as email serves as the gateway for any online activity. It is essential to address how social networking would adversely affect the life of youngsters and spoil their mental health at this stage.

The technology was powerful and made the member of the human to be digitally dependent. There will be no independence and human race become mindless .It is also no doubt that the money would be digital in 2023. Hence the awareness of Usage of social media must be created at this moment to protect the life of young livelihood who would be the pillars of our nation.

4. HARMFUL EFFECTS AND THE DOWNSIDE OF SOCIAL MEDIA

The arguments in favour of why we should not be in social media and the cautions to be known about the Usage of social media are as follows:

SOCIAL MEDIA MAKE US ADDICTIVE:

Spending countless hours on the social sites can divert the focus and attention from a particular task. It lowers the motivational level of the people, especially of the teenagers and students. They mainly rely on technology and the internet instead of learning the practical knowledge and expertise of the everyday life. Stressful events and family dissatisfaction make the youngsters to get addict to the internet as a relief factor.

PRIVACY AT RISK:

The most important issue was privacy. The lack of physical interaction provides a false sense of security. Sharing too much information on social networking site would make the personal safety at risk. Internet is not the secured platform to share our personal data. Internet can be used to explore our knowledge but it would not be safe to reveal our identity.

Social networking sites enable sexting which can lead to criminal charges and the unexpected proliferation of personal images. The images posted to social media were stolen by pornography websites and distributed to the general public without the subject's knowledge.

ROLE OF CYBERBULLIES:

Another potential downside of social networking sites is that they allow others to know a person's contact information, interests, habits, and whereabouts. If the user shares too much information which may pose threats to them. Though tight security settings are made available, sometimes the personal information may leak on the social sites. Downloading our videos or pictures and copying our status is an easy task and can be done within few clicks. Cyberbullying is one of the major problems which cannot be stopped easily as it was performed behind the screen.

IMPACT ON SOCIETY:

Another great issue of concern with social networking web sites is that of child safety. Research has shown that almost three out of every four teenagers who use social networking web sites are at risk due to their lack of using online safety. Most of the web sites have an age requirement to access but it is easily bypassed by the lying about of one's age. Kids can be greatly affected by these social networking sites if they are allowed to use them. The reason is that sometimes people share photos on social media that contains violence and sex, which can damage the behaviour of kids and teenagers. It would put negative impact on overall society as these kids and teenagers involve themselves in crime related activities. Social networking sites facilitate cyberbullying. Adults can also be the victims of cyberbullying as social, familial or workplace aggression being displayed on social media.

PROFESSIONAL VS PERSONAL:

Many people lose their jobs because of the disclosure of official things and comments on social networking platform. Social media can harm employees productivity. Unauthorized sharing on social networking sites exposes artists to copyright infringement, loss of intellectual property, and loss of income.

UNFRUITFUL TASK:

It can also be a waste of time as people can visit a site to check on thing but end up spending the whole day 'behind the screen' and as a result, not doing anything useful with their lives.

PSYCHOLOGICAL EFFECTS:

The Usage of social media affects the mental health as well as behaviour are discussed below :

- It makes the people addictive and spoil their mental health.
- It enables the user to compare their lives with others and feel them dissatisfied if they were not like them.
- The users become restless if they do not receive social networking sites
- Social media give rise to cyberbullying
- Social media glamorizes drug and alcohol use and made the teenagers to use.
- It was found that social media users become unhappy and discontented.
- Social media can lead to fear of missing out. Fear of missing out is a phenomenon that occurs when the user feel pressure to do what everyone is doing, attend every event, and share every life experience. It can evoke anxiety and make them feel urge to make response rapidly to retain their peers.
- Creativity and smartness get affected by the Usage of social media like Pinterest, facebook, twitter,etc.
- Social media often leads to multitasking. It would divert the users' attention and they would be unable to perform two things at a time. Multitasking causes our brain to quickly switch from one task to another. This hinders information processing and productivity.
- Social media users feel less confident as they compared their growth with the achievements of others.
- Some people felt difficulty in sleeping after accessing these social networking sites.
- The other consequences of social networking media Usage are mentioned below:

- Social media enables the spread of unreliable and false information.
- Social networking sites lack privacy and expose users to government and corporate intrusions.
- Students who are using social media heavily had acquired lower grade in their education. Social media affects the education of young children.
- Social networking sites can lead to stress and offline relationship problems.
- Social networking sites entice people to waste of time.
- The Usage of social media can harm job stability and employment prospects.
- The use of social networking sites is correlated with personality and brain disorders such as the inability to have in – person conversations, a need for instant gratification, ADHD and self-centered personalities as well as addictive behaviours. Pathological internet use may cause the people to feel loneliness, depression, anxiety and general distress.
- Social media causes people to spent less time in face to face conversation.
- Criminal or violent groups use the sites to recruit younger members, coordinate violent crimes and threaten other gangs. Offline crime like home robberies may result from posting personal information such as vacation plans etc .Criminals use social media to commit and promote crimes.
- Social media can endanger the military people and journalists by gathering information about whereabouts and their operations.
- Social networking can exacerbate feelings of disconnect and make children at higher risk for depression, low self-esteem, and eating disorders. People who use social networking sites are prone to social isolation.
- Social networking sites encourage amateur advice and self-diagnosis for health problems which can lead to harmful or life-threatening results. Social media may pose a hazard to vulnerable people through the formation and influence of 'extreme communities'—online groups that promote and provide support for beliefs and behaviors normally unacceptable by the social mainstream such as anorexia, suicide, and deliberate amputation.
- Children may endanger themselves by not understanding the public and viral nature of social networking sites.
- Social media enabling cheating on school assignments.
- Social networking sites' advertising practices may constitute an invasion of privacy. From social media sites, simple algorithms can determine where you live, sexual orientation, personality traits, signs of depression, and other matters among other information, even if users put none of those data on their social networking profiles.
- Social media can facilitate inappropriate student-teacher relationships.
- It is important to note that Social media posts cannot be completely deleted and all information posted can have unintended consequences.

Social networking site users are vulnerable to security attacks such as hacking, identity theft, and viruses. Social networks do not scan messages for viruses or phishing scams, leading to large-scale problems like the 2012 virus Steckt. 68% of social media users share their birth date publicly, 63% share their high school name, 18% share their phone number, 12% share a pet's name; each of those pieces of information is frequently used for account security verification and can be used for identity theft.

5. BAD EFFECTS ON KIDS AND TEENAGERS

For kids and teens, this addiction could disrupt other worthwhile activities like concentrating in schoolwork, reading or engaging in sports.

Children would have poor attention span due to social media addiction. Social networking is affecting kids' comprehension levels. Because if kids communicate primarily through the screen they do not learn the subtleties of real life communication - such as body language, tone of voice, and subconsciously sensing the molecules that other people release. Social networking makes kids more self-centered.

There are no spelling and grammar rules in social network communication.

Social networking communication with misspellings and lack of grammar would get entered through student's school writings.

Screen relationships detract from spending time in real life relationships.

Social networks are fertile grounds for bad influencers and anonymous venoms and hunting grounds for deviants and other predators. For children who crave attention, Facebook and other social network becomes a venue for them to act out.

6. PURPOSE OF USING SOCIAL MEDIA

One of the main reasons for using social media is self distraction and boredom relief as it delivers a reinforcement everytime the user logs in. The most **interesting fact is that the researchers found that people who are more anxious and socially insecure are more likely to use the social networking site.** It is found that many users who are addicted to Facebook use the site as a way of gaining attention and boosting their self-esteem.

7. RECOGNIZING COMPUTER ADDICTION SYMPTOMS IN ADOLESCENTS

The symptoms of internet addiction include the following factors:

- The children would be unable to control their behaviour.
- There will be a heightened sense of euphoria while involved in computer and Internet activities
- They would neglect friends and family members
- They would be ready to avoid sleep in order to stay online
- They may be dishonest with others
- They would have feelings like guilty, ashamed, anxious, or depressed as a result of online behavior
- Physical changes such as weight gain or loss, backaches, headaches, or carpal tunnel syndrome is possible
- They would not show interest in participating other pleasurable activities
- The children is said to be suffered by social media addiction, if any of the symptoms occurs. It is necessary to help them to overcome this hazard through proper support.

8. PROTECTIVE MEASURES TO PREVENT YOUNGSTERS FROM SOCIAL MEDIA ADDICTION

It is not possible to stop online activities immediately. But it can be reduced to a greater extent and make the people to utilize them for fruitful activities. The preventive measures to be followed to safeguard the life of youngsters are mentioned below:

Family play a vital role in safeguarding the youngsters from harms by making them feels cared and loved by their parents. It is essential to spend the time with their children to make them feel supported in every aspect of life. The adolescents would not search for love, care, reinforcement, etc from outside environment if it is provided by parents and learning environment.

We should make adolescents to feel they have connected to school by offering various leading tasks and responsibilities. This would make them busy with their duties and improve their mental health.

It is essential to prevent the use of cigarette, alcohol, marijuana etc by youngsters. Sometimes these factors make the young people to involve in violent activities and make them addicted to social media.

The most important factor is that the educational institution which may be a school or college or any other institution must foster an atmosphere in which students feel fairly treated, close to each other and be a part of the institution.

Adolescents' attitudes, beliefs and past experiences have their important effects on their emotional health and on the choices they make about getting involved in risky behaviours. The young people should be encouraged to increase their self esteem in order to protect them from emotional stress which in turn safeguards their life.

Internet access should be allowed under the parental control and for limited hours to prevent them from addiction.

The parents and family members should spend precious time with their children and make them to feel good companionship with them.

Children should be made to have more real time communication than social networking communication which is essential to survive in the world.

The parents should not make advice to stop online activities to their children. Instead they should discover the children's interest and make effort to nurture it through moral support. Example: sports, playing a musical instrument, writing, craft work, etc .

The darker side of social networking like cyber bullying, stalking, sharing inappropriate materials must be explained clearly to the children with supporting facts and make them to use social media networking for their future growth.

The computer should be placed in the position where the parent would ever pass-by. The parent should monitor the activities of children on computer as well as mobile phone. The Children whose parents monitor their media exposure are at lower risk of substance use.

The parents should make conversation with their children about the media message and enable them to realize the wrong one with necessary facts which may hinder junk of children to harmful things.

9. CONCLUSION

Though, there are some drawbacks associated with the social media, but its positive effects always outweigh the downsides of social media. However, no one can underestimate the role it has played in the way people can share and communicate with each other. It has removed many barriers in communication and gets the world connected, make the people to stay in touch with friends, family members and other. It is a good platform to post our ideas and get the opinion of others. But the Usage of social media should be limited to an extent and it must be used to explore the knowledge.

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