

# Impact of Social Media on younger generation

1Dr Manjunath Koliwad, 2Sanjivini Nidavani

1Associate Professor - PG Dept of Management, 2Young Professional - Sanjeevini-KSRLPS

1AIMS IBS Business School Bangalore,

2NRLM Zilla Panchayat Raichur

**Abstract** - Every student's life revolves on social media. Accessing information, providing information, and communicating via social media is frequently easier and more convenient. Tutors and students can communicate with one another and utilize these platforms to improve their learning and teaching. It has made it simple to communicate with our family members, friends, and relatives in real time. People may use social media to post photos and videos as well as connect with their loved ones. This has improved connections and brought families together in ways that were not before conceivable.

**keywords** - Social Media, Youth, Impact, Generation, Younger

## 1. Introduction:

Every student's life revolves on social media. Accessing information, providing information, and communicating via social media is frequently easier and more convenient. Tutors and students can communicate with one another and utilize these platforms to improve their learning and teaching. It has made it simple to communicate with our family members, friends, and relatives in real time. People may use social media to post photos and videos as well as connect with their loved ones. This has improved connections and brought families together in ways that were not before conceivable.

The use of social media in education allows students to obtain more valuable material, interact with learning groups, and access other educational systems that make education easier. Social networking platforms provide students and educational institutions with several chances to improve learning techniques.

Social media has numerous beneficial benefits on education, including improved communication, timely information, online socializing, learning, skill enhancement, and job advancement, among other things. However, the same has certain bad consequences, such as identity theft, cyberbullying, and social isolation.

Academics offer a paradigm for defining social media that includes seven functional social media building blocks: identification, conversations, sharing, presence, connections, reputation, and groups.

## 2. Positive Impact of social media on Younger Generation:

In today's society, we are all aware of the fact that social media is rapidly evolving. The majority of individuals on the planet uses social media. This is very popular among the younger generation. Even if you look at the data, the same scenario will emerge. Every day, social media continues to grow in popularity. The influence of social media on youth may be seen in several aspects of our life.

1. **Improved Communication:** In terms of connecting individuals, social applications play a significant role. It provides a platform for those who are unable to travel and find moving out to meet people difficult. Text messaging are becoming more popular as a speedier and less expensive mode of communication. Many businesses have developed various internet bundles in order to capture customers' attention.
2. **Connect with the Outside World:** If we reside in another country, we may use social media to stay in touch with our friends and family. People who live outside the nation may now communicate with their family and friends more easily. It is the most cost-effective method of staying in touch with everyone at any time. We may utilize social applications to make video calls, send text messages, and share images for a low price.
3. **Useful Information and Educational Purpose:** Students are taking use of social media to seek assistance. Some people seek out fresh ideas, gather knowledge, and devise innovative ways to better their work. Teachers may use social media to explore new ways for teaching kids using diverse approaches.
4. **Increased Skills Possibilities:** Social media has the ability to provide opportunities for users to develop their abilities without having to leave the house. It provides free online courses and seminars. It offers a variety of programmes in which numerous trainers teach various talents such as glass painting, interior decoration, knitting, sewing, cooking, clothing design, jewellery design, mirror work, and so on.
5. **Many people's source of income is Social Media:** For many people, social networking may be a lucrative source of money. It enables users to learn a variety of methods and talents through which they may supplement their income. It's also helpful for physically handicapped people who wish to help their families. Some people may make money by starting their own YouTube channels.
6. **Advancements in Lifestyle and Living Standards:** As a result of social media's increased knowledge, the general public has grown more fashionable and their way of life has improved. Their sense of style has improved, as has

their level of life. Everyone strives to appear smart and fashionable. On social media, people scrutinize others and strive to imitate their lifestyles. The ability to dress and behave has greatly improved.

### 3. Negative Impact of Social Media on Younger Generation:

In both terrible and positive ways, social media has changed our lives. When it comes to negative consequences, youth are the ones who are most affected. There are a number of explanations for the indisputable truth that social media has had several detrimental consequences for our young. Below, we'll delve into more detail on the harmful impacts of social media on youth.

1. **Complex of Superiority and Inferiority:** The routine usage of social gadgets traps children in superiority and even inferiority complexes. Kids may believe that they have greater knowledge and comprehension than others. They don't think anyone is smarter or more capable than they are. As a result, they gain a sense of superiority.
2. **Absence of enthusiasm during family gatherings:** The custom of greeting visitors has almost entirely vanished. It is not uncommon for parents to summon their children from their rooms to welcome or sit with a visitor. They will not come out and will find excuses to avoid meeting. This occurs when children believe that attending family gatherings is a waste of time.
3. **Having a bad attitude towards their parents:** Kids who use social media are offended by their parents and elders because they believe they are unappreciated. In movies, they witness many people insulting and defying elders. As a result, the impression is created in their minds that disobedience and insulting others is not a problem and is rather fashionable. It has now become fashionable to be disrespectful to others, especially to the guardians.
4. **Lack of Academic Interest:** As we can see, students like utilizing various social devices and believe that they are the actual source of happiness and fulfillment. They are continuously on the lookout for new products on the market. The dilemma is how a country can develop if its kids are uninterested in studying. As a result, we may conclude that these devices are ruining our youth's spirit.
5. **Monetary Demand Has Increased:** When students see their classmates living a lavish lifestyle, they strive to achieve the same level of comfort in their own lives. They pester their parents for money and make them feel uncomfortable. They force their parents to arrange money. If their desire for money is not answered, they will sometimes steal from their homes. They are oblivious to the distinction between good and evil, preferring to gratify their own desires.

### 4. Conclusion

People's lives are negatively impacted by their excessive usage of social media and the internet. Addiction, bad effects on family, and degradation of family relationships, physical and mental health has all been linked to the usage of social media. Social networking platforms are quite beneficial. It all relies on how we utilize them, whether to enhance or destroy ourselves. However, because children and teens are readily influenced and impacted by online dangers, their guardians must guide them. Social media usage, on the other hand, may have a bad impact on teenagers, since it can distract them, interrupt their sleep, and expose them to bullying, rumor spreading, false views of other people's lives, and peer pressure. The dangers might be linked to how much time teenagers spend on social media.

### 5. References:

1. Serhiy Kudelia, "The Maidan and Beyond: Yanukovych's House," *Journal of Democracy* 25, no. 3 (July 2014), pp. 52–57.
2. "Hedging their Bets, Ukraine's Oligarchs Sit Above the Fray," by Matt Robinson and Pavel Polityuk. 5 December 2013, Reuters
3. "How Ukrainian Protesters are Using Twitter and Facebook," by Pablo Barberá and Megan MacDuffee Metzger.
4. Male, in his twenties, interviewed on July 14, 2014 in Kiev, Ukraine; Female, in her twenties, interviewed on July 25, 2014 in Kiev, Ukraine.
5. "Transitions from Post-Communism," Michael McFaul, *Journal of Democracy* 16, no. 3 (July 2005)
6. Robinson, L. (2021, October 1). Social Media and Mental Health - HelpGuide.org. HelpGuide.org. <https://www.helpguide.org/articles/mental-health/social-media-and-mental-health.htm>.