

# SOCIAL MEDIA

## INFLUENCE ON YOUTH IN THEIR PSYCHO-SOCIAL BEHAVIOURAL FUNCTIONS



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## **SOCIAL MEDIA OVERSHADOWING NEWSPAPER**

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### **INTRODUCTION**

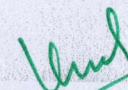
In the year 1605, a new form of literature was released which revolutionised the spread of information forever. This work was titled "Relation aller Fürnemmen und Gedenckwürdigen Historien" and is widely regarded as the first world's newspaper. The urge to spread information amongst one another has always been a facet of human nature since the beginning; however, the ways humans spread information has changed drastically.

Many of the advances had a major impact on the world. For example, the printing press allowed writers to produce their literature in mass quantities in a short amount of time, as opposed to writing each document by hand. The most recent advancement being the introduction of internet and even more recent the creation of social media. Much like the printing press, internet and social media have changed the way consumers getting the news forever. Past forms of information sharing had always some amount of delay between the time an event happened and the time the information was presented to the consumer. For instance, before televisions were popular, most people received news through the newspaper. This form has caused an approximate 24 hour delay, as it required someone to write the article, the factory had to print the newspaper, and then eventually be delivered to the consumer the next day. With the introduction of social media, consumers can receive news articles on their smartphones as fast as the author can write it. The use of smartphones and social media has ushered in a new era of journalism as citizens play a bigger role in the process of news making. With the help of platforms like Twitter and Youtube, citizens can produce and circulate their own news stories.

Times have changed, people are becoming more and more impatient and they want everything to be delivered the moment they want. The demand to get immediately informed has become high and since social media are bringing the news immediately to the table, people are drifting away from the traditional newspaper which can give information about the happenings of the world only a day after. With social media, citizens can share information amongst themselves more easily which has led to a decline in consumption of traditional news media. Social media has given power back to the people. Today, we have the potential to showcase almost every happenings of the world and get an audience of millions. This has never been possible before throughout the world history.

### **SOCIAL MEDIA**

Social media is a great system of different means of communication and data exchange in the Internet. Nearly everybody is an active member of a certain social media community that is a web site or an application in the mobile which connects people who share common interests. People work, study, rest, relax and also "get informed" with the help of social media. People can find data for their work, for education and hobbies with the help of social media. Moreover, with its help, if a person is smart or talented, he/she can share their achievements and become an internet sensation all



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over the world. It can also be used as an excellent marketing tool. So, it is obvious that social media exists only due to the people who share data and enable everybody to use it.

### **TRADITIONAL SOCIAL MEDIA**

News media have gone through a great deal of evolution over the years. Five decades ago, newspapers were the norm, and people depended on daily deliveries to their doorsteps. Then, once the internet was embraced, there was a huge revolution and it became possible to get news from anywhere around the globe, day or night, and often for free. Now, the way people consume news has changed yet again, and this time, social media is the catalyst.

Web users mostly treat social media as their news provider and social media like Facebook, YouTube, Twitter, etc., has become the digital newspaper in one way or the other.

### **MODERN SOCIAL MEDIA**

Facebook over the years has gone from just photo sharing and commenting space into something that can deliver us anything that we want. It is shaping the news that we read every day. All people who visit news sites are doing so after clicking on a lead that originated on Facebook, and the percentage is even higher for individuals accessing that content on mobile devices. Considering over a billion people around the world logging onto Facebook at least monthly, it makes sense if a news story doesn't gain traction on Facebook, the chances of it succeeding on a large scale could be slim.

Twitter emerged as an important platform for disseminating news. Journalists and news sources use Twitter to share their information with the public. As a social media platform, Twitter has unique characteristics, the text of Twitter posts is limited to 140 characters, but users can add multimedia content or share web links. Twitter is used to look for breaking news, the breaking news immediately becomes the trending topic and tagging them with hash “#” will create a hyperlink and when clicked on it, it will show all the tweets on that trending topic. About half of twitter users view the service as a news source and this news is less likely to turn into print newspaper, television or radio. Thus all these have made Twitter a prominent news source for various consumers and especially the young generation.

### **YOU TUBE**

Visual news was once broadcasted only in TVs. We have to wait for the news time and sometimes we would miss the news time or very often we would have to sacrifice our favourite shows to get informed about the happenings of the world. But with the arrival of Youtube, the way people get access to video content has been revolutionized. It has made people abandon their TV since it can give them the news that they want when they want.

What is the nature of news on Youtube? What type of events “go viral” and attract the most viewers? How does this agenda differ from that of traditional media, i.e. “newspaper”? Are the most popular videos produced by professional news organization, by citizens or by political interest groups or governments? How long does peoples’ attention seem to last? These are the questions that arise when traditional newspaper consumers suddenly tune into Youtube.

Youtube has got channels just like the TV channels that cable networks provide but with Youtube we could get a wide variety of channels providing videos on various topics and issues that are happening around the globe. We could get videos from official news channels and video

footage uploaded by the people who witnessed the events live. This could be a great source since it could help us to get notified about the events that are happening around us much faster than ever.

### **NEWS REPORTERS**

The instantaneous nature of social media allows people who get their news there to have a hand in spreading it around the world. That reality is likely a major reason why stories that ultimately become viral sometimes do so in a very short span of days. However, people are also beginning to realize social media can empower them to become amateur reporters.

When individuals find themselves on the scenes of events that end up eventually dominating the national headlines, sometimes stories break first on Twitter or Facebook, especially if a quick-thinking person has a smartphone and can snap pictures or shoot footage as a scene unfolds.

### **CONCLUSION**

The time has changed and the way we consume news has also changed greatly. Anytime, anywhere, 24/7, is the new trend. With the invention of smartphone and social media the way we get informed has changed dramatically. Thanks to online news, we're getting more breaking news than ever before. And thanks to social media, we're getting news as it happens—sometimes even before news organizations have a chance to report it. It is very easy to swipe through pages in a mobile than flipping pages in a traditional newspaper. It has become very easy to voice out our opinion immediately on a topic or an issue. Everything has become accessible within a click. So, it is clear that the trend has changed with time. Traditional newspapers are thus overshadowed by social media. If one thing is clear, it's that news reporting and consumption is not the same as it once was, and social media is largely responsible for this shift. We are living in the digital information age with nearly half of the world getting some form of local news on a mobile device, and other people get their news online at least three times a week. It is very clear that the trend has changed with time; traditional newspapers are overshadowed by social media.

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