

Understanding the increasing awareness of Youth towards Social Media**Reena Sharma, Research Scholar, Jayoti Vidyapeeth Women's University, Jaipur****Dr. Manju Sharma, Professor, Jayoti Vidyapeeth Women's University, Jaipur****Abstract**

Awareness towards social media is increasing rapidly among the youth. Social media has emerged as an influential force of the Internet and has become an important medium for the youth that allows them to express, share, connect and express ideas in their own language. Internet and Social Media Due to the influence of media, the young generation has now acquired new utility of technological communication. They get a chance to express themselves, a medium to voice their opinions and a means to connect with others. It gives youth the possibility to experience personal freedom that did not exist before. Furthermore, social media platforms provide relevant information, news and colorful humor that attracts the interest of youth. It also provides them an opportunity to discuss various topics and be a strategic source of new ideas. Social media use can also cause some depressive and social problems. This may lead youth to become symbols of digital rebellion, they may become exploited by Internet professionals, and they may face a lack of personal and social connections. Due to the complexities of social media, youth should understand its positive and negative aspects well so that they can use it properly. Overall, social media is increasing its role among the youth with the changing times. It provides them with freedom and a means of social interaction, but they also need to keep in mind its potential disadvantages.

Keywords: youth, social media, awareness, internet, personal freedom, connectivity, social problems, digital rebellion, social relations, positive and negative aspects.

Introduction

Social media has been invented and developed as a result of the progressive use of the Internet. Social media are web platforms that allow users to stay in touch, share and discuss with each other. It is especially prevalent among youth, where they can make new personal and social connections, watch colorful humor, and voice their opinions on national and international issues. Awareness towards social media is increasing rapidly among the youth. This is because social media gives them a sense of community intimacy and makes them feel like a companion, benevolent and authoritative medium. Furthermore, social media is also a medium of personal identity that gives youth the opportunity to showcase themselves and perpetuate their strategic and social identity.

The use of social media also poses some challenges. Most of the youth may face problems of time wastage, digital misfortune, social problems and personal privacy problems. A challenge that arises here is the impact that social media can have on youth's ability to construct and verify knowledge, which at times spreads destructive and misleading content. Overall, social media is

expanding rapidly among the youth and provides them with a means of social interaction and personal freedom. However, it is also important that young people use social media carefully, taking into account its benefits and challenges.

Another important aspect between youth awareness and social media is cyber bullying and ill-treatment on the internet. Posting of negative, abusive or hateful content, trolling and online disruptions are on the rise among youth on social media. This is known as cyber bullying and can have an extraordinary impact on youth's mental health, relationships and self-confidence. Additionally, it is important to keep in mind privacy and security concerns for youth when using social media. It is important to understand and use the privacy policies and security features of websites and apps. Personal information, photographs and video clips should be shared carefully and human relationships should be specifically understood and built online. At the same time, the use of social media should be carefully controlled so as not to influence the morals, education and highest standards of youth. Don't do it. Social media should be used in a restrained and positive manner so that they can get the benefits of knowledge, information, strategic contacts and collaboration. The awareness of the youth is important towards social media because they can use it properly in future to improve themselves. It provides them with a unique means of considering the social, personal, and business maps. With awareness, youth can promote strategic and ethical standards of the Internet and use the opportunities of social media properly.

Impact of social media on the mental health of youth

The impact of social media on the mental health of youth is an important topic nowadays. The contribution of social media is considered immense in the increasing mental problems and mental stress of the youth. Here are some of the major effects:

- Ceremonial barriers: Young people are expected to make their lives look better on social media. They may often feel self-conscious by comparing themselves to other people's posts that appear special and successful, which can lead to self-conflict and depression.
- Negative comparison on social media: Youth often face negative comments, bullying and abusive content on their social media accounts. This may reduce their self-confidence and increase mental stress.
- Lack of control: Excessive use of social media can cause youth to lose attention and control. This can have an extraordinary impact on their studies, physical activities and social relationships.
- Challenge to Minority: Youth may feel emotional stress due to their minority status on social media. They may face negative comments, social neglect and insults, which may affect their mental health.

Youth should increase user awareness and teach moderate and positive use of social media. They can learn ways to block and distance themselves from negativity and bullying on social media.

Also, taking care of mental health requires more social interaction, regular exercise, opportunities for social interaction and relaxation.

Using the power of social media to create positive change

Using the power of social media to positively impact change is an important issue. Social media, in addition to being a pervasive and influential medium, helps to inspire ideas and discussions among the youth. It empowers them to become more aware of social issues, inspire them towards social service and fight for positive change.

There are many ways to create positive change using social media.

- Spreading messages of awareness: Through social media, youth get the opportunity to spread awareness on particular topics. They get an opportunity to make them aware about social issues, environmental protection, cleanliness, human rights, caste and gender equality etc.
- Supporting major campaigns for social change: By using social media as a medium, youth can support major campaigns for positive change. They can share scientific expeditions, youth organizations, educational initiatives, and community service campaigns that are working to encourage positive change in society.
- Influencing social justice and awareness: Social media can be used to raise issues of social justice and awareness to youth. They can share stories of people who struggle as examples, spread awareness about those who rest, and speak up for social justice.
- Acting as a positive role model: By using social media, youth have the opportunity to become positive role models and inspire others.

Building digital literacy skills for responsible social media use

Building digital literacy skills is extremely important for responsible social media use. Digital literacy skills refer to understanding the related knowledge, skills and analysis that helps a person to use social media platforms correctly and safely. It helps them protect their privacy, recognize positive behavior, recognize negative internal and external influences, and be aware of online safety.

Here are some key elements of building digital literacy skills:

- Alertness and analytical skills: Under digital literacy, youth should develop alertness so that they can analyze different types of news, information and postings on social media. This will help them identify fake news, objectionable content and illegal sources.
- Privacy Protection: Youth should be given awareness to protect their privacy on social media. They can learn how to modify their profile settings, use secure passwords, not share unnecessary information, and decline friend requests from unknown users.

- Using social media as a construct: Youth must understand how to construct social media for positive change. They can build a positive community to encourage the highest standards, ethical values and social justice and spread positivity in the online environment.

Conclusion

This is a necessary and beneficial effect. As a result of new facilities, media and communication methods they now have access to news, discussion, analysis and opportunities to participate in community events. As an example of a medium for constructive conflict, the following results are summarized: The use of social media gives youth a platform from which they can participate in constructive conflict, voice their concerns, and express their Can advocate for rights. As a result they have a better understanding of anarchy, injustice, environmental concerns, human rights and social justice. Due to the efficacy of social media as a medium of communication, today's youth get the opportunity to express their opinions, disagreements and concerns on important topics to the general public. They have the potential to be a voice for change, social service, social justice and promoting good messages. The ability to share and work together The use of social media gives young people the opportunity to exchange a variety of information, experiences, skills and resources. This creates a sense of community, cooperation and support, which are prerequisites for bringing about meaningful social change. Increasing literacy levels and knowledge levels Young people have the opportunity to expand their horizons, their knowledge and their literacy through the use of social media. They have the opportunity to work closely with experts, organisations, educational institutions and community groups to gain access to the latest information and developments in the field of literacy.

References

1. Campbell SW, Kwak N. Mobile communication and civic life: Linking patterns of use to civic and political engagement. *Journal of Communication* 2010; 60:536–555.
2. Raacke J, Bonds-Raacke J. MySpace and Facebook: applying the uses and gratifications theory to exploring friend networking sites. *Cyberpsychology & Behavior* 2008; 11: 169–174.
3. Pew Research Center. (2014) Internet user demographics [graph]. www.pewinternet.org/data-trend/internet-use/lateststats (accessed Feb. 16, 2015).
4. Pew Research Center. (2014) Mobile technology fact sheet. www.pewinternet.org/fact-sheets/mobile-technology-factsheet (accessed Feb. 16, 2015).
5. Jung T, Youn H, McClung S. Motivations and selfpresentation strategies on Korean-based “Cyworld” weblog format personal homepages. *CyberPsychology & Behavior* 2007; 10:24–31.
6. Livingstone, S., & Helsper, E. (2007). Gradations in digital inclusion: Children, young people, and the digital divide. *New Media & Society*, 9(4), 671-696.

7. Lenhart, A., Madden, M., Macgill, A. R., & Smith, A. (2007). Teens and social media. Pew Research Center.
8. boyd, d. (2008). Why youth (heart) social network sites: The role of networked publics in teenage social life. In D. Buckingham (Ed.), *Youth, identity, and digital media* (pp. 119-142). The MIT Press.
9. boyd, d., & Ellison, N. B. (2008). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
10. Mazer, J. P., Murphy, R. E., & Simonds, C. J. (2007). I'll see you on "Facebook": The effects of computer-mediated teacher self-disclosure on student motivation, affective learning, and classroom climate. *Communication Education*, 56(1), 1-17.
11. Junco, R. (2012). Too much face and not enough books: The relationship between multiple indices of Facebook use and academic performance. *Computers in Human Behavior*, 28(1), 187-198.
12. Best, P., Manktelow, R., & Taylor, B. (2014). Online communication, social media and adolescent wellbeing: A systematic narrative review. *Children and Youth Services Review*, 41, 27-36.
13. Steinfield, C., Ellison, N. B., & Lampe, C. (2008). Social capital, self-esteem, and use of online social network sites: A longitudinal analysis. *Journal of Applied Developmental Psychology*, 29(6), 434-445.
14. Livingstone, S., & Brake, D. R. (2010). On the rapid rise of social networking sites: New findings and policy implications. *Children & Society*, 24(1), 75-83.
15. Manago, A. M., Taylor, T., & Greenfield, P. M. (2012). Me and my 400 friends: The anatomy of college students' Facebook networks, their communication patterns, and well-being. *Developmental Psychology*, 48(2), 369-380.