Social networking sites and changes mindset of youth; Challenges ahead on social issues

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ABSTRACT-

Aim and Objective- To know social issues and changes mindset of youth by the use of social networking sites.

Materials and Method –

The study sample consist of 120 age between 15-24 (Acco. to United National assembly ,1995) during assessment period was 2013-14 .A cross sectional study designed with cluster sampling technique were done at University, Institute, College level. The tools was the present study was pre designed and pre- tested   Questionnaire with technique of using various parameters of Social sites ,social issues ,to understand the changing mindset of youth .SPSS 20.0 version where used to analyze the data in terms of frequency chi square and 't' test.

 Result and conclusion- The result suggests family problem and both harassment and bullying (85%) in male and in female bullying (83.3%), harassment (85%) were also most prominent. Social sites play important role in changing aspect on mindset of youth. There were no significant differences between the changes of mindset of male and female by the use of social networking. The present study suggest that there have so many issues burning around us by the use of social networking Social Networking sites provide a platform for discussion on such issues as it is this media which majority mass rely on and extend warm support and the changing mind-set of the youth by the use of social networking .

Keywords: Changing mindset, Social networking Sites, Social issue, Youth.

INTRODUCTION

In today's fast moving world, everyone tries to be ahead of their competitors, friends and social Circle. In today's fast moving world, there are so many burning issues around us which we need to think upon and act, it's an alarm for us to be aware about the society and current issues need to be discussed openly with the society in an effort to do something about it and bring a revolution [1]. Social issue (also called a social problem or a social illness) refers to an issue that influences and is opposed by a considerable number of individuals within a society. It is often the consequence of factors extending beyond an individual's control and local geographical

environment [11]. Current issues like violation, education, violence, bullying, cyber crime, family problem, relation breakup, crime against women, corruption etc. needs to be discussed openly with the society in an effort to do something about it and bring a revolution. Social Networking sites provide a platform for discussion on such issues extend warm support on the changing mind-set of the youth by the use of social networking. Social network sites are web-based services allowing individuals to construct a semi-public or public profile in a bounded system as well as to articulate a list of others so as to share connections, views and thoughts. [1]. Maximum of the time social networking sites are used to communicate with people who are already their friends or connections in the social network sharing same mindset or same interests and views, discussions on debatable topics, news articles are most common topics on these SNSs. Social networking sites are not only popular for providing a platform for chatting, sharing scraps, videos, pictures etc. but also for discussing social issues [2].

 Uniqueness of social networking sites not only allows individuals to meet strangers but enables users to discuss and make visible their social networks. Discussions on debatable topics, news articles are most common topics on these SNNs [1]. Youths and adolescents are at some risk as they navigate and experiment with social media because of their limited capacity for self regulation and susceptibility to peer pressure. There are frequent online expressions of offline behaviors, as clique-forming, harassment, and sexual testing [6]. Bullying and aggression in schools today have reached epidemic proportions while always in existence; bullying behaviors have increased in frequency and in severity in the past few decades [3]. With the extensive popularity of SNSs among youth and adult populations, reports of online predators using SNSs to target youth for sex crimes have permeated the media [6, 7], suggesting that such offenders may be using personal information from such sites to track down, stalk, and abduct youth [8]. Children and young people are routinely exposed to pornography. They encounter sexually explicit images while on the Internet, some watch X-rated videos and, like adults; they live in a culture increasingly saturated in sexualized representations. [10] However, certain issues yet require study and research like impact of SNS on youth's minds and loss of privacy and over sharing as earlier people believed in keeping their data private but now they enjoy going public and showing wall posts, status updates, tweets and in fact every thrill of their lives. Family problem dealing with separation, divorce, alcoholic, abused or abusive parents, or another family conflict, this is a place to learn more about ways to cope though social networking sites [12].

There is a pool of social problems which requires attention of majority so that we can fight against them as a united country and make the society more peaceful. Social awareness brings more immatureness, unity and Thoughtfulness when it comes to making important decisions for them or for society. When these social networking sites started, youths got immediately attracted towards them as they found it very convenient to expand their social circle, chat with other fellow teenagers, share their personal photos and see others data too without any security alert [1]. These social networking sites are proving themselves a boon at least in bringing thoughts of people on these social issues. It is also being generated from the information so obtained that people are getting more aware about the social issues mainly from Face book or other sites and help the providing the space to work out identity and status, make sense of culture and negotiate them. Facebook, Twitter, YouTube, Orkut etc. are the most popular sites for having forum on social issues. More than 150 pages related to social issues like corruption, human rights, girls education etc have emerged in the last few months in social networking sites like facebook, Youtube, Orkut, etc. Surprisingly, maximum of such lot seem to be created by various enthusiast

[1]. Through Social Networking sites individuals can communicate with others irrespective of meeting face to face or present at a specified time. It was found that these social networking sites are acting as great medium for view mobilization as these individuals are not aware of things they can use these websites and can raise their voices and can also participate. As these social issues need regular discussion individuals can use networking sites to communicate periodically or regularly depending on your and others' requirements [1]. Youth realize social media sites affected their habits changing in any way about the social issues or other educational prospect. But instead of getting this knowledge the people generally don't discuss them and if they do, they just sign off the sites after discussion and the issue just remains focused on web only.

MATERIALS AND METHODOLOGY

The study was carried out for a period of 11 month, July 2012 May 2014 in Lucknow district. A cross sectional study designed was   use for present study. The Sample size were120 youth (60 male.60 female) of university, college and institute. For selection of the respondents Cluster sampling technique were incorporated to obtain the data were taken randomly along with number of College, Institute, University is established, The data was collected by pre-designed pretested profarma and general questionnaires.

Statistical analysis*:* Statistical methods were used by Standard statistical technique applied during interpretation of result, percentage. 't' test, chi square using SPSS-20.0 version for data analysis. Making different graph and table for interpretation of data.

RESULT-

This section deals with social issues by the use of Social Networking such as; over sharing, stalking, bullying, harassment, relation breakup, unwanted sexual solicitation, unwanted video uploading**.**
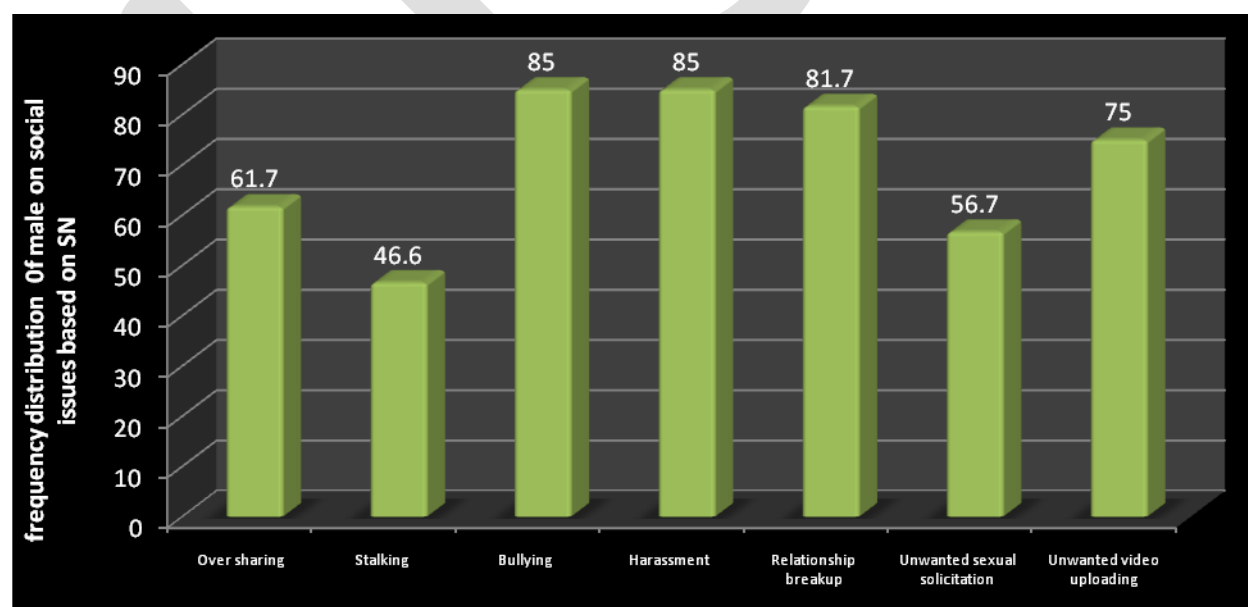

Figure 1-- Frequency distribution of male, social issues based on social networking site

Social issues based on social networking sites founded that majority of male agreed with harassment 85.o % and bullying 85.0% is the social issues which were most prominent by the use of social networking sites   ,there were respective frequency had similar, minority of unwanted sexual solicitation 46.7% which were significant at the 0.00% level.

Over sharing 61.7%, staking had 46.6%, unwanted video uploading 75.0% Relation-ship breakup 81.7% is the other problem which is occurred frequently by the use of SNS.
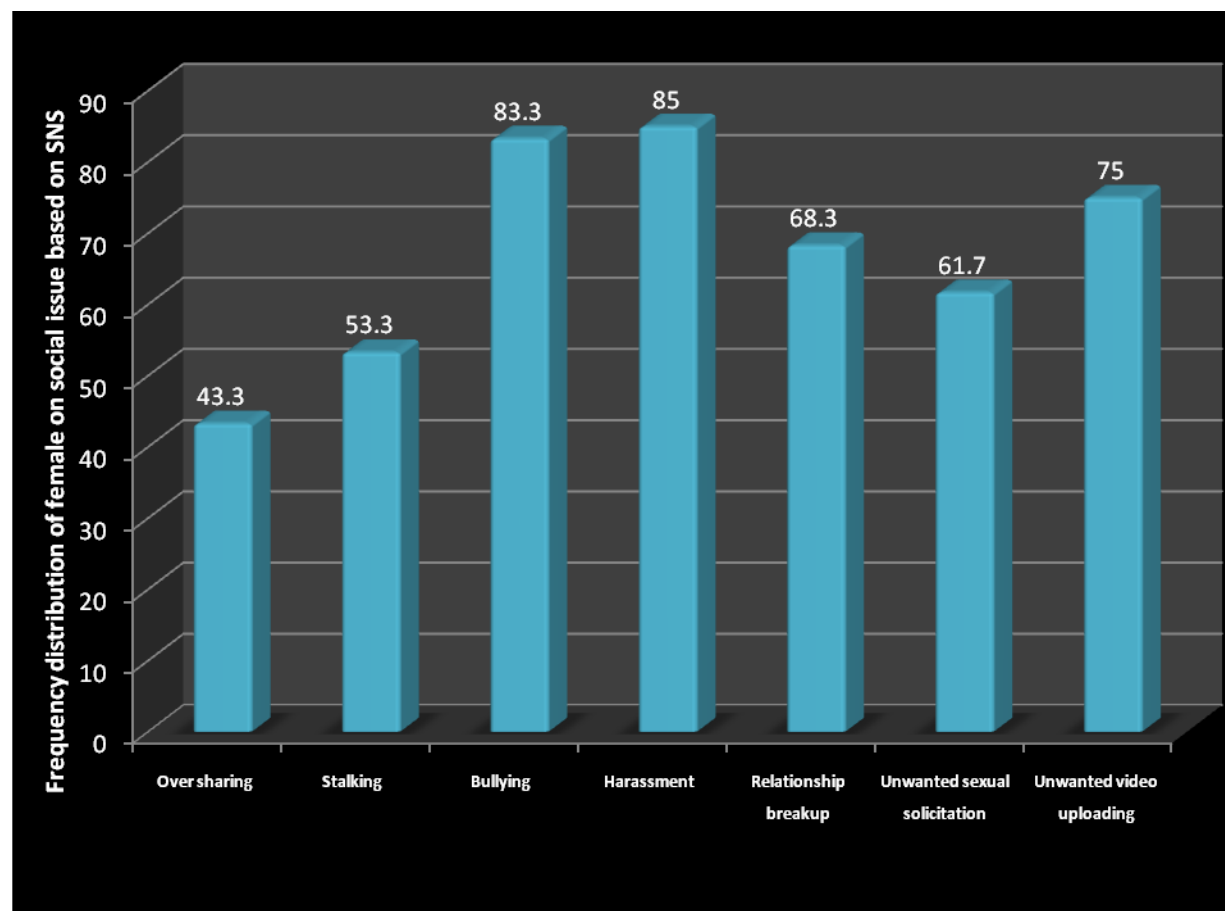

Figure-2 -Frequency distribution of female, social issues based on social networking site.

Social issues based on social networking showed that majority of female were agreed with harassment 85.0% and bullying 83.3%, minority of agreed with over sharing 43.3% social issues preveled by the use of social sites which was significant at the level of 0.00% with their respective frequency

Bullying 83.3%, staking had 53.3%, unwanted video uploading 75.0% Relation-ship breakup 68.3% is the other problem which is occurred frequently by the use of SNS.

Table-1-Changing mindset of youth (male) through social networking sites.

S. No-	Changing mindset	Male (N=60)			χ^2
		Agree	Disagree	Satisfied	
1.	Realize changing habit anyway	29(48.3)	14(23.3)	17(28.3)	28.300
2.	Knowledge about Social issues	35(58.3)	11(16..7)	14(22.7)	16.300
3.	Tool for mobilization	26(43.3)	19(31.7)	15(25.0)	28.300
4.	Joining page help solve the problem	33(55.0)	12(20.7)	15(25.0)	22.300
5.	Workout identity ,status and sense of culture	31(51.7)	21(35.0)	8(11.0)	73.300
6.	Psychological well being and self steam	34(56.6)	10(15.0)	16(26.4)	73.00
	df=3 ,significant at the level of 0.00% for all value of χ^2				

This table depicts that through social networking sites majority of male 58.3% agreed with Knowledge about Social issues and .minority of agreed 43.3% with tool for mobilization, similar finding categories satisfied with corresponding value of tool for mobilization and providing the knowledge of social issues. Mostly respondent in category of disagree with workout identity, status sense of culture 25.0% and moreverver satisfied with realizing changes habit any way 28.3% which were highly significant.

Table -2-Changing mindset of youth (female) through social   sites.

S.No	Changing mindset	Female (N=60)			χ^2
		Agree	Disagree	Satisfied	
1.	Realize changing habit	35(58.3)	12(20.7)	13(21.6)	67.600
2.	Knowledge about social issues	45(75.0)	5(6.7)	15(25.0)	54.700
3.	Tool for mobilization	30(50.0)	15(25.0)	15(25.0)	67.600
4.	Joining page help solve problem	37(61.7)	13(21.6)	10(16.7)	63.100
5.	Workout identity ,status and sense of culture	41(68.3)	14(23.3)	5(8.3)	17.500
6.	Psychological well being and self steam	35(58.3)	13(21.6)	12(20.0)	17.500
	df=2 and 1significant at the level of 0.00% for all value of χ^2				

This table shown that through social networking sites maximum number of female agreed with providing the knowledge about social issues 75.0%, minimum number of agreed with Tool for mobilization 50.0% similar finding in categories satisfied with corresponding value of tool for mobilization and providing the knowledge of social issues , In category of disagree mostly respondent disagree with tool for mobilization and satisfied with knowledge about social issues 25.0% and tools for mobilization 25.0% which were also similar and significant at the level of 0.00%.

Table-3-Description according to changing mindset of youth

S.No-	Changing mindset	Male (N=60)		Female (N=60)		't' value	Sig.
		Mean	SD	Mean	SD		
1.	Realize Changing habit anyway	1.47	.700	1.23	.563	2.011	.002
2.	Improve the knowledge about social issues	1.53	.747	1.33	.681	1.533	.059
3.	Tool for mobilization	1.47	.700	1.23	.563	2.011	.002
4.	Joining page help solve problem	1.23	.700	1.47	.601	.563	0.06
5.	Workout identity , status and sense of culture	1.17	.418	1.17	.481	4.195	.000
6.	Psychological well being and self steam	1.17	.418	1.17	.481	4.195	.000
	Significant at the level of 0.001% and 0.05 % level.						

Today youth (male and female) are highly influenced and change their paradise on social issue for that by media was Social Networking sites. Present study revealed that changing mindset on various levels such as. realize changing habit any way ,tool for mobilization and Workout identity , status and sense of culture ,Psychological well being and self steam are significantly at the level of 0.001%, values are given in above table are respectively .Another parameter like Joining page help solve problem was significant at the level of 0.05%.

 There are no significant differences between the changes of mindset of male and female. Social networking sites provide workout identity, status and sense of culture, psychological well being and self steam, the mean value is equal between male and female (1.47±1.23) which were highly significant that social networking sites change the mindset of youth.

DISCUSSION-

These social networking sites started, youths got immediately paying attention towards them as they found it very convenient to develop their social circle, chat with other teenagers, share their personal photos and see others data too lacking of any security alert. No hesitation these SNS provides employment, marketing, personal growth, sharing of information but the most prevalent

hazard through often involves online individuals. One side these sites provide to be in touch with our dear ones on the other side it creates platform for many cyber crimes [2].

This important finding suggests that a substantial minority of girls (and possibly boys) are being bullied or threatened into sexing and that they apparently lack the knowledge or where with all to resist or report this type of serious sexual harassment. Warning students that sexting is a serious crime may in fact back fire, as victims may become aware that if they report their victimization. It is the causes of the various type of harassment. Willard (In Press) has noted that there can theoretically had ever been coerced, blackmailed, or threatened into sending a nude photo of themselves and surprisingly, fully 27% of girls who had sexting answered affirmatively   related to harassment. In addition to their more frequent victimization by rumors and lies, girls reported to us more often that they had problems on social networking sites (usually Face book); they more often reported problems such as harassment and threats on their Wall and lies or false stories on their Wall [8].

In other study reported that 58% agreed to a change in their linguistic habit, the student spoke Arabic as their first and English as second language and 45% style of discourse. The social networking sites as a tool for mass mobilization and rapid information dissemination of information through internet is useful, , describes that the respondents of different age group's thinking on this issue is positive and they think that it is useful. Almost 90% of the people think it is a mass communication tool specially the people of the age group 20-40 years [9].

CONCLUSION-

These social networking sites are proving themselves a boon at least in bringing thoughts of people on these social issues. It is also being generated from the information so obtained that people are getting more aware about the social issues mainly from SNS. But instead of getting this knowledge the people generally don't discuss them and if they do, they just sign off the sites after discussion and the issue just remains focused on web only. There were no significant differences between the changes of mindset of male and female. Social networking sites provide the youth equally between the male and female with a space of workout identity ,status and make the sense of culture and negotiate public life as well as SNS participation of youth increase of psychology well being and self steam. The present study also concluded that there have so many issues burning around us by the use of social networking and it is place to provide a platform for discussion on such social issues. Media gave majority mass rely on and extend warm support and the changing mind-set of the youth by the use of social networking.

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