



Social media and youth

Mohd Shafiq¹, Jai Prakash Bhatt²

Master of Arts (M.A.) Sociology, Department of Sociology and Social, Work H.N.B. Garghwal University, Srinagar, Uttarakhand, India

Assistant Professor, Department of Sociology and Social Work, H.N.B. Garghwal University, Srinagar, Uttarakhand, India

Abstract

Social media is a platform that enables the user to create any share and ideas various related to different subject and matter. Social media contribute an online that attaches cluster of community, who network and share the information. There are well known social media like Face book, YouTube, Twitter, WhatsApp, Instagram and Tumbler etc. They are all social networking websites where uses can share their information to the public. This people are an attempt to explain the continuity and the change in the media with the web of information technology in the society.

Thus social media is used both for construction and deconstruction purpose for people from different walks of life. The present investigation was designed to study the social media and youth in the reference of Rajouri (jk). The present study was to know the better knowledge and understanding of social media and youth.

The study also discussed about the socio _economic status of the respondents. The sample of the present study consisted 60 Males and Females from village Prori, District Rajouri and UT Jammu Kashmir.

The study was done using the purposive sampling method and descriptive research design. All the data in the present study are collected from the reports book, research paper and through observations, questionnaire, and interview schedule. In order to make the present study more meaningful and effective. The finding and the result of the study have revealed a number of facts.

Keywords: Social media, youth, face book, youtube, twitter, whatsapp, instagram and tumbler

Introduction

Social media is a platform that enables the user to create any share ideas and various related to different subject and matter. To be precise it includes YouTube, Facebook, WhatsApp and twitter etc.

Social media is a web-based technology to facilities social interaction between a large Group of people through some type of network is the internet. But social media platform are also far local network – as well. Social media is going rapidly and becoming a vital part of everyday life, because of the latest technological revolution. Thus, stunning growth is due to the increasing usage of smart phones like black berry, Androids and I phones. As well as the map service made in remarkable usage through mobile to find direction and place easily. When used properly, social can be a valuable addiction to a department’s communication strategy. Because many employees have expressed and interest and developing and maintaining a social media presence in social media in personal and professional capacities, the office of university communication and marketing has crafted the following introduction to social media please this read overview prior to developing your social media presence.

With so many news social media sites launching each year deciding which one is right for your department can be over whelming. It is important to be aware of emerging social media sites and understood how they could fit into your communication strategy. However, not all social media sites will be conductive to your department’s brand or marketing goals.

Information and communication technology

ICT is progressively recognized as the strongest change in this digital revolution. In the recent years, advances in ICT have foreshowed a major transformation in human communication, giving rise to new trends of media for social communication. Situated as one of the latest of several waves of digital media, social media have introduced new communication patterns, diversified communication content and format, created new forms of expression, fostered freedom, and stimulated a wide participation which has widened the scope of knowledge sharing and collaboration and allowed citizens from diverse walks of life to have an opportunity to affect changes, convey their views and challenge social norms, thus promoting democracy. However, for argument for promoting democracy by Internet freedom and the use of social requires some refinement (Breuer. M 2011).

Moreover, social media are increasingly employed in processes of social changes and development works. Rather, the mobilization of ICT and social media has become an instrumental approach for and power to social change. Using social media is about leaderless social movements leading social change – it is the public will mobilization and spheres, as spread through new media outlets and platforms, that pave the way for political change. It is highly likely that the embrace and strategic use of social media technologies may further transform them into a driving force for major democratic reforms and other major political changes. Indeed, drawing on (Breuer. M 2011), the successful implementation of various types of social media for the promotion of social change requires a constant adjustment of strategies to political and national context specific requirements.

ICT plays a pivotal role in every aspect of the social system and there is a drastic change in all the spheres of life. In this changing scenario, Education system has its special place and has changed at an alarming rate as this ICT has changed the system across the globe. Social media is an elusive term to define as it can refer to any activity, a software tool, or a platform, let alone the fact that all media have a social element. Donath. F (2004) traces sociable media back thousands of years, with the advent of letter writing. She acknowledges that digital communication technologies have fostered the emergence of new forms of media designed to enhance communication and the formulation of social ties.

Donath was prescient in writing that “we are rapidly approaching the time when, for millions of people, mediated sociability will be with them at all times, no matter where they are or what they are doing” (2004) “Social media is about people connecting people – make your band voice personable”. - PR News’ best PR advice book. The intersection of social interaction and digital media is often associated with web 2.0 technologies. Internet entrepreneur Tim O’ Reilly used the term to refer to the development of the World Wide Web as a platform that enables dynamic interaction on the web, facilitating the creation, dissemination, and sharing of digital content. O’ Reilly (2005) describes Web 2.0 as architecture of participation that enables people to take part in the production, shaping and distribution of news and information, rather than passively consuming content that others create.

Meaning of Social Media

Social network sites are varied and they incorporate new information and communication tools such as, mobile connectivity, photo/video/sharing and blogging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, pictures, posts, activities, events, interests with people in their network.

Social networks and the analysis of them is an inherently interdisciplinary academic field which emerged from social psychology, sociology, statistics, and graph theory. Georg Simmel authored early structural theories in sociology.

Emphasizing the dynamics of triads and "web of group affiliations. Moreno. J. is credited with developing the first sociograms in the 1930s to study interpersonal relationships. These approaches were mathematically formalized in the 1950s and theories and methods of social networks became pervasive in the social and behavioural sciences by the 1980s. Social network analysis is now one of the major paradigms in contemporary sociology, and is also employed in a number of other social and formal sciences. Together with other complex networks, it forms part of the nascent field of network science.

The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Popular methods now combine many of these, with American-based services such as Facebook, Google+, YouTube, Twitter, Whats App, hike, We Chat, viber, skype, Nimbuzz, which are prevailing in our society.

There have been attempts to standardize these services to avoid the need to duplicate entries of friends and interests. According to experts, the largest social networking users are Asian-Pacific regions with 6159 million people. A 2013 survey found that 73% U.S adults use social networking sites.

A social network itself is the set of dyadic ties between people. These people are actors of network and each actor may be made up of one person. Just like other technology like Mobile phones, social networking online can be a very effective tool for connecting people.

Concept of Social Media

Social networking involves the use of internet to connect users with their friends, family and acquaintances. Social networking websites are not necessarily about meeting new people online, although this does happen. Instead they are primarily about connected with friends, family and acquaintances, we already have in our life. The most popular social networking sites are FACEBOOK, TWITTER, YOU TUBE, WHATSAPP, MY SPACE and so on. These sites allow us to share Photos, Videos, and Information, organize events, Chat, Download, Music and even play games like Scrabble & Chess online.

Social media can be defined as forms of electronic communication through which users interact among people in which they create, freely share, exchange and discuss information, ideas, personal messages, and other content about each other and their lives using a multimedia mix of personal words, pictures, videos and audio, utilizing online platforms while they are connected to the Internet Cox & Rothmans, (2011).

According to Smith. J. (2010), “Social media sites are virtual platforms for interactivity and information exchange... where issues are debated and defined...Social media users collaborate in content creation..., are proactive in searching information..., and value control in social media participation.

Turbine. K& Heinlein, (2010) Social media are also defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content”

A social network is a map of the relationship between individuals, indicating the ways in which they are connected through social familiarities ranging from casual acquaintances to close family bonds. Social networking also refers to a category of internet applications to help connect friends, business partners, or other individuals together using a variety of tools.

A social networking service is a platform to build social networks or social relations among people who share interests, Activities, backgrounds & real-life connections. Social media is defined by the characteristics of participation, openness, conversation, community and connectivity. Web 2.0 technologies at the core of social media provide an infrastructure for potentially geographically dispersed individuals with common interests to connect and collaborate via the internet without any central coordination. Tools and services range from blogs, wikis, media sharing services and social networking sites.

However, any consideration of social media needs to move beyond simply the technology. Hogan & Quan-Haase propose the term social media practice “as a means to

overcome the transient nature of phenomena encountered on social media and identify practices that are stable and universal (2010). They argue that it is more important to understand the effects of social media, rather than simply getting bogged down in a debate on what social media is. Jeff.H argues “web 2.0 is inherently social so that users are central to both the content and form of all material and resources” (Hardey, 2007; emphasis in original), with people exercising with a new degree of agency in shaping their engagement with media. Social media platform provides spaces for users to share content like status updates, links, photos and videos.

Categories of Social Media

According to Safko.R. (2010: 9) there is a need to categories the entire world of social media. In responding to the need, the following categories of social media were found but the categories are not equally applicable and effective in promoting tourism in South Africa. The categories are: social networking, publish, photo sharing, audio, video, microblogging, live casting, virtual worlds, gaming, search, mobile, and productivity applications. Irina, Razvan, Ridica and Daniel (2014: 1288) argue that certain social media categories cannot equally meet personal needs of the individuals as well as the needs of the business. It was suggested that social networks, video file sharing, blogs, and micro-blogs platforms can be used for both tourism business and personal purposes (Leung. J. *et al* 2013: 10).

Types of Social Media

According to Turbine. K. and Haenlein (2010: 58) there are different types of social media and these can be categorised into: Social Networking Sites, Blogs and Micro Blogs, Content Community Sites, Collaborative projects, Virtual Worlds, and Sites Dedicated for Feedback. However this way of categorizing social media is different from how it was categorized above by Safko. R (2010).

Social Networking Sites: These are websites where individuals meet virtually, create personal profiles, develop relationships, communicate, and connect to other individuals whom they might or might not know physically. While social networking sites are a type of social media, some authors refer to all social media sites as social networking sites with different capabilities such as video or photo sharing (O’ Connor 2008).

Blogs and Micro-Blogs: According to Turbine K. and Haenlein (2010: 355) blogs refers to websites that allow bloggers to share insights in a particular area as well as personal experiences, interact with others through posting of comments, and to keep logs. These could be image-based, text-based, video based, or audio-based. Micro-blogs refers to another form of blogging sharing the same function and only different in that the content of those blogs are text based and are limited to a certain number of characters (O’ Connor 2008).

Content Community sites: These are sites designed to share material modified from original work with people who upload the material. The content shared typically includes photos, text, presentation slides, and videos. Content community sites are different from social networking sites in that it is not a prerequisite to create a personal profile to use the shared content (Chan K. and Guillet 2011).

Collaborative projects: These sites aim to aggregate community intelligent through depending on the users to

work out the content. They can be classified into two types: social bookmarking sites and wikis. Wikis refers to sites which users can continuously modify and edit and this enhances the quality of the content. Social bookmarking sites helps individuals store and manage collection of links. The links stored online can be shared with others (Turbine K. and Haenlein 2010).

Virtual Worlds: These are online applications resembling the real world in a 3D environment. Represented by a customised human-like character or a picture, individuals could interact with others in the virtual world (Chan and Guillet 2011)

Sites Dedicated to Feedback: This social media type refers to websites that allow users to read, post, discuss, respond, review, and share opinions, thoughts, and experiences on a myriad of topics. Online sites and forums dedicated for product reviews are the most typical of sites dedicated for feedback (Chan and Guillet 2011: 348).

Thus in brief we can say that social network is a web based services that allow individuals to create a public profile, to create a list of users with to share connections & views & cross the connections within the system. A study conducted by Florida State University and published by the International Journal of Eating Disorders found that a group of women who were asked to browse Facebook for 20 minutes experienced greater body dissatisfaction than those who spent 20 minutes researching rainforest cats online. Claire Mysko, an award-winning author and expert on body image, leadership and media literacy,

Impact of Social Media on the youth:

Social media refers to all applications and websites or blogs that enable people around the globe to interconnect via the internet, chat, and share content, video call among many other functionalities it offers to its users. For a person to be a member of any social media, he or she has to first sign up and then sign in to access content and be able to share and chat with other users of that social media platform. Some of the common and widely used social media platforms include Facebook, Twitter, WhatsApp, Snap chat many among others.

Over the past two decades, social media have gained so much growth and fame worldwide to an extent that many researchers are now interested in learning more about these social platforms and their effects on the community. Despite the fact that almost everyone in the community is connected to at least one social media platform, the youth and teenagers are the leading and most fanatic of these social platforms to the point that they even social network while in class or even church. It is to this light that researchers have found that these social sites impact the lives of our youth in a society a great deal in terms of morals, behaviour and even education-wise.

The use of social media has both negative and positive impacts on our youths today. In this paper, I aim to bring to light the impacts of social media specifically to the youth of this generation. These impacts are both positive and negative.

The positive impacts of social media on the youth today include making them up date on the events happening around the globe and also enables them network and stay connected with their fellow youths and friends without physical meetings. It bridges the gap between friends since a person say in Africa can network and interact with his or her friend in the United States. This in turn helps in

strengthening relationships say amongst classmates in high school or college, who after finishing school, moved to different locations around the world. Additionally, youths can create pages and groups in the social media platforms based on their professions, faith among other dimensions of their lives and this leads to more connections being built and more opportunities being opened for their respective disciplines. This can even lead to more employment opportunities being created for the unemployed youths. From the many interviews carried daily, youths say that social media platforms make their lives enjoyable, efficient and easier and have also become their lifestyle.

Social Media and Its Eight Bullets

Social media has come up with the new path of transforming the citizens. This segment manages eight key progressions it has mastered. Intriguing with social media is a common movement, so it is vital to comprehend that influencing social media is a great deal more different than working with conventional media.

Utilizing Twitter

As mentioned earlier, Twitter is a microblog administration. Its clients can send and view one another's overhauls.

This microblogging site is confined to 140-character "tweet", therefore whatever one wants to tweet should be well drafted and should have meaning as well. The twitter accounts are known as twitter handles. An individual or a company can register itself on twitter.

Twitter is all about exchanging messages and broadcasting any firsthand information as well as retweeting other people's tweets. Much the same as Facebook, Twitter is also focused around kinship: clients can choose to pick messages and the tweets are aimed at those who have decided to take the messages. On Facebook, the objective involves making new companions, on Twitter it is likewise further bolstering one's effort to have an extensive gathering of adherents - and not everyone is essentially familiar with the client. By emulating fascinating string of messages and responding to them, the clients can gather enthusiastic devotees too.

It is proposed to just watch, to see how tweets function. Notwithstanding their short structure, tweets might be utilized to discuss more extensive issues in a captivating way. Also, it is exceedingly fitting to endeavor interfaces on Twitter, and to propose searching for extra data from an extra source, for example, the client blog. Hashtags are one of Twitter's most unmistakable gimmicks. Communicated with the image, Hashtags are Twitter's particular method for indicating pivotal words to take on certain topics or occasions. After one clicks on the Hashtagone is able to see all types of information or mentions pertaining to that tweet. Along these lines, every message important to a campaign can be perused by any Twitter client.

Utilizing Wikis

The essential thought behind wikis is to get as many individuals as possible taking interest in the generation, survey and upkeep of learning. Wikipedia, an online reference book, is likely the most celebrated illustration; however, a wiki might be utilized for different purposes too. A political gathering could create its electing stage or compose a procedural project or any such situations where numerous individuals are required for info.

Beginning with wiki is moderately basic, subsequently there are various free or affordable projects that can be accessed and be easily utilized in web program. The web facilitating is carried out by a distal administration supplier, who also deals with reinforcements, duplicates and other routine support. It's not difficult to begin by taking a gander at wiki administrations like Pb works and wikispaces. At the starting phase, wiki requires a decent framework. In the event that no essential structure is present around which the wiki can be manufactured, any increases, changes and audits of the wiki substance will be inadequate.

A wiki page is made out of various personal wiki pages. It is material, thus, for content, connections, pictures, and other implanted media, for example, for feature and sound files. Since wikis generally have more than one essayist, the composition is truly different to the conventional method for composing.

Utilizing Youtube

Youtube is web's extremely famous feature administration, where individuals can watch features made and transferred by its clients. A decent feature display is a great specialized gadget, and with cutting edge technology, great quality feature recordings could be made effectively and economically.

Features disseminated through Youtube are particularly essential in battle work, on the grounds that the fighting staff can then utilize the feature tidings to the disadvantage of their rivals without TV plugs. A crusade feature should not be excessively lengthy; it is tricky to take a gander at a "talking head" for a few minutes. Therefore, it is better to make several short features instead of a long one; a mixture of filmson open deliberation or meetings instead of only one individual conversing with the Polaroid. Use other visual material separated from the face shots: a feature presentation could be made livelier by including visual supports, for example, pictures, charts, etc.

Presently, Youtube requests the users to appreciate the legitimacy of copyright. A while ago when it began, Youtube was stuffed with numerous kinds of copyright features. It is essential that you upload the videos only of you have their copyright.

Utilizing Facebook

Facebook is a social media site which is all about knowing people and later adding them to your circle of Facebook friend list. To have an account on Facebook one generally needs to have an email id and a mobile number. After registering on Facebook one can update his or her profile.

In the event that Facebook impacts general assessment, the profile ought to be as open as could reasonably be expected. Photographs and features could be added to a profile. No acceptable confinements on what pictures could be utilized for are mentioned there, yet it is polite to include photographs of individuals who have provided their authorization.

Facebook is an illusive loop of companions: you can chat with pristine companions and find new ones. To individual clients, perusing their companions' messages and composing remarks or pressing the "Like" catch are the most well-known methods for communicating in this medium. Discussions made or remarked by clients might be followed in the online group. Facebook can tell clients of new remarks via email. They can contribute to discussions when

not logged on to the site. In today's world almost everyone has their presence on Facebook whether it is an individual, a group or any private or a government company. (Johnson, Steven Berlin (2005). Everything Bad Is Good for You New York: Riverhead Books)

Review of literature

Review of literature on social media: - To collect the relevant of literature I research various index books, research paper, Journals and others. And the collected review listed as under.

Rouis, Limayem, & Salehi-Sangari (2011) investigate the effects of using Facebook on academic performance of undergraduate students at Lulea University of Technology Sweden in relation to their personality traits. The study tries to analyse how Facebook usage effects performance of students with different personality traits. In addition, the research tries to justify the relationship among the three i.e. Facebook usage, personality traits and academic performance. Their analysis of 239 students' data reveals very significant results. This research establishes that using Facebook has strong negative impact on academic performance of students with extrovert personalities. However, factor of self-regulation among students greatly reduces this negative impact as they have high level of effective self control while using social media platforms.

Junco, R. (2012) investigates the impact of Facebook being a social medium on students' performance on academic courses. The research analyzes data from 1839 respondents studying 4 years degrees in residential institutes of northeastern USA to find trends on frequency of Facebook visits and activities, time spent on Facebook, time spent on class preparation and academic grades of the students under research. Analysis of the collected data reveals that time spent on Facebook and frequency of visiting Facebook are negatively related to students' performance in terms of their GPA. However, there is slightly negative correlation between time spent on this widely used social medium and the time spend in studying for class. He further adds that although time spent on social media and academic performance are negatively correlated but, this relationship in real world scenarios does not seem to be a major hurdle in academic success.

Ul Haq & Chand (2012) investigated the usage and popularity of famous social media network (Facebook) among university students with special focus on the gender-based comparison and the impact of the selected social medium on their academic performance. The two researchers evaluate the pattern and frequency of Facebook use among university students while focusing gender differences and student opinion about the impacts of this medium on academic performance. The research analyzes a random sample of 384 respondents including an equal mix of males and females. The respondents belong to undergraduate, graduate and postgraduate programs with a mean age of 21 years.

Yang & Tang (2003) conducted a research study on forty (40) graduate students studying a course in Advance Management Information Systems (AMIS) in a university in Taiwan to investigate the impact of using social media for educational purpose on the academic performance of the students. Students were grouped into 14 teams to discuss various questions based on MIS cases in an online forum specifically set up for the purpose. The students had to come

up with summaries of the discussions made on the forum. At the end of the course, data was collected from the forty students on a self-administered questionnaires for the purpose of this particular research. The objective of the study was to find correlations among friendship, advice and adversarial factors and student academic performance.

Hamat, Embi, & Hassan (2012) studied the use of social networking platforms among undergraduate and postgraduate students of Malaysian institutes of higher education. This qualitative research collected data on 6358 student respondents through a self-administered questionnaire and analyzed this data to make observations on the use of social networking sites among them. The study also collects opinion of students about the impacts of social medium on their academic performance.

Negussie & Ketema (2014) conducted a cross-sectional survey to at Jimma University Ethiopia between March 2012 and March 2013 to find if any adverse effects of using social networking sites on students' academic performance exist. Like many other studies, this research effort also took Facebook into consideration to establish its findings. In a cross-sectional study of 490 respondents, the research did not find any significant relationship between students' duration and frequency of use of Facebook and their academic performance.

Muhammad Shafiq Gul *et al.*, (2004) 03 In the analysis, the researchers concentrated on finding the relationship of Social Media and buying behaviour of customer. The study involved the students of academic institutes of Karachi. Around two hundred and sixty questionnaires were answered by the students. The study finds that there is no strong relationship between Customer Buying behaviour and Social Media.

Tayyaba Noreen *et al.*, (2015) The researchers conducted the study about the Social media impact in Pakistan and Korea. This study investigates the impact of social media on the buying behavior of consumers. This study focuses on e - word of mouth, social media publicity and social media. The findings indicated that consumers of Korean consumers have higher intention to buy a product using social media platforms when compared to customers in Pakistan. The results proved that e - word of mouth have a bigger impact on buying intention when compared to publicity on social networks.

Rita Njoroge (2011) Conducted a study on impact of social media among youth on behavior change and focus that there was going trend of using social media especially Facebook, WhatsApp and Twitter. She found that around 60% youth spent 2.5 hours a day on computer chatting and texting a common activity.

Shivaganganma (2017) In his study impact of social media on youth found that they were addicted to online games around 65% of youth were using social media the Facebook, twitter Instagram and WhatsApp to upload videos and photographs. International journal of current research Dharwad (Karnataka).

Coyle and Vaughn (2008) in their study examined the literature on Social Networking Sites and conducted a survey on how college students are engaged in social networking. They found that the main purpose of using Social Networking Sites is to keep in touch with friends. They also indicate that these are used for merely trivial communication with friends. These sites are simply new form of communication that is evolving over time with the aid of technology.

Goodman (2007) examines how college students engage with technology principally that involved in Social Networking Sites. He explores how students use Social Networking Sites, which Social Networking Sites and programmes they find more appealing than others and also tries to understand the major reasons for the increasing usage of Social Networking Sites among college students. Further he rightly pointed out "Social Networking Sites are not part of students' lives these days, actually they are their lives". Youths are not only the early adopters of most of the new technologies but they are also among the most sophisticated users as well.

Research Methodology

Research methodology is different from research design in the sense that it is particularly concern with the selection of sample from the universe, research approach whether questioner, contact methods and sets of statics etc. The major importance of RM lies in the fact that it provides sound foundation to a research project on the basis of a well proved foundation.

Objectives of Study

1. To analyse the impact the social media on overall development of youth.
2. To understand the change in the interaction style of youth.

Area of the study

Jammu and Kashmir (U.T) Profile

The current field study by the researchers has been conducted in rural areas of Jammu and Kashmir. The U.T Jammu and Kashmir is in the northern part of India. And shares its borders with Himachal Pradesh and Punjab, and the neighbouring countries of Pakistan, China Afghanistan. The state consists of three region Jammu, the Kashmir valley and Ladakh.

The natural beauty and picture locations have made it a favoured destination for tourist across the world. Jammu for its Temples, while the Kashmir valley is known for its lakes and gardens

To study the effect of social media on the education of youth in Rajouri and I will be relying on survey in which I will directly talk to the people of District Rajouri, Block Budhal and Village Prori for the collection of data following purposive sampling. I will interact (with the student scholars and teachers) with computer science background decision with friends and also follow various link on internet.

Rajouri is a district of Jammu region in Indian UT of Jammu and Kashmir. The Controlees to its west, Poonch to its north, the Reasi district the east and the Jammu district to its south. Rajouri is famous for its kalari (made from milk) ^[1]. Representing an ancient principality, Rajouri was a joint district, along with Reasi, at the time of princely state's accession to India in 1947. The two tehsils were separated and Rajouri was merged with the Poonch district. Rajouri again became a separate district in 1968.

The Rajouri district comprises 13 tehsils (boroughs). The land is mostly fertile and mountainous. Maize, wheat and rice are the main crops of the area and the main source of the irrigation is the river Tawithat originates from the mountains of Pir Panjal.

Conclusion and suggestions

Social media networking has always been a boon as well as a bane. It is always in the hands of the persons who use it. So don't use social media to impress people try to impact people in a positive way.

Social media is a really convenient and important communicate network for all the people nowadays. We can use it to know friends and keep contact with friends that came from different countries. We can also share our ideas so quickly so that all the things could develop so fast because people could tell us their ideas and we could improve it immediately. We could also learn new things on social media by watching or reading the things that people shared onto the social media. People could also sell things on social media freely which could reduce the expenditure of advertisements.

There are more advantages for using social media; however, there is always advantages and disadvantages for a thing. As social media is too convenient for people, almost most of them don't even have to 'speak out' to communicate with people. No longer, people will lose their communication skills. The more serious problem is many people utilized the power of social media and used it to bully someone. The power of social media is also same as the one in real life. A little of them used social media to do things that against the law, which is a fool behavior.

Social media changed our life so much. Our life became more convenient because social media is a very useful tool for us in 21st century, it could help us to improve our life. However, we have to aware of how we use them. If we could use the social media smartly, having social media will become a good change for us.

Social media is a really convenient and important communicate network for all the people nowadays. We can use it to know friends and keep contact with friends that came from different countries. We can also share our ideas so quickly so that all the things could develop so fast because people could tell us their ideas and we could improve it immediately. We could also learn new things on social media by watching or reading the things that people shared on to the social media.

There are more advantages for using social media; however, there is always advantages and disadvantages for a thing. As social media is too convenient for people, almost most of them don't even have to 'speak out' to communicate with people. No longer, people will lost their communication skills. The more serious problem is many people utilized the power of social media and used it to bully someone. The power of social media is also same as the one in real life. A little of them used social media to do things that against the law, which is a fool behavior. Social media changed our life so much. Our life became more convenient because social media is a very useful tool for us in 21st century, it could help us to improve our life. However, we have to aware of how we use them. If we could use the social media smartly, having social media will become a good change for us.

To be fair and honest we need to mention that social media has its positive outcomes and has it drawbacks as well.

References

1. Hilborn Ray, Mangel Marc. The Ecological detective: confronting models with data. Princeton University Press, 1997, 24. ISBN 978-0-691-03497-3. Retrieved 22 August 2011.

2. Irny SI, Rose AA. "Designing a Strategic Information systems Planning Methodology for Malaysian Institutes of Higher Learning (isp-ipta), Issues in Information System. 2005 6:1.
3. Kothari CR. Research Methodology; Methods and Techniques; New Age International Publishers; New Delhi; India, 2004.
4. Redman LV, Mory AVH. The Romance of Research Text Book of Biostatistics I, by A.K. Sharma, 1923, 10.
5. The Advanced Learner's Dictionary of Current English, Oxford, 1952, the Encyclopaedia of Social Sciences, MacMillan. 1930; 9:1069.
6. "The Arab Uprising's Cascading Effects". Miller-mccune.com, 2011. Retrieved 24 April, 2012.
7. AamAadmi Party a hit on social media". India Today online, 2014.
8. Agichtein, Eugene; Carlos Castillo. Debora Donato; Aristides Gionis; Gilad Mishne "Finding high quality content in social media". WISDOM – Proceedings of the 2008 International Conference on Web Search and Data Mining, 2008, 183-193.
9. Ahlqvist Toni, Bäck A, Halonen M, Heinonen S. "Social media road maps exploring the futures triggered by social media". VTT Tiedotteita – Valtion Teknillinen Tutkimuskeskus. 2012; (2454):13. Retrieved 9 December
10. America declares war on two losers". Spiked (magazine). Retrieved, 2013.
11. Anderson, Nate; Technical, Ars "Tweeting Tyrants Out of Tunisia: Global Internet at Its Best". Wired, 2011.
12. <https://www.grin.com/document/358350>
13. https://www.researchgate.net/publication/326604729_Effects_of_Information_and_Communication_Technology_and_Social_Media_in_Developing_Students'_Writing_Skill_A_Case_of_AI-Quds_Open_University
14. <https://www.chegg.com/homework-help/questions-and-answers/need-ppt-slides-research-paper-atleast-10-slides-impact-social-media-youth-social-media-re-q31921307>
15. <https://www.igi-global.com/dictionary/cloud-computing-for-e-governance/27397>
16. <https://www.igi-global.com/dictionary/social-media-credit-scoring/27397>
17. <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=5562&context=libphilprac>
18. <https://docplayer.net/amp/53590059-The-impact-of-social-networking-sites-on-teenagers-in-nigeria.html>
19. <http://14.139.209.82:8080/xmlui/bitstream/handle/123456789/87/Download%20File.pdf?sequence=1&isAllowed=y>
20. <https://shodhganga.inflibnet.ac.in/bitstream/10603/72639/8/chapter%203.pdf>
21. <https://ijrcs.org/wp-content/uploads/201803065.pdf>
22. https://ipfs.io/ipfs/QmXoypizjW3WknFiJnKLwHCnL72vedxjQkDDP1mXWo6uco/wiki/Social_networking_service.html Instances where selected sources appear: