

Addiction of Social Networks in The Indian Youth



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Abstract

The contemporary modern scenario is not favourable from the youth point of view. The modern technology has opened new vistas of learning and knowledge, but it also leads the youth to something that is against the society and culture, and that can spoil the life and career of the youth. The Indian youth has got strayed due to his over involvement in the social sites that keep him engaged the whole day and the whole night without work. It causes an adverse effect on the physical and mental health of the young men and women.

They are in the grip of the social sites to such an extent that they have forgotten themselves, their goals of life, their commitments, family values, socio-cultural values etc. The virtual world comprised of the strangers and unknown people who even cheat the individual often, seems to be real to the youth. All isolated the youth is nearer to them than his own family members, neighbourhood friends and kinsmen.

The youth needs a therapy that can bring back to the family-system, kinship and culture. The overuse of social sites that are easily accessible for him, are having an adverse effect on his mentality, physical and mental health, and entire life. They are leading him to various forms of crime and violence. Cyber crime is one of them which is committed as a result of the use of the social sites.

The modern communication technology that facilitates the easy and accessible use of the social sites, is good if it is used for the good purposes that link the individual with employment, career, life-values, but the trend says that it is being used for unnecessary and undesired things as a result of which, there is now a high risk to the Indian culture.

The research paper throws ample light on the excessive use of the social sites by the Indian youth and its negative impact on the personality, family, community, culture and society at large.

Keywords: Addiction, Social Networks, Youth, Websites, Face Book, Whatsapp, Search Engines.

Introduction

The addiction of the youth to the social sites is at the peak today, and it needs some immediate solution in the interest of the youth development. The virtual world of social media and the Internet is making youth a victim of loneliness. A survey by the Common Sense Media, an independent organization in the US, showed that teenagers aged 13 to 17 prefer to communicate through social media and video chat rather than directly meeting close friends. The following facts are helpful in understanding the problem-

Scary Facts about the Overuse of Social Sites

1. 35% teenagers like to meet friends only through video message
2. 40% of adolescents admitted that they could not meet friends due to social media
3. 66% of teenagers prefer text chat to text message
4. 89% of teenagers said they had their own smart phone

Website Facts

1. 63% of teens use Snapchat
2. 61% want to have an obsession with Instagram
3. 43% of teens use Facebook

Online addiction

1. 81% of teenagers said that online exchange is an essential part of life
2. 32% of teenagers said that they cannot live without phone and video call
3. 54% only use social media to grab others' attention

Effect on thinking ability

1. Internet addiction can negatively affect the brain development of teenagers.
2. Teenagers living in the virtual world constantly get away from the real world. This can make them victims of despair, frustration and depression.
3. Use of smartphones for hours can cause insomnia, due to which many physical and mental illnesses can flourish.
4. Most teenagers and children spend more time on the internet hiding from parents, so they may have a tendency to lie

The youngsters may not be able to achieve anything from social media, but there is no doubt that they are suffering from its side effects which are misleading them. It is beyond the thinking of the common man what adverse effects they are causing to the youth in general including the Indian youth that is on the track of addiction to them that forces him to keep awake the whole night just for the sake of connectivity to the people who are active on such sites.

The girls too have started developing an addiction to the various social sites. These social sites force them to tell lies, cheat the parents and others, withdraw from the commitments, and to be disloyal to the parents, family members, husbands, sons and others in the society. They are crossing the threshold of the houses to make their dreams come true by becoming rich overnight. There are cases that reveal that the addiction of the social sites is increasing day by day, and that it is coming into effect,

The young are destroying their lives by getting addicted to social sites. If the children have come to school, then their only goal should be to study. Parents should also keep a close watch on every activity of their children. They should make children feel good and bad. They should explain to them that all kinds of good and bad information are available on social media, but we have to collect good and self-updated information. It is the duty of parents to monitor what their children are watching on social media.

For the parents, it is possible to understand the children's involvement in social sites by looking at their behavior. Youth who have ventured into the world of crime are also resorting to social media. Some gangsters keep updating their status on social media and some even threaten their enemies.

To everyone's surprise, the police is not able to stop such activities. It is important that his cybercrime cell be stronger. Along with this, the younger generation also has to understand that as long as any technique is used positively, it is a boon, but, on the contrary, if it is used negatively then it becomes a curse. Therefore, social media should be used in a positive way, consciously. There is an immediate need to find some ways that can be helpful in withdrawing the strayed youth from the addiction to the social sites.

Objectives of the Study

1. To have a deep understanding of the youth in general

2. To develop an understanding of the modern youth
3. To explore the impact of modernization of youth in India
4. To concentrate on the modern communication technology on the Indian youth
5. To go into the depth of the social network and social sites
6. To serve the functions of the various search engines
7. To highlight the hypnotizing effect of the social sites on the youth
8. To explore the causes that force the youth to succumb to the social sites
9. To find out the positive and negative impact of the social sites on the youth
10. To interpret in detail the growing addiction of the social sites on the Indian youth

Review of Literature

Shivani Arora & Daniel Okunbor (2015), on Social Networking Addiction: Are the youth of India and United States Addicted, discussed that Social Networking is the mainstay that aided the survival of internet during the turbulent times of E-commerce. Internet users stayed glued to social networking websites especially Facebook, which started advertising to them and hence they started buying. The extent of its growth makes it an interesting and unexplored area of research. The advantages it provides are immense and hence it has penetrated into our daily lives, but there's a flip side to it? excessive usage per day; inferiority complex creeping in, when the happening lives of friends and family are portrayed on Facebook, feeling lonely has been cited as a reason leading to the increased use of SN websites, causing more loneliness as the end product; addiction arising out of pleasure, etc.

Kavita (2015), in The Influence of Social Media on Indian Students and Teenagers, found that In the last few years, Social Network Media have spread widely all over the world and are used by various users for several reasons and purpose. India is the third biggest country in terms of internet users in the world, with a high social and mobile audience .student spend more time on social media than they do do using personnel email. The influence of social websites can be good on students but if we have a closer look on the real impact of social media. Today it is ruining the carrier and future of students. Today 2.5 billion people across the world have their profiles in social networking Media. Everything looks nice when you create a profile on social Media websites, but how you feel when hackers start blackmailing using your personal information. The social media websites are www.linkedin.com, www.facebook.com, www.twitter.com and www.orkut.com etc. are continuously distracting students from their studies. The main focus of students should be education but unfortunately today's students are emphasizing on such sites which can be a complete wastage of time. It has become an addiction for college students, teenagers and adults also. This paper presents impact of social media on Indian education, students and impact on teenager's life, further it describes how

social media networking websites are auditory and dangerous for Indian youth and teenagers.

Sampathirao Prabhakararao (2016), in *Overuse of Social Media Affects the Mental Health of Adolescents and Early Youth*, found that social media besides being educative role, it increases connections and communications. If used properly, it also builds bridges over barriers and strengthens relationships. It encourages community participation and boosts ones confidence. Blogging can be therapeutic for who are confused, down, or need to vent frustrations. It unleashes one's own potential and helps to find an identity for his/her talent. Negative correlates of social media include, behavioural addiction, the decrease in real life social community participation and academic achievement, as well as relationship problems. Stalking and cyber bullying, identity theft, victimization to rumours, missing out attitude, aggressive and callous behavior and host of other mental and social abnormalities are also the result of excessive use of social media.

Nevil Johnson Raju, Blessy PrabhaValsaraj and Judith Noronha (2015), on *Online Social Networking: Usage in Adolescents*, discussed that Online social networking (OSN) has played a significant role on the relationship among college students. It is becoming a popular medium for socializing online and tools to facilitate friendship. Young adults and adolescents are the most prolific users of OSN sites. The frequent use of OSN sites results in addiction toward these sites and simultaneously influence students' daily life at large. The purpose of this study was to investigate the extent of usage of OSN sites by students of professional colleges in terms of duration and dependency and to find out the association of selected variables with OSN usage. A questionnaire was used to explore this issue and 350 college students participated in the survey.

Hypothesis

1. Youth has a very complex nature and temperament
2. It is very difficult to peep into the inner working of youth
3. The modern youth is succumbed to modern communication technology
4. There are several social sites that invite the youth to join them
5. The sugary social sites are capable of attracting the youth in several ways
6. The Indian youth has deviated from its goals as a result of the excessive involvement in the use of social sites
7. The virtual world is taken by the youth as the sole reality
8. The Indian youth wastes much of its time on the use of the social sites
9. Social sites have taken the Indian youth too away from its culture, family and social values
10. Social sites are responsible for the increasing graph of crime in India
11. Social sites are responsible for the various mental disturbances of the youth
12. Social sites are responsible for the cases of separation and divorce
13. Social sites are responsible for unemployment and deviant behavior of the youth in India
14. Social sites disturbs the mental concentration

Method

The adopted methodology is characterized by the following elements and features

1. Developing a passion to work out the theme
2. Objectivity
3. Based on observation
4. Science- oriented
5. Defining the problem
6. Setting of the objectives to as a guideline
7. Study of the related literature through the various sources
8. Content-analysis
9. Collection of the secondary data and application of own observation to it
10. Classification of the studied material and data
11. Description and interpretation of the problem
12. Interpretation of the cause and effect relationship

Major Findings

1. The youth has a complex nature and it is very difficult to understand the inner working of the mind of the youth
2. The youth has his own world wherein he keeps fighting with himself being overconfident
3. The youth has a passion to get attracted to the modern technology and innovations
4. The struggling nature of the youth develops unrest in him
5. Social sites are within the reach of the youth
6. The modern youth is leading an isolated life
7. Social sites, such as, face book, whatsapp, telegram and other social sites have linked the youth with isolation
8. The youth finds the social sites the best platform for himself to express himself freely and to join anyone in the world
9. The Indian youth spends and wastes much of his time in using the social sites
10. The social sites develop in him the tendency to get connected to the strangers
11. The social sites have taken the youth away from the established socio-cultural and family values
12. Social sites are are responsible for the isolation, deviation, anti-family and anti-social attitude
13. Social sites are sugary at beginning, but destructive eventually
14. Excessive use of the social sites is responsible for the cases of divorce, separation, unemployment and mental disturbances

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