SOCIAL MEDIA

INFLUENCE ON YOUTH IN THEIR PSYCHO-SOCIAL BEHAVIOURAL FUNCTIONS

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SOCIAL MEDIA: A COMMON HOUSE FOR SOCIAL LIVING

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INTRODUCTION

Man is a social being. Family is the basic unit of a society. Likewise there are lots of classical concepts since the human evolution; society-collection of people, family-parents and children, home-members and property, school-temple of education, religion-faith in a particular god, region-place of birth etc. Eventually, time passed and the entrance of social media redefined the concepts drastically. Today's we no longer have a restricted family and social relations. The world has gone mobile. We live in an information society and are connected to information anywhere we go, and whatever we do, 24/7. And that has changed how we as people-society relate, feel, dress, converse, behave etc. Regardless of their values and defects, what has changed the course of our life? No doubt, it is social media. It shaped the human life from a house-four wall to a global house-the world. Thus, social media is a common house of living.

SOCIAL MEDIA

Social media is a type of online media that expedites conversation as opposed to traditional media, which delivers content but doesn't allow readers, viewers and listeners to participate in the creation or development of the content. In a word, it is the buzz word on the tip of the tongue of every youngster today in the form of Facebook, Twitter, Linked In, Tumblr, Flickr, YouTube, Google+, Wechat, Hike Whatsapp, Hagouts and the list is endless.

SHIFT FROM TRADITION TO TECHNOLOGY

The present generation is travelling at such a speed, information reaches next to imagination. Everything is fast and furious. The new generation is five times faster than previous. The discovery of mobile phones has made the world a global village to live in and the extension of it is social media. Traditionally, the appreciation, acceptance, recognition, love, care, concern, feeling of belonging, sense of oneness, a strong emotional bond, genuine confrontation and correction were the pillars of a house or a family. Politics was a matter of educated and tag line of affluent families. Education and information was the right of bureaucrats and the elite. Individual identity was equated with Social identity or status quo. 2G, 3G, 4G and now 5G gave birth to a new society, where an individual is not identified with social status quo, religious practices, far from gender equations, caste affiliations, party politics, educational degrees, regional associations and geographical boundaries. It is very actively present in today's society. In fact it gave a complete freedom or independence to an individual. This progress is the output of social media.

Social Media- Common House

When we come to family relations, Parents have hardly any time to spend with the family because they are engaged in profession whereby they can address the needs of the children. Often, Teachers are busy in completing the syllabus foreseeing the demands of the management. Neighbours are occupied with TV or social gatherings etc. On the contrary, Social media for instance, Facebook or Tweeter needs no single listener for there are millions of users online. If one is offline there are the rest and people from every corner of the globe could be a fried or an audience

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to see the post, read the comment, like the photo and share the thought. The length and breadth of the social media our common house is bigger than the biggest mountains of the world and mightier than the oceans of the globe. There is no limit in the social media platform.

Social Media - Common Communicator

The success of Jallikattu revolution in Tamilnadu is the brain child of Social media. There were thousands of facebook pages, whatsapp groups and tweets behind the jallikattu movement. It helped in fighting for preservation and conservation of the native Tamil culture. The recent election in five northern states, Bharatha Janatha Party came out with a thumping victory in four states. The strategy is clear, the massive campaign that went on in the form of 10000 watsapp groups.

But actually what do we communicate? Unlike in regular platforms, in social media we do not even give a platform for other to speak with us face to face for we are questioned or threatened. All of us live in inclusive relations. This inclusiveness is evident in our day to day lives; corruption. child abuse, political turmoil, economic discrepancy, cultural superiority, caste evils, etc. The relevance is at stake.

Social Medial – Necessary threat

Adolescence is a time of life that is both exhilarating and daunting. It can be fraught with excitement and disappointment, self-confidence and insecurity, camaraderie and loneliness . Social Media is a blessing to the human kind. It seems not just a blessing rather blessing in disguise as there is no restriction or zero level check and balance in usage. It is genuinely educating. entertaining and empowering. But to what extant are our children and early adults are prepared to use social media? A medicine is necessary when one is ill. Isn't the medicine itself a harmful drug to the human body? Absolutely true, it is dangerous to human body. Equally however, despite their love for new technology and their seemingly constant text messaging, teens' favorite way to communicate with their friends is still to talk with them face to face . They are in need of assistance while on social media. Handling the student community, educators are more challenged seriously than ever before to teach young people to evaluate media more critically and to grow in taste and discrimination as they use media in school and at home.

Social Media-Culture of Contradictions

Where is the life we have lost in living? Where is the wisdom we have lost in knowledge? Where is the knowledge we have lost in information? Often, Contradictions are very convincing. In a family recreations are replace by online calling. In classroom blackboard is substituted by smart board and PPT's, neither in reality they have power nor points to educate. Writing is compensated to typing. Mobile or pods and tabs batteries have become the pulse of the human heart. We are all chained in the web of virtual life. Upload picture down load appreciation and recognition. Today, social media defined the existence as, I post and so I exist. I upload therefore I exist. I tweet hence I am alive. How long can the society and human life proceed the way it is now heading towards? Will this contradiction be addressed so that our younger generations enjoy the actual home where true love, concern, comments, likes, shares are not virtual but virtue filled?

The walls between parents and children are cemented strongly. The globe is in the hand but individual is in no man's land. Identity crisis is at work 24\7. Face value is others given. We are in family yet alone and the social media connects with a global family. Social depression within the family is experienced. At the end it develops a vacuum a genuine life experience.

CONCLUSION

For the generation of youth in their teens, today social media are so intricately woven into the fabric of their lives that they don't really know what life would be like without them. Therefore, Social media should not be seen primarily as the platforms upon which people post, but rather as the contents that are posted on these platforms. If we remain at social level, sure social media benefits but if we accept as a house of social living then our children and young adults be taught how to behave with it. If we fail to teach them the ethics of social living, social media will surely teach them life from a very negative aspect.

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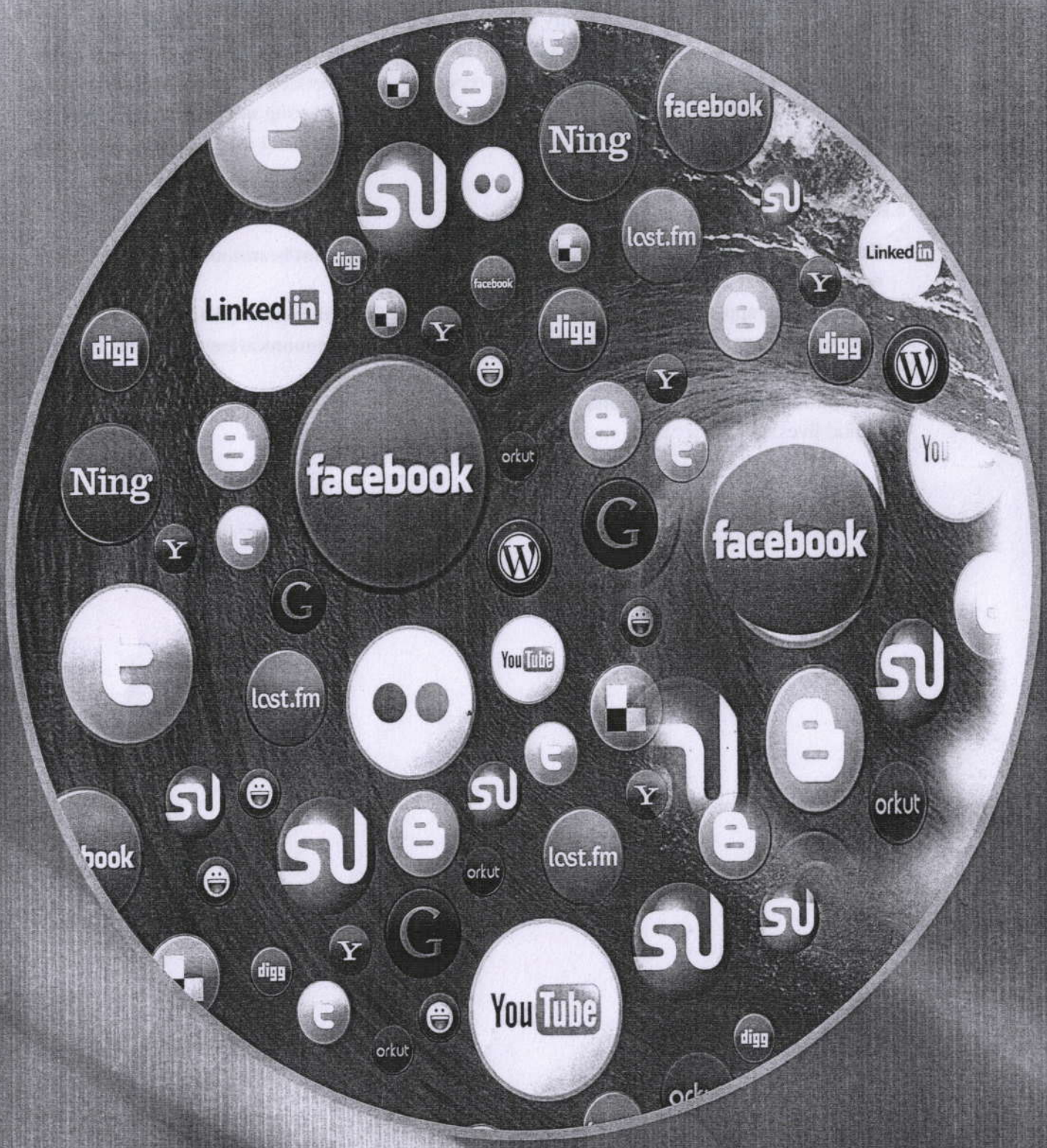

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