Social Media and Youth : A Study of College Going Students in Jaipur

Nikita Batra

Research Scholar, The IIS Deemed to be University Jaipur, Rajasthan

Dr Ruchi Goswami

Associate Professor , The IIS Deemed to be University Jaipur, Rajasthan

Abstract

Social Media plays a pivotal role in our life these days. It has become an essential part of our daily life routine. It provides a platform to communicate, interact, express, and share opinions and helps in creating a new identity. Amidst the pandemic, the conversion towards technology has increased. Students and teachers in most of the parts of our country are instructed to have online classes and therefore the inclined towards usage of Social Media has also increased and the abundant use of Social Media is resulting in bad academic performance of students and lack of awareness, knowledge, and preparedness regarding the use of the Internet is leading to Cyber Crime. The study will find out that there is a relationship between Social Media and Academic performance and also the excess use of Social Media is leading to Cyber-crime.

Keywords: Internet, Social Media, Cyber Crime, Education, Academic Performance, Health Problems

Introduction:

According to Merriam Webster, Social Media is a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.

Social Media has provided the platform to communicate with each other in a fraction of seconds irrespective of geographical location or boundaries. The easy affordability of Mobile Phones and Internet Connection has made people more frequent users of Social Media.

Amidst the pandemic where the whole world is facing a lot of challenges, the use of the Internet has tremendously increased. In the Education sector teachers are instructed to conduct the classes online which has provided a new way of learning to both the students and teachers.

So, as the usage of Social Media among young children has increased it has created a lot of negative impact on them. They are forgetting the social skills where earlier they use to meet people on their birthdays or some occasions but now, they drop a single message and keep themselves away from these social and family gatherings. 'Ehmke quotes that there's no

question kids are missing out on very critical social skills which are creating nonverbal learning disability, where body language, facial expression, and even the smallest kinds of vocal reactions are rendered invisible.'

Not only non-verbal learning disabilities they are also facing problems in their academics, health issues, and also psychological problems. Young people, feel enormous pressure to look happy all the time and not just basically content, but blissful, ecstatic, inspiring, and successful in their personal, professional, and academic lives-regardless of how they feel (Freitas, 2017).

The pressure of looking good and to be happy all the time creates a lot of stress among the young students which lead to Cyber Crime. Cyber Crime refers to any criminal activity carried out through the use of ICTs and the internet (Gordon and Ford, 2006). Teens often imagine their audience to be those that they have chosen to friend or follow, regardless of who might see their profile (Boyd, 2014).

The unawareness regarding privacy policies also affects them especially young girls. Cyber Criminals use fake profiles to connect with them and then they morphed their pictures, use their identity or cyberbullying are some of the major crimes that have been seen because of more usage of Social Media.

Review of Literature:

1. Cybercrime: Vandalizing the Information Society

Furnell (2002), in his book, talks about Hacking. The tools and skills used in Hacking and the mindset of a Hacker which makes him do the Cyber Crime. It also states the impact of Hacking socially, politically, and commercially. He further discussed the various other cybercrime also and quotes that technology is providing us with many opportunities but at the same time the cybercrime is also the evolving subculture in society.

2. Social Media and Networking: Concepts, Trends and Dimensions

Mathur (2012), in his book, states that Social Media provides a platform to communicate and interact with each other through various options such as chatrooms, message boards, etc. Within a fraction of seconds, you can communicate with each other. The more popularity of this platform has changed the lives of many. The excess use of these sites is causing problems like headaches, depression, divorce, suicide, etc.

3. Social Media: Usage and Impact

Martin and Erickson (2013), opines that social media act as a powerful tool to maintain social relations virtually in the 21st century which emerge to be a major force in the global society. The author explained social media, various social networking sites, and its history. The book gives deep information about the Internet and various other social media models. It also states about the impact on students and society.

Methodology:

The study was conducted in Jaipur. Two colleges were randomly selected. Total Sample size of 80 college students in age group (18-23) were selected randomly for the study purpose. The study will throw light on increasing cyber-crime and aberration by young students with the more usage of Social Networking Sites. The variables examined were age, caste, gender etc. and dependent variables were such as Social networking sites, cybercrime, privacy measures, awareness, laws etc. The data type is Quantitative in nature it is non probability type of sample as the investigator has chosen the respondents of his own choice.

The respondents were given a set of 50 questions for obtaining necessary information.

Objectives:

1. To observe the access of Social Networking Sites among College going students in Jaipur.
2. To trace the level of awareness among College going students in Jaipur.
3. To identify the impact of Social Media on Academics, Social Life, and on the personality as a whole.

Hypotheses:

1. Lack of awareness regarding the use of Social Media leads to Cyber Crime.
2. Abundant use of Social Media affects academic performance.

Findings:

1. There are many Social Networking Sites available on the Internet but Facebook is the most commonly used Social Networking Site among college-going students. Around 45% of respondents have an account on Facebook which is followed by Instagram (35%), LinkedIn (10%), Twitter (7%), and others (3%). The students find Facebook a better platform to communicate with each other in comparison to other Social Media Sites.

2. The study states that 68% of the majority of the respondents access Social Networking Sites daily whereas 18% of them use it once in a week. 10% of respondents check once in a Fortnight and 4% of them use once in a month. It depicts that the respondents who access their accounts daily feel the need of socializing through social networking sites.

3. It states that 77% of the respondents wake till late at night to access Social Networking Sites and only 23% of them do not wake till late at night for using these sites. Waking till late night causes many health disorders mentally as well as psychologically also such as sleep disorder, depression, frustration, etc and also leads to poor academic performance as they spend much time on these sites, and they devote less time to their Academics.

4. The findings state that 81% of the respondents share their personal information on these sites and it has been seen that 19% of respondents who do not post their personal information are less prone to cybercrime comparatively to the respondents who post it regularly. Some of them are also not aware of once the photo or video is shared over the Internet it can't be taken back.

5. It states that only 33% of the respondents know about the privacy settings and the laws associated with Cyber Crime whereas 67% of respondents are not aware of the Privacy Settings and The Information Technology Act 2000. It depicts that respondents who have a lack of awareness regarding Privacy Settings and IT Act are more prone to Cyber Crime and most of them have also faced problems like Cyber Bullying, Morphed Images, Hacking, etc.

Conclusion:

It has been seen that upsurge in usage of social media has led to an increase in Cyber Crime among the College going students. Social Media has become the status symbol for the students and a place where they can show a different side of their personality leaving behind the real truth. The more excess usage is affecting their health and also degrading their academic performance leading to cybercrime because of jealousy, frustration, peer pressure, etc. Hence, parents and teachers must focus on this issue and make them aware of the risks associated with the Internet and the laws to protect themselves.

References:

1. Boyd, D. (2015). *It's Complicated: The Social Lives of Networked Teens* (1st ed.). Yale University Press.

2. Ehmke, R. (2020). *How using Social Media Affects Teenagers*. Child Mind Institute. https://childmind.org/article/how-using-social-media-affects-teenagers/

3. Furnell, S. (2001). *Cybercrime Vandalizing the Information Society* (1st ed.). Addison-Wesley Professional.

4. Freitas, D., & Smith, C. (2019). *The Happiness Effect: How Social Media is Driving a Generation to Appear Perfect at Any Cost* (Illustrated ed.). Oxford University Press.

5. Gordon, Sarah & Ford, Richard. (2006). On the Definition and Classification of Cybercrime. Journal in Computer Virology. 2. 13-20. 10.1007/s11416-006-0015-z.

6. Mathur, K. (2012), *Social Media and Networks: Concepts, Trends and Dimensions*, Kanishka Publishers.

7. Martin and Erickson (2013), *Social Media: Usage and Impact*, Global Vision Publishing House.

8. Webster, M. (1828). *social media*. The Merriam-Webster.Com Dictionary. https://www.merriam-webster.com/dictionary/social%20media