Research Paper

Impact of Social Media on Adolescents

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ABSTRACT

Nowadays, social media is the mirror of society and it reflects the happening of society. Media is known as the fourth pillar of democracy. The media has a role and responsibility to create awareness among adolescents for the betterment of society. Today's there are different types of media like print, social media and digital media conveying the message to society. It is observed that there is a lack of coverage in all media of adolescents. It is the media's responsibility to disseminate all information, knowledge, and news to the large community. Overall, social media is having a very vital role in adolescent empowerment. Social media should highlight the important burning following issues of adolescents and create awareness in society. Media is having a very vital role in the empowerment of adolescents, but the usage of media by adolescents is social media. Media can disseminate information to adolescents on the issues like employment and job prospects, research, education opportunities, health care, etc. The media should enable the projection of adolescents in a decent and dignified way and promote respect and dignity to adolescents avoiding the negative picture of adolescents. Decent presentations of adolescents must be introduced through social media.

One of the emerging concerns, along with health, communalism and increasing, is the implication ofthe media's projection of adolescent. Media today is an extremely powerful instrument reaching out to millions of people. Modern technology has vastly increased the outreach of media, with its impact on adolescent. Print, radio, electronic, television, theatre, films, the internet, and now social are all constituents of media. Both the forces advocating change and those supporting traditional values have been using different media forms to project their views and influence the attitude and behavior of people. The outreach of media has been generating serious concern. More frightening than the direct reach of media, however, is its indirect influence. By gradually shaping public opinion, personal beliefs and even people's selfperception, media influences and impacts the process of socialisation and shapes ideology and thinking also.

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The use of media to portray adolescent and give suggestions about her 'preferred' role is not a new phenomenon, nor are the protests against the media depiction of adolescent. Thus the press is not the most important means of communication i.e. message containing information; sending or receiving information. Yet, because of the power structure which is dominated by those with access to education, the written word carries weight. As a result, it is a matter of concern for adolescent's groups that certain serious issues get coverage in the social media.

Television-Doordarshan (DD) was first introduced in India in the Sixties (1963) when it was completely under government control. The programmes were designed, monitored, and relayed through state-controlled media. Today though, DD continues to be state-owned, there has been a proliferation of channels that are privately owned and are having international control. After the onset of the policy of structural adjustment and India being thrown open to the world market, media has also been considerably influenced in its ownership, management content, and outreach. Both the electronic, print, and social media have been considerably influenced by globalization and market forces, and so the ownership, the form content, and the purpose of media have been seriously affected, which is a matter of grave concern.

Nowadays the landscape of media has witnesses a sea change with the advent of information and communication technology. In current scenario the dissemination of information is 24x7 from diversified media platform. To have a much better understanding of the world around, comprehending mediaand its messages are the need of the hour. Media not only all types of informs, educates, entertains the masses but also monitors the key functionaries in a system as a watchdog. It helps citizens in forming opinions by encouraging debate, discource and discussion in the public sphere, to interpret and understand issues in the right context and to raise their voices for the larger good. In this way, the overall media is playing an indispensable role in everyone's lives and is infuencing us directly or indirectly.

Different Forms of Media	
Category	**Forms of media**
Print Media (e-mode)	Magazine, Billboards, Posters, Books, Hoardings, Wall writing, Wall Painting, Stickers, Handbills, Booklets/Flip Charts /Brochures, Pamphlets, Advertisements, Flipbooks, Fliers (leaflet, handout, circular), Mobile exhibition vans
Electronic Media	Music, Discussions, Dramas, and Commentary of important events or games, Radio spot, TV commercial, Documentary, Video vans, Display boards in railway stations, Bus stands, Airport, Advertisements, Motion pictures, Audio recordings, Cinema slides, Film and Video.
New Media (Computer-Mediated Communication) also known as Digital Media	Digital media, Internet, Short Message Service (SMS) campaigns, E-mail (Mailers), Online chat, Web work, Mobile phones, Smartphone, Laptop, Android Tablets, iPod, Wi-Fi (wireless fidelity) system, 4G Mobile, Smart Phone, Bluetooth, Web browser, MyGov, Twitter, WhatsApp, Telegram, Instagram, LinkedIn, Google+, Edmodo, Blogger, Skype, Pinterest, Google Hangout Social networking service, Facebook, Twitter, eBay, Google classroom, YouTube (2nd largest search engine platform in

	the world today, due to does not reveal identity and right behind its parent company, Google), Vimeo (profession video), daily motion.
Art forms (e-mode)	Street Plays ('*Nukkad Natak*'), Ventriloquism-Talking Monkey Shows, Magic Shows/Other Local, Folk art, Art Forms, Folk and classical forms of music and dance, Visual arts, Puppetry (puppet show), Theatre, Exhibitions, '*Prabhat Pherry*', Rally, School Competition, Signature Campaign
Organising Contests Online	Quiz contests, Painting & Drawing contests, Song and skit competitions, Essay competition.
Awareness training for Associations and Group on various issues	Residents Associations, Trade Unions, Schools, Colleges, Institutions, Universities
Interpersonal Communication (IPC) or Interpersonal Media	Telephone, Internet, Videos Websites, Awareness Campaigns, School, College and university-based programs, Local Media, Social Media (Friends group sites)
Audio-Visual Aids	Slides, Flip Chart, Models, Films & Videos, Projectors, Blackboards/Whiteboards, Smart classroom
Social Media	Facebook, WhatsApp, Instagram, LinkedIn, Telegram, LinkedIn, TikTok, Pinterest, Reddit, Snapchat, TikTok, Vimeo, Microblogging (Twitter, Tumblr, Plurk), Blogs/Forums, Social Bookmarking Sites/ Social News (Reddit, Digg), Photo & Video Sharing Sites (Flickr, Youtube)

Role of Social Media on Adolescent

Social media platforms facilitate communication in quick and convenient ways. There are various social media platforms such as Facebook, WhatsApp, Twitter, Instagram, LinkedIn, Google+, Telegram, Edmodo, Blogger, Skype, Pinterest, YouTube, and Google Hangout being used worldwide by people of all ages. These platforms have quickly reached even the remotest of places on the earth and help people to access information. We can communicate with individuals as well as with groups through different media such as text, image, audio, video and other documents. People are sending and replying to each other's messages in real-time and live; that one sends a message and the others reply at their convenience. Social media includes individual or group audio and video calls, chatting through instant messaging apps. Communication includes emails, messages or chats that may not be replied to instantly. Mainly 14 different social media platforms are identified. Adolescents are at liberty to choose any of these tools at their convenience and use them for reaching people.

WhatsApp

WhatsApp is an application that requires to be downloaded on a mobile phone (also can be accessed on a laptop or desktop) and the user has to register using an individual mobile number. We can send messages, making audio and video calls. We can also share a wide variety of media like photos, audio, video, and other documents. We can communicate one to one or in a group in the above-mentioned ways. A maximum of 256 people can join a group and interact with each other. One can create any number of groups on WhatsApp.

Facebook
Facebook can be accessed on a laptop or desktop computer as well as through a mobile App. One needs to create an account to log into Facebook. Facebook allows us to share or post information consisting of text, image, audio, video and other documents. It gives a sense of community as we can add and connect with other users as friends, thus creating a sense of community. Facebook also provides options to have closed as well as open groups. It also provides the user with control like permissions of users to collaborate, share, join and so on.

Twitter
Twitter is a micro-blogging and social networking service on which users can post and interact through messages known as "tweets". It can be accessed on a laptop or desktop computer as well as through a mobile App. It allows users to write and share their ideas and opinions in real-time and instant messaging within a maximum of 280 characters. We can also upload and share images, audio, video and document through Twitter. While sharing, one can mention another person or group through a feature called hash-tag (#). Twitter can be used for self-expression, social interaction, and information sharing.

Edmodo
Edmodo is a free and secure online educational learning network. It is a social network to interact with others. We can use it to create and manage online work for the community.

Instagram
Instagram is a photo and video-sharing social networking service with millions of active consumers worldwide. It can be accessed on a laptop or desktop computer as well as through a mobile App. It can be used to share short videos, pictures, audios, quotations, write-ups and many more.

Telegram
Telegram is a mobile app-based communication tool. It has the capability to share a wide variety of media, be it photos, audio, video, and even documents. It supports one to one communication as well as group communication. Subject groups can be created, and each group can have even one Lakh member. It provided various admin supports such that the groups can be collaboratively maintained by several admins. The groups can be controlled to have only one way or two-way communications. It can also be used for making audio calls and video calls. Group conferences calls are also additional support that will help women to take encourage interaction. Whenever someone opens any one desktop, just click on the telegram icon, it will start working. Telegram channels can help provide the desired information.

Blogger
A blog can be considered an online journal or an informational website. Individuals set up a blogging website and regularly post articles called blogs. Users can subscribe to blogs to receive notification of a new article through their email or can directly go to a blogging site and read articles. Blogger is a blog-publishing service provided by Google. A user having a Google account means Gmail ID can freely use the blogger facility to create a blogging website of its own and start writing articles on a topic or area such as travel blogs, experience blogs, marketing blogs, product description blogs, educational blogs and so forth.

Skype

Skype is generally used to communicate through video conferencing either one-to-one or in groups. It can be accessed on a laptop or desktop computer as well as through a mobile App. Users are required to create an account and then log in. Skype group calling includes conference calling and group chats. It can be used to host a group video chat or conference call for a maximum of 50 people. Adding people who already have Skype is free.

Pinterest

Pinterest is a visual social network in the multilingual format available on the social web as well as mobile applications both Android and iOS supported. It is like an online open bulletin board in which communities can interact, share and post or pin on a single forum. It enables posting, saving, blogging information using images, Graphics Interchange Formats (GIFs), interactive videos, documents, blogs and others. The resources which are pinned get segregated into various categories. There are a lot of categories to choose from in diversified fields of learning. These categories or boards are displayed on the user's Pinterest profile. Since these pins can be shared and easily searchable, they can become a very useful educational tool.

YouTube

YouTube is an online video sharing platform wherein the users can watch, upload, edit and share videos. They can also like, dislike the content and comment on it. It allows the users to create free of cost YouTube channels in which they can upload the videos created by them. Also, users can sort videos and create their own playlists. Video lectures, animation videos are useful resources to engage and help them learn difficult concepts.

Google Hangout

Google Hangout is a unified communications service that allows members to initiate and participate in text, voice or video chats and communication, sharing content either one to one or in a group. Hangouts are built into Gmail, and mobile Hangouts apps are available for iOS and Android devices. Only a Gmail account is required to use this application. Maximum 150 people can participate in a Google Hangout, though a video call is limited to 25 participants.

Social Media

Social media helps us to give the worldview, knowledge, and information about all the good and bad incidents and also about the customs, traditions, and lifestyle of the society. Media is playing a vital role in shaping the ideas, thoughts, and values of individuals in particular and society in general. Adolescents are being most fragile and vulnerable. There are a sufficient number of studies to show how media is perceived as responsible. Media is perceived to have acquired a negative image by showing frequent sexual intimacy at an early age, pre-marital sex, promoting live-in relationships, changing sexual partners, unfaithful to partner or spouse, and a person with no moral values. Television is perceived to encourage teens to start marital life early. Adolescents are found to be heavy consumers of sexually-oriented media products, including magazines, comic books, music videos, movies, blogs, YouTube, compact discs, mobile and more recently, the internet and so on. The relationship between the media and adolescents is a dynamic one that reflects changes in the larger social and behaviour environment.

Media plays a very important role in creating awareness. Certain issues remain untouched among adolescents as they feel guarded concerning them. Media helps in providing

information regarding such as current affairs, social and burning issues. Many such topics are highlighted by the media. The current one that can be talked about is the quota system in colleges. Media created awareness that how injustice was being done with deserving candidates due to reservations in colleges. There was a procession taken out by students to object regarding this bias discrimination.

Social media are those channels of communication (TV, radio, newspapers, and the internet) that enable a source to reach and influence a large audience. Social modes are often the vehicle through which popular culture is delivered to people.

Sunrar Pichai (Google CEO) said that *"YouTube will be for bigger than TV"*.

India has more than 700 million internet users in 2021 due to the fast adoption of Social technology and is predicted will have 800 million by 2022. Overall, most of them adolescents are techno-savvy as a result of proficient in the use of modern technology.

Today's global face of time is decorated behind the mask of artificial perception about freedom. The new face of adolescents is a great mystery. Cyber is a small way to express through blogs and forums or social networking to reach the space. Adolescent movement concerned with countering the perceived dominance of men in the use and development of Information, Communication &Technology (ICT), is the correct meaning of cyber adolescents. E–media is a modern form easily available to interact with the world. It has provided a new platform to express their feelings to all adolescents. It has been created a golden opportunity for personality and existence. New technology, new identity, new image, and comprehensive understanding of adolescents are the new school of thought. It is like a utopia because this cyberspace belongs to adolescents who are liberal, self-radiant. The adolescent has entire freedom from being a teenager, being body-race-caste-religion-nationality-socioeconomic status; adolescent is free from all these labels. But this cyber world is not a utopia in reality. The adolescent has to be conscious about emotions-feelings; body race-caste-religion-nationality-socio-economic status unless this reality is known to adolescent will not be balanced with mind, body, and soul. Social Behaviour Change Communication (SBCC) is used to take another step forward - enabling action. It means providing a supportive environment that will enable people to initiate and sustain positive behaviour.

A case that can be considered a positive outcome for adolescents has been discussed and highlighted. Cyber has made it noticeable how teenagers worldwide are coping with new technology and creating their own identity on the Social platform. Today adolescents are using social media, websites, blogs, Twitter, Facebook, and WhatsApp to express views and have interactions with others. Today the time has changed entirely. Now adolescents are becoming techno-savvy. They are more using the smartphone very smartly. Social network forums, discussion forums, Facebook, WhatsApp, and Twitter through all these they are manifesting themselves.

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Conflict of Interest
The author(s) declared no conflict of interest.