

THE INFLUENCE OF SOCIAL MEDIA ON YOUTH BEHAVIOUR IN KOHIMA DISTRICT

Shumpenthung Ezung¹, Dr. S. Allah Baksh²

¹Ph.D. Research Scholar, Department of Sociology & Social Work, Annamalai University, Annamalainagar, Tamil Nadu, India.
Email: shumpene@gmail.com

²Associate Professor, Department of Sociology & Social Work, Annamalai University, Annamalainagar, Tamil Nadu, India.

DOI: 10.47750/pnr.2023.14.02.268

Abstract

Today, social media is among the top ways for an individual to communicate with people around the globe. Social media provides an online statement that connects a group of communities and encourages networking and information sharing. Facebook, Wikipedia, Twitter, Google+, Pinterest, LinkedIn, Instagram, and Tumblr are examples of popular social networking sites. Each one of them is an online social network where users can publish information about themselves. Youths' understanding of human behaviour might be positively influenced by social media, while negatively they can develop fanaticism and selfishness. Social media is thus used by youths from various walks of life for both constructive and destructive purposes. Social media has been increasingly important in recent years in shaping cultural and behavioural trends. The extremely advanced and complicated technology has developed along with the way the world is now organised, introducing people to a variety of modern communication tools. Modernization in the current era of globalization makes it simpler for youths to go about their daily lives. However, the youths will experience both beneficial and negative effects from this sophistication. The objective is to examine how social media affects young people's personality development and how social media influence Kohima youth's behaviour. The study is qualitative and is based on prior research and studies found in books, journals, and publications discussing how social media has an impact on the youth's behaviour. This article is done to reach a conclusive understanding of how social media influences youth behaviour.

Keywords: Social media, youth, behaviour, communication, information, influences

INTRODUCTION

The phrase "social media" refers to a computer-based technology that allows sharing of concepts, ideas, and knowledge through online groups and networks. Social media is a web-based service that allows users to share anything quickly, including movies, images, documents, and personal information. Users interact with social media through applications or software available online on a tablet, computer, or smartphone. The study focuses on what effect social media has on young people's behaviour. Technology is regarded as the king, and a person must be knowledgeable to rule the kingdom. Technology has succeeded by penetrating our bodies, human emotions, and blood. Youth must be informed on how to utilise social media to advance in their professional and personal growth. In their investigation into "How Does Social Media Affect Youth? According to Nia Crawford & Loebig (2015), social media can positively and negatively affect young people. Because it encourages young stars to grow and grasp downward, youth must exercise caution. Youth network widely and advance their professional careers. Youth can express their opinions on social media.

Teenage lifestyles are considered to be significantly influenced by mass media, including printed, electronic, and online publications. Most teenagers like watching television, and the antagonist characters in the shows they

watch indirectly impact them. However, communication practices started to change during the 21st century. Users favour using internet services to access online information. This technology enables quick data transfer while also effectively conserving time. Utilizing the internet also allows for increased information input. You can access a diverse array of global information via the internet, including news, sending and receiving e-mail, shopping, entertainment, watching, and more. The usage of technology used in information and communication has increased as a result of the development of computers and the internet, creating more opportunities for people to learn from exposure to these technologies. However, it appears that customers can freely voice their thoughts and communicate with one another around the world through the mass media. Popular websites and social networks like Facebook, Twitter, BlogSpot, and Pinterest may now channel more interactive, quick, and interesting historical information thanks to the usage of digitising technology. The fifth phase of human communication, which stresses interactive communication via internet-based and computing technologies, has begun, ushering in new media or the second media era. Utilising social media for communication acts as a powerful force for social change. Currently, communication has a profound effect on cultural and social values in society, transforming citizens' attitudes, behaviours, and perceptions of reality. In the information age, the media has evolved into a potent instrument as a result of all these advancements, which makes so-called manipulation more commonplace.

The word "medium" is pluralized as "media." Mainstream social media takes up a large percentage of our free time. Humans create and recreate organisations that direct and regulate their behaviour in a variety of ways as a way of expressing their nature. This organisation creates guidelines for men to follow and uphold, which both liberates and restricts their behaviour. That being the case, young people in any culture face challenges. Nowadays' youth face many challenges in their communities, and the media is simply one of many influences on their actions.

Definition of Social Media

Websites and apps that are social media give users the ability to publish and distribute content or take part in social networking. The earliest iteration of what we now call "social media" was simply a way for people to talk to one another online utilising emerging technologies.

A social networking service focuses on creating online communities of people who have common interests and pursuits or who are curious about the goals of others. The majority of social network services are web-based and offer numerous user interaction options, including email and instant chat. New methods of communication and information sharing have been made possible through social networking. Millions of people frequently utilise social networking websites.

Social media are "online methods for collaboration, transportation, and nurturing among the interdependent and interrelated networks of people, communities, and organisations boosted by technical capabilities," based on Tuten and Solomon (2015).

The term "social media" is used to describe a group of online platforms that encourage users to interact with one another and their communities through means such as content sharing, comments, and ratings. People use social media as a means of keeping in touch with their loved ones and staying informed about the goings-on in their own communities.

Theories of Social Media

Among sociologists, this word is shorthand for the cultural variety that exists among people who live in the same geographical or digital region. The number of languages spoken in a country is a good proxy for the richness of its cultural landscape. All three of these theories—functionalism, conflict, and symbolism—interact with one another. Understanding the Internet as a venue for showcasing one's persona to a far wider audience than is often feasible via non-digital means is facilitated by sociological ideas.

The focus of functionalists is on the ways in which social work, both consciously and unconsciously, serves to maintain the established social order. They also make note of the predictable and unexpected ways in which certain elements shake things up. Obviously, we're looking at how people use social media as a way to introduce themselves to the world. Some expected or evident applications of social networking sites include connecting with family and friends, sharing photos and videos, engaging in conversations with people who share similar interests, and setting up in-person meet-ups.

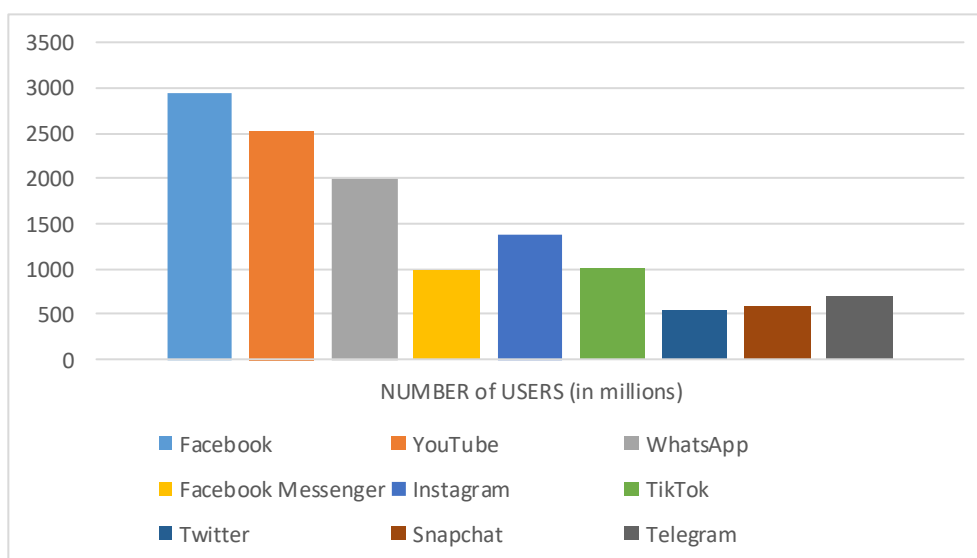
The goal of conflict theorists is to identify power structures, highlight inequalities in the distribution of resources, and provide light on the means by which dominant groups promote and protect their interests. Questions raised by conflict theorists regarding social networking sites include the following "Where does the final say lie with regard to these online forums? Who exactly benefits from this agreement and who is responsible for its costs?" According to conflict theorists, the privileged groups include the owners of social networking sites, advertisers, potential employers, and other stakeholders in the sales process. Despite the apparent benefits of social networking, users often end up on the losing end, especially if they mistakenly assume they have complete control over the information they have made public. In-depth analysis demonstrates that the website plays the decisive role. For example, Facebook's 2008 policy states, "any designs, text, images, photographs, video, information, applications, software, music, sound, and other less that are contained on the Site and made available through the Service are the exclusive property of the Company." It is possible that Myspace would use "cookies and similar means to tailor the content and advertising generated from the Pro le Information you have submitted," as it notes in 2008.

Symbolic interactionists study how people communicate and interact with one another with a focus on self-awareness, symbols, and negotiated order. How does the couple perceive, interpret, form, and respond to the words and actions of the other? Is this the question that symbolic interactionists pose? Symbolic interactionists are intrigued by the way in which social networking sites operate as a mirror, allowing users (especially adolescents) to stand out and receive feedback. Symbolic interactionists learn the language and symbols people use on social networking sites like Facebook to communicate intent and emotion through actions like blocking (preventing a user from contacting or viewing one's profile) and adding friends (to gain a new friend). Finally, symbolic interactionists wonder about the role of hierarchy in the presentation of the self and the elicitation of responses to that presentation.

The function of Social Media

With the help of social media sites, users can communicate with one another, disseminate news and other information, and create original material for the World Wide Web. Social media takes numerous forms, including but not limited to blogs, microblogs, wikis, social networking sites, photo and video sharing websites, instant messaging, podcasts, widgets, virtual reality, and many others. A social network is a fantastic source of knowledge for society as a whole as well as for young people. The world is now fully covered by Facebook, Instagram, TikTok, Snapchat, Twitter, and YouTube, with more than 58.4% of the world's population using social media actively according to Global Social Media Statistics Research summary, 2022.

Social networks worldwide rated by user base October 2022



Social networks have no constraints on age or occupation. People of all specialities, ages, and backgrounds are nonstop conversing, researching products or picking up new knowledge. Social media's primary purposes

1. Social Media reflects the identity

Influencer, brand, agency, or individual, every Instagram account is a unique representation of its owner and a stake in the best Instagram growth services. You reveal your identity, values, and principles through the content you share online. However, social media actually MODIFIES one's identity. The awareness and sense of "self" are cultivated by all user reactions to news, content, media comments, and updates on other people's lives published on social networks.

2. Social Media provides an opportunity to stay in contact

Communication with other users is a core feature of almost all popular social media sites. In terms of maintaining online friendships, it ranks high. The question is, how do they work together? Use of social media features including hashtags, mentions, instant messaging, and sharing difficulties. Whether you're an environmentalist or on the quest for the latest in hunting gear, talking to people who share your hobbies is a great way to expand your social circle, improve your sense of self, learn something new, gain insight, or even just keep in touch.

3. Social Media enables permanent sharing

The definition of "social" centres on the concept of sharing. Information, expertise, knowledge, entertainment, and other forms of media are all fair game. Users in the present day are able to send and receive more data in a shorter amount of time than all of human history put together. This explains why online communities like Facebook and Twitter are so popular.

4. Social Media helps in establishing new contacts

One of the primary functions of social media is to help people meet new people with similar interests. These gatherings serve as a source of inspiration and mutual support for others who share similar views.

5. Social Media made promoting business easier

It's common knowledge that business-to-consumer (B2C) sales benefit more from social media marketing. But the modern capabilities of these technologies allow for the expansion of B2P and B2B trade. These days, social

media may be utilised in a wide variety of contexts, including but not limited to the creation of a personal brand, the promotion of direct sales, the enhancement of brand awareness, the elimination of negative feedback, and the recruitment of new staff members.

Purpose of Social Media Use

The ways in which young people live and their capacity to connect with individuals all over the world are both influenced by and facilitated by social media. By expressing their likes and dislikes on social media, anyone can quickly form relationships with others. They can communicate with everyone via texting, sending photos and videos to their friends, and sharing information instantly and at a lower cost. Social networking provides a forum for discussing some pressing contemporary concerns. They can communicate with their peers via social media to share their viewpoints and feelings. As children get older, they have decisions on what to do and receive advice for dealing with life's challenges. Aid pupils in sharing information about the due homework. You can immediately purchase tickets for a movie, a hotel, and flights or trains for domestic and international travel. As young people become more politically aware, social media has facilitated political change.

Youth can form online personas, and social interaction, and develop social networks thanks to social media. These networks can offer young people crucial assistance, particularly for those who face marginalisation due to a disability or a chronic condition. Teenagers use social media mostly for recreation, to make and keep friends, to talk about their interests and passions, to learn more about themselves and others, and to strengthen family bonds. It deepens the connections they've already made in real life. It often has a significant effect on how seniors feel when they interact with their pals. The majority of young people no longer listen to the radio or watch television because of the influence of social media. Social media platforms are used by billions of people around the world as a means of communication and the exchange of ideas. You now have the personal freedom to communicate with loved ones, learn new things, discover new interests, and enjoy being entertained, all thanks to social media.

Social media's effects on youth

Blogs and online encyclopaedias like Wikipedia are becoming the primary information sources for young people in Kohima, as they have replaced library research. With the prevalence of cell phones among young people of Kohima nowadays, they spend more on social media using platforms like WhatsApp, Facebook, TikTok, Instagram, and others. Even at the cost of other pursuits like education and employment, the majority of young people are unable to go more than two to three hours without visiting or updating their social media networks. They waste much of their time on social media sites searching for meaningless posts. They waste a lot of time on sites that aren't educational, which harms their brain development, causes a variety of health issues, and stresses family connections. It's not uncommon for parents to lament during get-togethers how difficult it is to capture their children's attention because they're too preoccupied with the allure of the internet and social media. The negative effects of technological progress include issues like the erosion of real-world values, which has been especially pervasive among the young people who dominate online social networks. Young people today are tempted to put off their homework and reading in favour of chatting with their friends on the numerous social media platforms available online. Some young people are so uncomfortable in social situations that they have isolated themselves in a world of imagination and illusion.

Imnassenla (2012) in her article, '*social media and its impact in Nagaland an analysis on Mission Pothole a social network initiative*, 'journal of Humanities and social science emphasises the positive characteristics of the social networking blog, the sole objective of which is to work for the development of social services. A social media organisation that promotes community action in The Naga Blog (TNB). The TNB has conducted several programmes, like mission potholes, which are becoming more popular among young people and have continued to boost dynamism in Nagaland districts. The paper focused on how social media may be a significant means of raising people's attention to a wide variety of social causes.

In particular, Naga society among young people finds response and consolation in the existence of this contemporary society in the media, according to research by I. Imsutoshi Jamir (2012). They also opt for clothes, lifestyle, mannerisms, and new sexual behaviour and so on. The reason for conflicts in this generation and the disintegration of families is usually the result of bad consequences in the media.

There has been a detriment to important activities like writing and studying due to the focus being diverted on social media rather than on actual friends who are visible to the user. They have no idea how quickly time is passing since they are always checking their phones. They take great pleasure in tinkering with their mobile devices and using social media to keep abreast of current events. The vast majority of internet users believe that social networking sites enhance their ability to study and broaden their knowledge of where to get relevant data. It has been noted that the majority of young people in Kohima are distracted by pinging, texting, and Facebooking. Some of them are so absorbed with their gadgets that they even carry on a conversation while they stroll along the highway. Some of them even use earbuds to drown out the music while they study and sing the songs, which has a negative impact on their ability to integrate. But it is evident that the majority of these young people cannot spell words correctly and instead shorten every phrase they want to say to their pals. Youths of the current generation, who live in a fast-paced electronic environment with multiple forms of communication occurring simultaneously, are without a doubt very skilled at multitasking. Due to their obsession with the present internet fiesta and their love of social media, they now spend roughly 24 hours a week in front of a screen. Almost all of Kohima's youth have seen a decline in their academic performance since the advent of social media.

Social media's effects on youth behaviour in the Kohima district of Nagaland have long been a topic of discussion. One of the most prevalent issues young people encounter when utilising social media is cyber bullying. Due to the absence of privacy on social media and the decline in face-to-face interaction, third parties may misuse private or personal information, which results in false rumours and incorrect information. All of these activities harm young people's mental and emotional health, often resulting in suicide. Youths are addicted to social media, wasting a lengthy period there instead of working productively or serving a purpose, which prevents them from pursuing careers and improving their cognitive abilities. The majority of parents twenty-first century are preoccupied with their obligations, which prevents them from spending enough time with their kids to teach and mentor them. To share and learn about social values life, improve social skills, make new acquaintances, and, more precisely, escape boredom, Social media has developed into the centre of attraction for young people. Numerous youths have decided to run away from or elope from home with the new buddy they found through social media due to excessive use and exposure to the virtual world. A few adolescents have abused social media by accessing illegal websites including pornographic websites, which encourage young people to engage in unprotected sex and cause abortions. Additionally, there will be a great deal of mental tension, which will eventually result in suicide.

Modern social media is a powerful influence that shapes young people's psychological and behavioural norms. Social media has the power to have both short-term and long-term beneficial and negative effects on youth. It may also shape and define the youths' personalities. Social media has a profound effect on young people's lives since it can change and mould their attitudes and behaviours. Social media play a crucial part in influencing the attitudes and perspectives of today's youth because the majority of young people acknowledge that using social media can impact how they dress, behave, interact with others, and live their lives.

CONCLUSION

In this article, the researcher covered a range of social media's effects on young people, their purpose for using it and the function of social media, both good and bad. The study also discovers that many young people in the Kohima district use social networking sites, which negatively affects their health. Social media is significantly influencing how today's youth are developed, both favourably and unfavourably. Social media has both advantages and harmful effects on youth. Negatively it has altered their attitudes and behaviours while positively it has made life much easier for them to communicate and for any work purposes in a short period. It is also acknowledged that they waste valuable time and contribute to health issues due to sleepless nights. In

today's world, social media networks are one of the convenient venues for information transmission and communication that helps to develop, strengthen, and preserve global social bonds.

REFERENCES

1. P. Uma Rani & Padmalosani, (2019). "Impact of Social Media on Youth". International Journal of Innovative Technology and Exploring Engineering (IJITEE), ISSN: 2278-3075, Volume-8, Issue-11S, September 2019 pp. 786-787.
2. Chandra S. Ghanta. "The Influence of Mass Media in the Public Sphere." J Mass Communicat Journalism 11 (2021): 436, ISSN: 2165-7912.
3. Noradilah Abdul Wahab, Mohd Shahril Othman & Najmi Muhammad, (2017). "The Influence of Mass Media in the Behavior Students: A Literature Study". ISSN: 2222-6990, Volume -7, pp. 166-174.
4. Imnasenla, (2012). "Social Media and its Impact in Nagaland an Analysis on "Mission Pothole" a social Network Initiative". ISSN: 2279-0837, ISBN: 2279-0845. Volume 1, Issue 6 (Sep-Oct. 2012), PP 03-07.
5. Hakim Khalid Mehraj, Akhtar Neyaz Bhat & Hakeem Rameez Mehraj, (2014). "Impact of Media on Society: A Sociological Perspective". ISSN (Online): 2319 – 7722, ISSN (Print): 2319 – 7714, www.ijhssi.org Volume 3 Issue 6 | June. 2014| PP.56-64
6. Beres, D.: % Weird Negative Effects of Social Media on Youth Brain. Reader's Digest.
7. Holmes, D. (2005). Communication Theory: Media, Technology & Society. London: Sage.
8. Aye, Aloto H. (2022). "Influence of social media among students today". <https://nagalandpost.com/index.php/influence-of-social-media-among-students-today/>
9. <https://morungexpress.com/influence-of-social-media-on-naga-youths>
10. www.researchgate.net – Impact of Social Networking on Indian Youth