

The Impact of Social Networking Media on Students and Teenagers of Punjab

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Abstract – Over the recent years, Social Network Media have enhanced generally throughout the world and are utilized by diverse users for various reasons and purposes. India is on second rank in terms of number of internet users in the world, with a versatile social and mobile audience. Student squander more time on social media than they do utilizing personnel email. The impact of social media websites can be great on students but if we have a thorough look on the genuine impact of social media. Today it is demolishing the career and potential of students. Today almost 8 billion individual users across the world have their profiles in social networking Sites. Everything looks very pleasant when you create a profile on social networking websites, but how you feel when someone starts blackmailing utilizing your own personal information. The social media websites are www.twitter.com, www.linkedin.com and www.facebook.com and so on are constantly diverting students from their studies. The primary focus of teenager students should be education however shockingly the present day students are emphasizing on these sites which can be a entire wastage of time. It has turned into an addiction for teenagers, college students and adults also. In this paper we are trying to presents impact of social media on Indian education especially considering the case of students of Punjab and impact on teenager's life, further it depicts how social networking websites are unsafe and dangerous for Indian youth and adolescents.

Keywords: Social Media, Education, Punjab, Facebook, Twitter, Students, Impacts of Social Networking Sites(SNS).

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I. INTRODUCTION

Social Media is a compelling instrument for communication, similar to a newspaper or a radio. These days Internet is almost necessary and important part of life from shopping to E-mails and education. Social media encompass a very large community, that is utilizing internet for training and education but unfortunately we have likewise an extremely huge number of individuals including lion's share of youth and teenager utilizing Internet just for their social media presence. Internet is exceptionally large evolution of technology yet when we talk about the social networking, its evolution and impacts on our daily life are exceptionally high. On account of the development of social media, young fellows and women now exchange ideas, feelings, personal information, pictures and videos at a really bewildering rate. Approximately 200 million of wired Indian youngsters and students currently utilize social networking websites (As per The Telecom Regulatory Authority of India (TRAI)). It is exceedingly risky for youth and become awfully common and widespread over the most recent years.

In any case, on daily basis, numerous students are spending incalculable hours drenched in social

media websites. The basic phenomenon of social media sites is very straightforward, it is an internet based facility which enables individual user to construct a profile character and produce subjective affiliations and connections among himself and various other friends and be in touch with them. These social websites are fueled by numerous global organizations because these sites are visited by a large number of people consequently organizations can get benefit of advertisements and promotion, this is the manner by which social networks are get paid; anyone can enroll himself free of cost in these social networking websites like www.facebook.com, www.linkedin.com and www.twitter.com and so on. Peoples are getting connected with one another after registration and then they can post information which can include useful articles, personal information, fake news, fake videos and different things including pictures and so forth. Through social networking, individuals can utilize networks of online friends and group memberships to stay in contact with current companions, reconnect with old friends or make genuine friendships through similar interests or groups. Other than setting up essential important social relationships, the members of these sites can

share their interests with other likeminded individuals by joining groups, forums and discussions.

Some social media sites also enable individuals to find a job or build up business contacts. Most of the social media websites also offer various other additional features. In addition to posting on blogs and various forums, members can also express themselves by designing their profile page to mirror their personality. The most well known additional highlights incorporate music and video sections. The video section can incorporate everything from member generated videos on hundreds of subjects to TV clips and even movie trailers like as in YouTube.

II. ARCHIVES OF SOCIAL NETWORKING MEDIA

In the mid of 1990's various social media websites started to shape with Web 2.0 technology that included www.Classmates.com in 1995 concentrating on ties with previous classmates, and www.SixDegrees.com in 1997 concentrating on indirect ties. Individual's profiles can be created, messages can be sent to a friend's list and other members can be discovered from their profiles. These websites were simply non profitable and ultimately close down due to lesser features. In 2003 another face of social networking websites like www.linkedin.com and www.myspace.com started reportedly getting more site hits as compared to Google, with Facebook, as a contender, rapidly growing in size. In 2005, www.Facebook.com started permitting remotely-developed add-on applications, and a few applications empowered the creation of a user's own social network - thus connecting social networks and social networking. Also www.orkut.com was quietly launched on January 22, 2004 by Google, the web crawler company which is presently quite popular in India, U.S.A and other countries.

III. RESEARCH APPROACH

Whenever we discuss about the law and jurisdiction about social media unfortunately, we don't have any law for Social media in India, as it is international law that user must be minimum 18 years older to register yourself in any online networking website. We don't have any expert or mechanism to check the user details whether he/she is below 18 year age or above 18 year age. This research utilizes the technique of Qualitative research through research analysis to assemble a top to bottom understanding of the behavioral changes caused due to the social networking websites. After the survey it has been analyzed that one of extensive number of underage users utilizing online networking sites, one user can have more than one Identity or profile at the same time leading to fake profiles. As indicated by the examination investigation review a very large number of fake profiles exist in social networking websites,

these fake identities carry out various types of violations on social media Networks in which they register themselves as a fake profile on name of another person and transfer of graceless material (Porn or adult videos and pictures) with fake profiles. This is a typical demonstration of infringement.

IV. RESEARCH METHODOLOGY

The research has made utilization of research investigation survey. This Survey was conducted among some arbitrarily selected social networking sites users in India with an age group of 16 to 22 yrs old students or teenagers. The age group 16 to 22 years was chosen since they are the profound user of social networking websites and they are also the premature adopters of advanced Applications of Information technology. Another reason behind picking this age group is that:

- They View world optimistically
- They included with world's outside youth
- Relationships equalize in that
- See all adults as their peers

The studies were finished utilizing web 2.0 service, where the inquiries are disperse through survey's websites, email and some information's were gathered through Interpersonal interview or through telephonic interview also. The information`s were gathered through direct discussion and had face-to-face conversation and interrogating them to know about the influence, behavioral changes caused on them by the social media websites. This research additionally includes the examination of - both participatory and directly methods, where directly examination was finished with family members, relatives, friends, colleagues, associates which help us to know several facts that was related to the analysis research. The second strategy participatory examination was finished by being active member in various social networking websites. While talking about the topics in forums, examination were made that helped in knowing about the information and realities related to the research.

V. DATA INTERPRETATIONS AND ANALYSIS

Table: 1 - Purpose of Internet uses in India

Uses	Percentage %
For E-Mail	18
For Surfing	21.3
For Chatting	32.9
Social Networking	24
Others	3.8
Total	100

The fundamental utilization of Internet is for e-mailing and surfing the web with 18% and 21.3% respectively. Mailing and surfing web are two basic explanations behind utilizing Internet from times of Web 2.0.(Web innovations in 90s). In Indian youth, social media websites are developing to pick up momentum in its popularity and use but have not yet achieved the desires coordinating the worldwide situation. Just 24% respondents reported social networking websites as their main purpose of Internet usage. Alternate responses were buying goods online, downloading content, and reading e-books.

Table: 2 - Membership in various Social Networking Websites

Members of SNS	Percentage %
Yes	98.4
No	1.6
Total	100

An exceptional 98.4% of sample data was member of one or more social networking sites which clearly makes a solid articulation being a member in one or more social media sites among Punjabi youth and teenagers. Breaking the data down further, almost 24% of the respondents were members of www.Linkedin.com and 59% were in www.facebook.com While other sites mentioned were MySpace, Twitter, Indyarocks, Friendster, e buddy and so on.

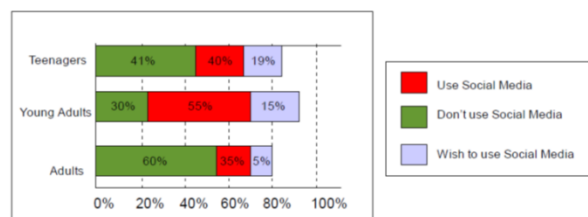
Table: 3 - Usage Timings of Social Networking Sites

Hours	Percentage %
Less than 1 Hr.	48.3
1-2hrs	28.9
3-5	20.5
7-8	2.3
Total	100

In the above sample, hours were spent on various social networking sites was less than 1 hr for 48.3% of the respondents while there were very few(2.3%) respondents using the social networking websites for more than 6 hrs. About 28.9% use it for 1-2 hrs, but albeit comparatively lower percentile of 20.5% uses it for 3-5hrs. Larger part of the sample were exposed to social networking websites for smaller duration due to different reasons like as no Internet connectivity at home, residing at hostel with no Internet arrangements or low level of interest in social networking sites.

As indicated by another survey it has been recorded the proportions of teenage users and students by arranging the users in three classifications one of which is teenagers (12 - 16) second one is youth

grown-ups adults (17 – 21) and the third one is adults (22+) as shown in figure.



As shown in figure it has demonstrated the proportions of teenage and student users with the average of utilizing social networks, not utilizing social networks and wishes to utilize social networks. The average of users those who use social networks are those users which utilize social networks regularly on day to day bases, while those users who wish to use social networks are those who don't have internet or parental consent or some other issue to utilize social networks but they wish to utilize social networks. It has been recorded another community of people those who don't utilize social networks in fact they would prefer not to utilize social networks because they dislike social networks.

VI. IMPACT OF SOCIAL MEDIA ON EDUCATION

Education is important part of individual's life for every students and teenager. Education is more essential than anything. These days students and teenagers take interest for utilizing social media but unfortunately Social media influence the education badly. Above research has determined that over 88% of college students and teenagers utilize social media websites. Information Technology has grown little specialized gadgets however these little specialized gadgets are essentially utilized for accessing social media websites anywhere, these specialized gadgets are iPhones, Tablets, laptops, iPads and even mobile phones also (which support internet). Information Technology is venture towards progression, no doubt but any technology which provides ease of access for social media can be harmful for social media followers. Social Media sites grab the total concentration and attention of the students & teenagers. A social Media site deflects them towards non educational, immoral and unsuitable actions like as useless chatting, time killing by unnecessary searching on internet. The social network site addict becomes a useless node for parents, friends and other associated people. The Social media applications include advertisements, games, Entertainment and other online activities such as online video conferencing, live TV and so on. Social Media Users can utilize these applications free in there gazettes. By watching same display screen for a long time could cause high BP and strain which could be dangerous for education as well as health also.

According to survey students do not take their lunch/supper on time and do not rest on appropriate timings which make an issue for student's attitude with education. When they utilize social networking website they feel like in paradise but this addiction kills their inner self confidence for life time. The obsession of social media are going far from your friends, family, teachers and other associations could be particularly risky for life and education. It changes the psyche of students completely like imagination.

This virtual life of students destroyed his contemplations from education towards other activities and by living inside delusion world student gradually begins to hate educated life and studies. Social Media is the episode of understanding the other users by reviewing their profiles, likes, comments and other activities performed. In this respects opposite gender can be attracted by one another and to discover confidence of any companion all most each and every student spoils weeks and months on eavesdropping. Social networking websites expect a contrary impact on people of every age including teenagers, young adults and adults.

VII. CONCLUSION

The development of social media sites represents an imperative change in Students and teenagers behavior in their life. The social networking websites has turned into an important part of our life today. It could destroyed the future of teenagers and children of Punjab and it had a terrible impact on education as it is contend above. There is no other society or any outsider which could check for what activities are been performed by whom, so it is emphatically recommended to check teenager's activities on social networking websites and don't give them a chance to utilize social networking websites on long term basis. It is likewise a solid proposal for international and Government cyber control to participate and prohibit these social networking websites, other than government and jurisdiction, every parents should closely restrict the use of social networks on their children and secure their future.

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