
Youth and Social Networking Sites

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Abstract

The social networking sites and social media, thus bringing us closer than ever before, have considerably revolutionized the present world. A social networking service offers a stage to make social relations with people from different political, religious cultural, and economic backgrounds. A social networking site besides providing entertainment and knowledge also open boulevard to various employment opportunities and marketing strategies. It promotes thought, suggestion, and impression. Various networking sites such as facebook, twitter, myspace, etc. have increasingly invited world wide scholarly research who are exploring how the power of these sites can act as a mark to educate the youth and enhance their social culture by playing into their identity. Even business groups are exploiting these sites to fabricate their brand image, to understand the new technologies and make fresh corporate dealings. Of late, many government bureaus have switched on to social networking media to generate public opinion and keep them well run on their activities. Several politicians are connecting with the youth to catch the pulse of the nation and gain their confidence.

However, there are issues related to incursion of privacy. In a way, we are ourselves responsible for the infringement of our personal space by exposing intimate details of our lives in order to come in the notice of a few hundred people. My paper will delve into the constructive as well as the destructive facet of the social networking media and the responsibility of the user of these sites.

Keywords: Cyber crime, cyber bully, virtual world, etc.

In today's world social media plays an imperative role in our lives. Over the last few years the acceptance of social networking sites has witnessed a tremendous increase. People across the globe are in love with the idea of communicating with each other through pictures, videos, voice mails, and messages than conversing person to person. These days' people spend hours on popular social media sites like twitter, facebook, instagram, pinterest, etc. this has led to our private space being invaded by social media. It also gives the youth a platform where they can form groups and get absorbed in discussions regarding various topics from various fields. It also gives an occasion to budding businessmen



to promote their business on a large scale. But every coin has its own reverse. So, there are some demerits of using the social networking sites too.

The internet is a podium to connect with new people and in a way a person gets bared to strangers also. One should use social media prudently. There is a huge risk of someone's account being hacked by an anonymous person thereby creating pandemonium in the virtual world by misusing the identity. People often generate bogus profiles of themselves and put display pictures of famous personalities, then hoodwink innocent people into believing that they are trustworthy. This leads to an intensification in crime rates and provides the perverts with an opportunity to hunt for vulnerable victims on the internet for their own benefit. Also, social media conversations today are packed with "haha", "lol", and other exclamations, which embody laughter. These shorthands have become second nature and are frequently employed. Children are lacking bonafide conversation skills, as they are engrossed more in texting rather than oral communication.

There is no denying the fact that social media has revolutionized the world by bringing the people closer but they have to deal with the problems associated with it. So

one should take care of what he is sharing on social networks. Internet has gained recognition because of the liberty to speak and being a social animal by nature a person sees these networking sites as an outlet to interact with people universally. These days many political parties make it mandatory to use social networking sites in order to reach out to constituents like never before. The 2014 Lok Sabha elections were phenomenal. It witnessed the principal change in the politics of India as the entire social media was involved in the campaign. The young politicians are active on these networking sites because they know that is where youth is. Social media is also seen as a tool to win new business these days as the customers are already interacting with various brands through social network.

However, with current increase and wide-ranging adoption of social media, new problems have also come up on the digital panorama. Exposure to pornography is a serious issue, which is affecting children on the internet nowadays. Right from cyber bullying to self-harm and international terrorism the internet has become a breeding ground to a wide range of frightening events. The "Blue Whale Challenge" is the latest social media nightmare, which is gathering a lot of media attention throughout the world although it has been around the shadowy

backstreet of the internet from early 2013. The game might appear harmless at first, but that is where all the innocence comes to an end as participants are psychologically nudged to end their lives. The blue whale game is named after the phenomenon of whales beaching themselves “deliberately” and dying in the course. In this game a participant joins the group, he or she is expected to pass through an everyday routine of tasks for a period of 50 days. The final task is to commit suicide. Once in the game a participant cannot quit as he or she is blackmailed or cyber bullied into completing the game.

Young minds are susceptible and adaptable, and free access to social media is subjecting them to various dangers, resulting in severe behavioural issues and psychological disorders. There is an urgent need in educating a child about the perils associated with using social media and set a fitting boundary to keep a child safe. For students social media provides lots of opportunities for learning and interaction. It helps them in discovering and experiencing the world not only through books and magazines but also by using social media. However, it is also used for spreading anti-social rumours fast. Cyber crime is also rampant across every social network these days. We often hear about celebrity account hacks and security breach of various

companies’ private data. In India every sixth crime is committed through social media. Many cyber laws have been passed in turn to keep a safety check on the growing nuisance in these sites but a lot more needs to be done.

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