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IMPACT OF SOCIAL NETWORKING SITES ON THE YOUTH OF INDIA

Shina[1*], Pankaj Kumar[2]
[1*]Asstt. Prof. in Comp. Sci. MLUDAV College Phagwara, India
[2]Asstt. Prof. in Physics MLUDAV College Phagwara, India
Correspondence Author:sharma.sushil1@rediffmail.com

Abstract

The impact of social networking sites can be superior for students but if we have a closer look on these social networking sites . Today it is sullying the future and carrier of students. The social networking websites like facebook.com, twitter.com, orkut , etc. are incessantly disturbing students from their studies. The main meeting point of student should be education but unluckily today's student are emphasizing on such networking sites which can be a complete expenditure of time.

Introduction

First of all, we must know what social networking is
1. Social networking is the grouping of individual in to specific groups.
2. Social networking is practice of expanding the number of one's business and/or social contacts by making connections through individuals.

Social networking sites are used by the hundreds of millions of citizens around this planet. From side to side social networking sites in the current age younger creation comes to job by means of their social associations and networks already intact. This creation is a lesser quantity concerned in building social relationships at work with people in the group of people. Social networking sites, allows users to generate a modified report that includes the information.

Social networking sites are an online policy that provides new venues to human beings to generate a community outline and convey themselves and with other human beings on the websites. It is a website that provides a position for citizens group of people to split their individual views and behavior with relative members, relations, associates and social group or to split their attention, suggestions, and deliberations in a scrupulous theme at global online stage.

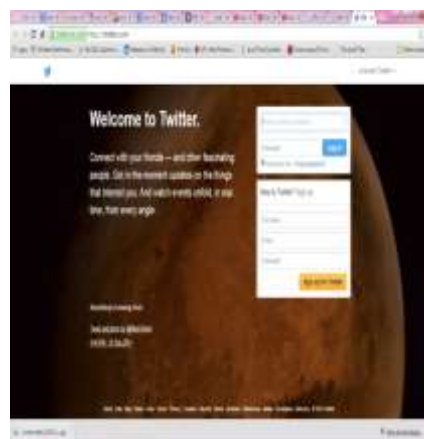## Characteristics of social networking sites:

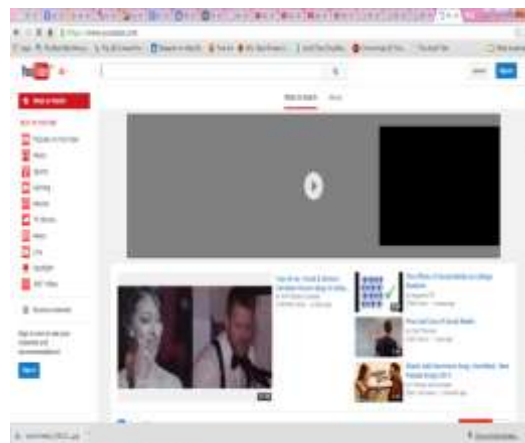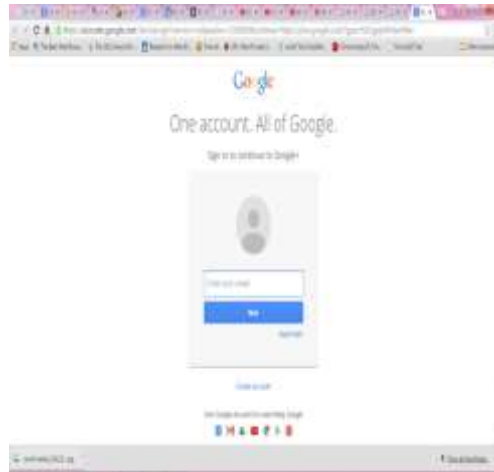Some following points are the characteristics of social networking sites:
1. Presentation of oneself: it refers to setting up of a profile. A page developed by user in which he/she present himself/herself to peers, through text, photos, Music, videos.
2. Externalization of data: Some Social Networking Sites allows users to describe the relation between themselves and other members.
3. New ways for communication: Some Social Networking Sites allows users to connect between them. Users use various inbuilt applications. They may join community of book readers connecting through books they have liked.
4. Ease of use: the major attribute its simplicity. They are free of charge and anyone can join.

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Examples of social networking sites:

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Advantages of social networking sites:
1. Once upon a time announcements and press release took several days to get the word "out there". No one can share the business announcements in minutes with the simple click of button and the things can go viral within hours. We can share our message instantly using these sites.

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2. One can meet new people. Social networking sites are perfect spot to meet new people online, with the help of advanced search tools one can find who have the same interest he/she do and that can be the starting point of a great friendship. Many people meet online and then establish a relationship.
3. It has never been to easier to make friends than it is right now, mainly thanks to these networking sites, it has easier to become friends.
4. It leads to speedy communication. Our time is stretched thinner and thinner by work but these sites offer a chance to communicate in a speedy and efficient manner.
5. One can use these sites to get feedback on ideas immediately, or to ask questions and get answers quickly.
6. It can increase sales. Social networking can generate some great testimonials for your business; these sites are good for advertisement.

Disadvantages of social networking sites:
1. Once we addicted to these sites, it is near to impossible to get away from it, as we are unable to find time for any work.
2. Personal details get revealed. So we must careful while using these sites.
3. Emotional loss, so it is very important to be very alert when we are accepting someone's friend requests that we really don't know.
4. Scams, when we come across such great services, many people get trapped by the scams.

Impact of social networking sites on education:
Negative aspects:
1. Lots of students rely on the convenience of information on social medium specially and the web in all-purposes to give answers. That means a compact focus on learning and retaining information.
2. Students, who effort to multi task, examination social media sites while studying, demonstrate compact academic presentation. Their aptitude to think on the job at hand is considerably reduced by YouTube, Face book.
3. Students who use a huge deal of time on social networking are less able to efficiently converse with person.
4. The fame of social media, and the rate at which information is in print, has shaped a negligent attitude towards proper spelling and syntax. The reduces a student's aptitude to successfully mark without relying on a computer's spell check characteristic.
5. Most students don't continually estimate the content they are publishing online, which can transport about unenthusiastic consequences months or years.
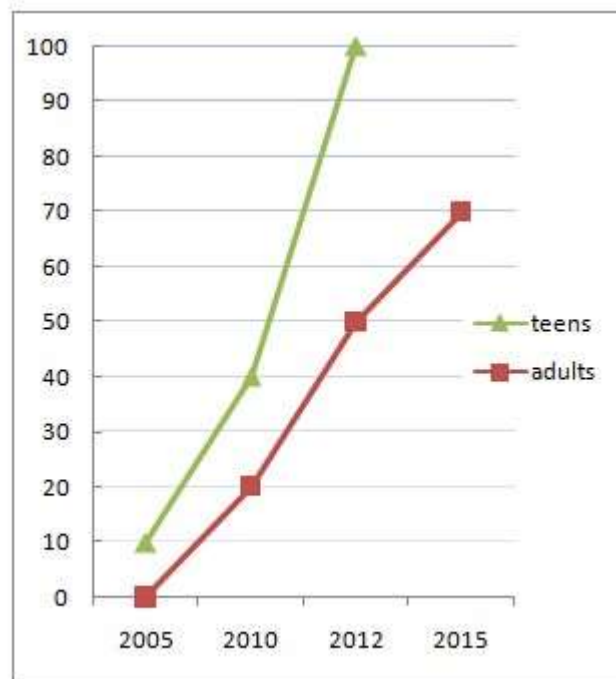
Positive aspects:
1. Social networking sites have enlarged the rate and quality of teamwork for students. They are improved communication meeting times or share information speedily, which can raise output and help out to learn how to work well in groups.
2. Social networking teaches in many industries as it is an fundamental part of rising a career or structure a big business.
3. By spending so much time working with new technologies, students will increase focus on knowledge in learning and industry, this will help students build skills
4. The simplicity with which a student can modify their outline makes them more conscious of basic aspects of design and layout.
5. The simplicity and rapidity with which users can upload pictures, videos or stories has resulted in a better quantity of distribution of original mechanism.
6. The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works.

Impact of social networking sites on the youth of India
Young people are using social networking sites for:
1. Keeping in touch with friends.
2. Rising new associates often with friends of friends, or people with mutual interests.
3. Sharing content, attractive in self expression.
4. Accessing information and relaxed learning.
5. Participating in familiar groups, and opportunities

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Social networking continues to grow: it shows the following graph.

Impact on youth
1. Obesity: so many children get addicted to social networking sites that it becomes their main priority. This causes many people to become overweight.
2. Cyber Bullying: it a huge problem around the world. It is when somebody decided to use social networking to make fun of another person or mistreat them. This is also the causes of tons of suicides.
3. Health issues: people started to suffer from headaches, back pain and some serious sickness and pains.
4. Impact on your career: it ruins your business and personal life.
5. Loss of privacy: The negative impact of these sites is loss of privacy.
6. Unwanted information: sometimes your friends can post things that you really don't care about and things that you really should not be seeing.

Conclusion:
The social networking websites has become critical need today, but it should not be aggravated at all. It could ruin the opportunity of teenagers and children and it had a very bad crash on education as it is discussed above.

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