

STUDY ON EFFECT OF SOCIAL MEDIA IN SOCIALIZATION AMONG TEENAGERS

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ABSTRACT:

Social media can be a positive or negative influence among teenagers as most of the youth look upon the media as their best friend, owing to the influence of society. The lack of attention from parents or inability to mingle with peers also forces children towards social media. This study was conducted among teenagers to identify the upshot of social media like Facebook, Twitter, Instagram and Whatsapp. The study conducted among the age group 14-19 revealed that 70% of the participants use social media through gadgets very often and this has affected their interaction with family members and friends. 90 percentage of the participants agreed that this has also affected their academic performance, participation in sports and extracurricular activities in a negative way. Children in the urban area are using the social network for recreation whereas rural children are blindly addicted to this. At the same time, teenagers have not raised any concern related to health or poor eating habits due to addiction to social networks. The study was also a revelation that twenty-first century teenagers are more cautious in terms of health and relationship. Due to the exposure gained in urban areas, participants are found to be very alert in the trustworthiness of friends on social media but participants from rural areas are found to give more importance and trustworthiness to their virtual friends which points out the necessity to educate rural students about the negative aspects of social websites.

Problem Statement

The impact of internet community on the learning capacity of youths in school/colleges of south India. Determine the nature to which adolescent students (male and female) use the social networks and the effect of internet community sites on teens learning.

Objectives

- i. To comprehend the feeling of closeness and emotional attachment of the internet community among children.
- ii. To identify the psychological impact of internet community among urban and rural children
- iii. To study the positive and negative impact of internet community in parent-child relationships

Methods

This study used the approach of qualitative research through quantitative analysis to gather a detailed understanding of adolescent internet usage behaviors and its consequences. Samples from various colleges in and around South India, who are members of social networking sites between the age group of 14-19 were randomly selected.

Major Findings: The major observation to be highlighted after this study was urban youths are well aware of the pros and cons of internet community and their interaction with their internet community friends are cautious in nature but rural teens blindly believe their internet community friends which stresses on the fact that rural youths should be given more awareness on the effective usage of internet community

Results: More than 60% of the respondents agreed that they use internet community very frequently which emphasizes the fact that internet community has become a relevant part of their daily life. Especially, urban students have voted positive about their outlook of internet community whereas rural students agreed that sometimes their family relationships are affected radically. More than 75% of the teens agree that getting friends through internet community is very easy but at the same time they knew the trustworthiness of the internet friends. Teenagers are well aware of the risk of trusting internet community friends blindly.