
Impacts of Social Media among the Bhopal Youth on Behavior Change:

Sana Asif *, & Dr. Ashvini Joshi **

** Research Scholar B U Bhopal*

***Department of English, RKDF University Bhopal*

INTRODUCTION:

This examines the issues of the relation between social media and its impact on behavior change of the Bhopal youth. Today, messages can reach people in real time and they can propagate changes. Audience is becoming more powerful through technology, because technology has the strength to solidify them.

This will find out what these social media (SM) are. What are their use in the lives of the University and School going students and their ramification on their behaviour. New information Technology (IT) is almost everywhere and has hysterically altered the way we live. These tools have become precious elements of life in Bhopal solely because they opened many doors to youth and confess them to interact spontaneously and manifestly unlike at any other time in history. In Bhopal, college and university campuses have been hit by new generations of youth coming from high schools with quite a decent knowledge about information technology and how to use its tools, peculiarly mobile phones and computers. While any technology can be put to good or bad use, gamble on the user, many parents have bought their children mobile phones and computers so they may use them judiciously and adequately, mainly for learning purposes as well as knowing where they are at any time and come to their help if they need it.

KEY WORDS: (IT) Information Technology , Behaviour, Youth, (SM) Social Media

BACKGROUND

The speed of Internet has changed the way people receive the information. It combines the adjacency of broadcast with the diligent coverage of newspapers making it absolute sources for news and weather information. Even with the multimedia intoxication of the web, Electronic mail (email) is the most spasmodically used application of the Internet. Many people, who have access to the Internet at school, home and at work place use the Internet for no other purpose than to send and to receive the mail. It's not just friends and co-workers that are receiving email. Wherever you look, the web is providing email addresses. This has made communication between the intruders easier than ever. Chatting is one of the more popular activities on the Internet- people can talk to anyone across the world.

Introduction of social media (SM) networking sites has expedite communication. These are web-sites where users can create a profile and connect that profile to others to form an accurate personal network. They are web-based services that accord individuals to:

- a) Construct a public or semi-public profile within a bounded system
- b) Articulate a list of other users with whom they share a connection
- c) View and traverse their list of connections and those made by others within the system

The nature and taxonomy of these connections may vary from site to site. Through social media, people can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real life friendships through similar interests or groups. Besides establishing important social relationships, social media members can share their interests with other likeminded members by joining groups and forums. Some networking can also help members find a job or establish business contacts. Most social media websites also tender additional features. In addition to blogs and forums, members can express themselves by designing their profile page to reflect their personality.

The most popular extra features include music and video sections. The video section can include everything from member generated videos from hundreds of subjects to TV clips and movie trailers (You tube). It is therefore the aim of this study to establish the impact that these social media has on the young individual's behavioral change.

GOAL AND OBJECTIVES

The goal of this research is to address the impact and implications of social media on the Bhopal youth especially those in Universities on the way they are using these medium and thesequel of that use on their behaviour.

SPECIFIC OBJECTIVES:

1. To determine how the youth in Bhopal use social media in their daily lives
2. To determine if the youth in Bhopal prefer social media as means of communication as opposed to traditional methods.
3. To find out the impacts social media has on behaviour changes among the Bhopal youths.
4. To determine the risks that comes with use of social media on the Bhopal youth.

RESEARCH QUESTIONS:

The following are the questions:

1. How do the youth in Bhopal use social media in their daily lives?
2. Do the youth in Bhopal prefer social media as a means of communication as opposed to traditional methods?
3. What are the impacts of social media on the behaviour change of youths in Bhopal?
4. What are the risks that come with use of social media among the youths in Bhopal?

MAJOR FINDINGS:

The youth in Bhopal use social media a lot and they spend more time on the computer. The study further found out that most of the youth were on social media with Facebook, Whatsapp and Twitter topping the list. Most of these offenders used their mobile phones to access the internet especially on Whatsapp- a mobile phone application. The most prevalent activity is chatting or texting on their mobile phones.

If youth in Bhopal prefer social media as a means of communication as opposed to traditional methods. Various reasons were given for the preference of the social media. Some of the reasons stated included, they prefer social media because their message is received in real time, it is faster than writing a letter, they strongly agreed that in social media a reply is received almost immediately as opposed to old traditional methods. They strongly agreed that social media enables individuals to know if their messages have reached their recipient or not. Other reasons given included the feeling of independence that is associated with social media where there is no parental control and also elevation of their social status among the peers, where one has many followers on the social network.

This further revealed that social media had various effects on the behaviour of the respondents. For instance it is indicated that, to a large extent or to a very large extent that social networks help them in maintain contacts with old friends and create new friends. This findings are confirmed by Livingstone (2008) who posited that, Social networking sites enable communication among ever-widening circles of contacts, inviting convergence among the hitherto separate activities of email, messaging, website creation, diaries, photo albums and music or video uploading and downloading. From the user's viewpoint, more than ever before, using media means creating as well as receiving, with user control extending far beyond selecting ready-made, mass-produced content.

Social media(SM) further makes planning easier as the youth communicate through various platforms provided in it. They can either post messages on each other's walls in Facebook or send direct messages to mobile phones via Whatsapp. However, the findings further showed that it made the youth lazy and most of them admitted to a waste of time that would otherwise have gone to doing other better things like reading or other important work.

CONCLUSION:

In view of the above article, it was crystal clear that social media played a major role on behaviour change of the offenders. The youths mostly used social media for communicating between their friends and families. The fact that social media is part of them preeminently having been born in this epoch of emerging technology, most felt that they could not do without it. They gamble on it for various positive things such as research and contacts with old friends and getting on the loophole of what was happening either in their circles, nationally or internationally.

REFERENCES:

- i. Amanda L., Paul H., Mary M. (July 27, 2005). Teens and Technology. Retrieved from <http://www.pewinternet.org/reports/2005/teens-and-technology.aspx>
- ii. Babbie, E. (1992). *The practice of social research*. 6th ed. Belmont: Wadsworth.
- iii. Babbie, E. (2002). *The Practice of Social Research*. Belmont. Wadsworth.
- iv. Berson, I. R., & Berson, M. J. (2005). *Challenging Online Behaviors of Youth: Findings from a Comparative Analysis of Young People in the United States and New Zealand*
- v. Bramble, W. and Mason, E. J. (1997). *Research in education and behavioral sciences concepts and method*. Dubuque: Brown and Beuchmark.
- vi. Brown, D. (2006). *Validity Testing in Language Programs*. Upper Saddle Rive. Prentice Hall. Regents.
- vii. Bryman, A. (1990). *Quantity and quality in social research*. London: Unwin.
- viii. Carter, M. W., & Price, C. C. (2001). *Operations research: A practical introduction*. Boca Raton, Fla. [u.a.: CRC Press.
- ix. Wiersma, W., & Jurs, S. G. (2009). *Research methods in education: An introduction*. Boston: Pearson/Allyn and Bacon.