



Role of Social Media in Changing Adolescent's Perspective

Shamama Mirza¹, Suburul Hasan² and Shatakshi³

¹Professor, Department of Sociology, Sri J N M P.G. College, Lucknow

²Research Scholar, Department of Sociology, Sri J N M P.G. College, Lucknow.

E-mail: suboorlu21@yahoo.com

³Research Scholar, Department of Sociology, Mahila Mahavidyalaya, Kidwai Nagar, Kanpur

Abstract: Social Media is the media of social interaction. Now a days social media in the form of new media growing day by day. Everyone who uses internet and new media using social media also for connecting to old friends, talking with peers with the help of internet and doing other activities. Adolescence is a transitional period between childhood and adulthood. In this time many changes comes as a form of physical, mental and psychological changes. In this important phase of adolescent life they want to keep in touch of friends instead of family. Social media has an important place in today's adolescents' life, without it they cannot think about their existence. This paper is based on secondary data sources through which we analyze social media's role in adolescent life and the risks and benefits associated with using social media.

Keywords: Social Media, Adolescents, adulthood, Social Interaction

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Introduction

Social Media is the media of social interaction. Now a days social media is growing day by day in the lives of everyone. Social media is a type of new media in which we can talk via messages and through video call to loved ones and do share pictures, videos etc. There are various social media platforms like Facebook, WhatsApp, Twitter, Snapchat, Instagram etc. Since social media is a new field of studies, it's definition is constantly evolving along with its development. The problem with the definition of social media is that it's development is still going on and secondly, social media encompasses very wide aspects. Being based on new technology, it is also changeable. Nevertheless we can define social media as an interactive platform

based on the foundation of web 2.0 through which individuals and communities create and share user-generated content.

Adolescent may be defined as someone between the ages of 10 to 19 (according to World health organization definition). Adolescence is a transitional phase of physical and psychological development that generally occurs during the period from puberty to adulthood. Adolescents are sensitive to rejection and acceptance. They experience strong emotinality and impulsivity. Now a days adolescents are the topic of discussion as we can say hot topic for researchers with respect to social media and uses by them. Adolescence is a age of ups and down, mood swings and physical changes.

Social media is a very important form of new media as it is mostly used by adolescents as it is composed of many elements like blogs, websites, and many more which attracts the adolescents by showing their interest area but its impact according to usage may be positive and negative. Social media is useful and positively impacted when the adolescents use it wisely for helping in studies, to connect with teachers and seniors for asking help in studies. Excessive use of social media negatively influenced their overall performance like lower grade in exams, lack of concentration in studies and headache etc.

Horton (2009) highlighted seven characteristics that emerged from the definitions of social media.

1. Internet based but not in totality as the internet is the organizing agent but communication is personal. Meetup.com, for example, uses the internet to set up local face to face meetings.
2. User- generated and published information- User generation is defined as the user often republishes information they discovered elsewhere.
3. Community Sharing - Posts and comments, file sharing and community of interests.
4. Multimedia - Social media make use of all media forms (audio visual and print media) even haptic communication (mechanical simulation of touch)
5. Collapsed geographically i.e. there is no distance in social media
6. Instantaneous- It takes minimal time to publish anything on social media. On twitter or an internet messaging service, this is possible in seconds. It takes as long as typing or speaking.
7. Incorporate old and new internet technologies - social media incorporate all of the technologies developed over the time spanning from e-mail through forums, instant messaging, file sharing, video transmission and more.

In 2022 survey of 13- to 17 year-olds offers a clue based on about 1,300 responses, the survey found that 35% of adolescent use at least one of five social media platforms more than several times a day. The five social media platforms are: YouTube, TikTok, Facebook, Instagram and Snapchat. Social media doesn't affect all adolescents the same way. Use of social media is linked with healthy and unhealthy effects on mental health. These effects vary from one adolescents to another.

According to American Psychological association recent reports 41 Percentage of teens with the highest social media use who rate their overall mental health as poor or very poor, compared with 23% of those with the lowest use. For example, 10% of the highest use group expressed suicidal intent or self-harm in the past 12 months compared with 5% of the lowest use group, and 17% of the highest users expressed poor body image compared with 6% of the lowest users.

A survey conducted in 2022 revealed that a majority of children aged between 13 and 17 years old in urban India spent more than one hour per day on social media, videos, and games on the Internet, as reported by about 78 percent of parents. Contrariwise, parents who reported that their teenagers hardly spent any time on online media accounted for a mere four percent of respondents during the survey period.

Review of Literature

Kumari Sarita and Krishna Chandra (2022)

In this study author said that Media is having a very vital role in the empowerment of adolescents, but the usage of media by adolescents is social media. Media can disseminate information to adolescents on the issues like employment and job prospects, research, education opportunities, health care, etc. The media should enable the projection of adolescents in a decent and dignified way and promote respect and dignity to adolescents avoiding the negative picture of adolescents. Decent presentations of adolescents must be introduced through social media.

Reid Dana and Paul Weigle (2014)

In this paper the researcher explained that the newer form of communication has many benefits to adolescents and plays important role in their social lives. Despite the numerous benefits of these technologies, there are also many potential risks,

display of risky behaviour, sexting, cyber bullying and internet harrasment etc, that can be detrimental to mental health and well being of adolescents.

Siddiqui and Singh (2016)

In their study the author reveals that false information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.

Singh Madhu and Kumar Deep (2015)

In this study the researcher discussed and revealed that the growing awareness of internet inspired us to investigate the awareness as well as understanding of the usage pattern of internet in the context of adolescents. It is important that parents become aware of the nature of social media sites, given that not all of them are healthy environments for children and adolescents. Engaging in various forms of social media is a routine activity that research has shown to benefit children and adolescents by enhancing communication, social connection, and even technical skills.

Objectives of Study

- To understand the role of social media in adolescent life.
- To study the benefits and risks associated with social media.
- To understand the impact of social media on adolescent.

This study is based on secondary data collected through various sources of evidence in addition to books, journals, websites, and newspaper. It is somewhat descriptive and analytical in nature.

Results and Conclusion

Social media is fastest growing media and have very important place among adolescents as here all things are just away to one click. If they want to see a movie they just type the movie name and movie is here. The role played by social media

in life of adolescents is very incredible as it not just change their thought process but also changing their style of life and mode of thinking and perspectives to think about people and things. As we know that everything has a both aspects positive and negative also in social media use there is both aspects if adolescents use it in right direction it will help in gaining good marks in examination, to keep them up to date, for easy communication and availing right things in just one click. But they use it in wrong direction for example excessively scrolling social media sites and wasting their time on social networking sites gives them nothing but lack of concentration and poor grades in examination and also it effects on mental health also. Parents also keep their children social media activities and should aware about these new media technologies so that they keep an eye on their children internet activities and tell them what is good for them and avoid them from wrong activities. Lastly we just have to understand and literate adolescents about social media so that they could use it for their betterment and Wellbeing . Everything is good if we use it in positive manner.

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