

Youth Involvement in the Social Media for Discussing Social Problems

Dr. Basayya M Hosurmath*

Lecturer, Department of Journalism and Mass Communication
Davangere University, Davangere

Abstract :-We can't assume the society without the communication. As we know presently we all are very near, we are not alone, we all can share our thoughts, experience, ideas, information from anywhere, anytime and with anyone. That is all only possible from the inventions of new communication technologies. In every field we are using different tools for the communication as per the requirements. Hence, the impact of new technology is much in day to day life.

As we know man is a Social Animal. He can not live without the society. To live in the society he depended on the society one or the other reason. Hence, to have good relation with the society he needs to communication to express his needs. In the beginning from the body language and verbal symbols man was expressing his feelings and needs. Later, after the invention of the language, communication became very easy. The later invention given extra feather to the communication. Invention of Print, Radio, TV. and New Media made it possible to communicate with mass people at the same time.

In the latest technology the invention of computer and internet have given more opportunities for the communication. And it converged all media in one network. Internet technology has become the platform for the Social Network. The introduction of www (World Wide Web) concept by Tim Burners Lee in 1989 Social Network has become the place where society is involved in one network for sharing thoughts, ideas, expressions, information etc. about political, economical, social issues or subjects as per their requirements. In 1990 classmates.com has made to get in touch with the similar kind of people. With these Asian Avenue Black, Planet and Gente Profile also have started its service.

The recent and most used social networks are Facebook and twitter. Facebook is on of the social network which has highest number of user in the world. And Twitter is in the second place. These social networks not only remained as the tool of sharing pictures, videos, text or a personal information. It is also used as the tool for creating social awareness in the society. Social awareness subjects like corruption, food wastage, new plans, social behaviour, good governance etc. are discussed in these networks and attracting many people towards this type of subjects.

Keywords: Socioal Media , Facebook and twitter, Questionnaire and analyse.

Introduction

In this modern world every one should have access to the internet. It the best source of knowledge. Blogs, Social Networks, Discussion Forums are the best flat forms to learn, entertain and for information. A word broader than it seems, it takes account of the different forms of social activities that take place today.

Social problems, social classes, social issues etc. The mass is involved in the same network for discussing the such issues and problems and also getting the solution for those problems and issues by discussing. The main objectives of our mass media is to Educate, Inform and Entertain the society. The difference that it makes here is that when news and media are interlinked they come across to give out our conventional style of keeping

ourselves informed. But the difference that Social Media brings in is the involvement factor. Whereas, the Internet, by definition, is a democratic medium, at least in the sense that anyone with Internet access is a potential publisher of information. By making this point clear that social media is more about involving the reader. It gives us a reason to not only agree but to somewhere give in to the medium. There are many more and the best part being that any website that invites an individual for any kind of user engagement activity, from voting to campaigning. Advertising to commenting anything that gives out information and allows the user to be a part of it is called Social Media. Twitter, Word Press, LinkedIn, Pinterest, Google+, Tumbler, MySpace, Wiki, Facebook, Blogger. The vicious cycle of social media has made its own recognition with the help of our society and in turn is benefitting us. The best way to get people away from their computer is through the computer.

The innovation of the social media and the change has also followed suit. It is about time and we will have this as not only the strongest but the most important means of communication soon. India is in the third place, which has highest number of internet users. Around 176 million people use internet in India as per 2013 FICCI report. In that 51% people use internet for job search, 32% users use for Banking and 13% people use for other activities. When we come to society we always talk and discuss about the corruption, illegal activities and other social problems. Also we know that our young generation can only give the solutions for all those social problems. For the developing country like India, It needs many energetic youth for its development. And they need to know the current social problems and then only they can think about the developments. Hence, our social networks are doing that job of teaching and educating our youth.

Significance of the Study

As we know from outset we have opinion that our youth are wasting their time and spoiling their life by sitting near to the system with the social networking

sites. But the reality is fully different. Whether they expecting or not they are continuously getting updates about the developments of the society. Hence, it is very important to understand the social networks are the best tool for the society to create a social awareness. In fact these networks are using for the same purpose. Many issues and problems of the society getting the solution by discussing with these networks. This is a best platform for creating awareness about the society.

Awareness programs related to the Child Abuse, Corruption, Child Marriages, New Government Plans, Food Wastage and other important issues.

Objectives

1. To understand what is the social networks actually used for?
2. To analyze the utilization of social networks by Society.
3. To study how the social networks used as tools for creating awareness about the social issues.
4. To understand the discussions related to the social issues.

Methodology

The present paper presentation has adopted the Questionnaire and analyse collected content, to analyze the usage of the social networks. The paper has the positive use of the social networking for knowing the social issues, jobs search, creating social awareness and discussing the social problems of the society etc. Youths are the backbone for any country. Hence, I have used simple random sample of 6 department students of Davanagere University. Selected 20 each from M.A., M.Sc., M.B.A. with questionnaire for collecting the data. In these 60 girls and 60 boys.

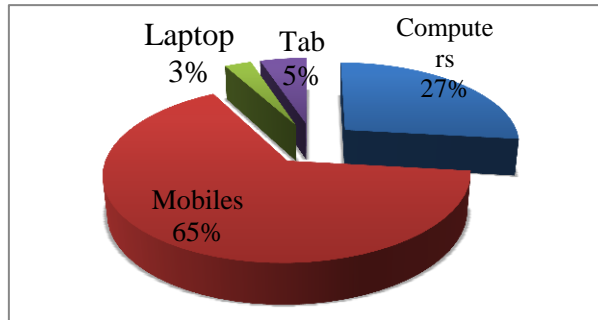
Data analysis:

With the collected data it clear says how students use the internet. And it provides light on which tool they use for accessing and for why they use the internet. The collected data are as bellow-

1). Which tool you use for accessing internet?

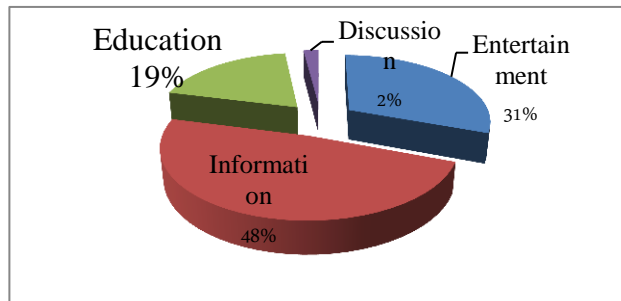
For this question selected respondents replied –

Tab	7 (5%)
Laptop	04 (3%)
Computers	37 (27%)
Mobiles	90 (65%)
Total	120 (100%)



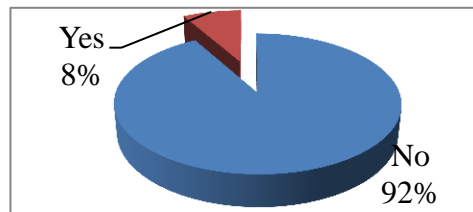
2). For which reason you access internet frequently?

Education	28 (19%)
Entertainment	45 (31%)
Discussion	03 (02%)
Information	71 (48%)
Total	120(100%)



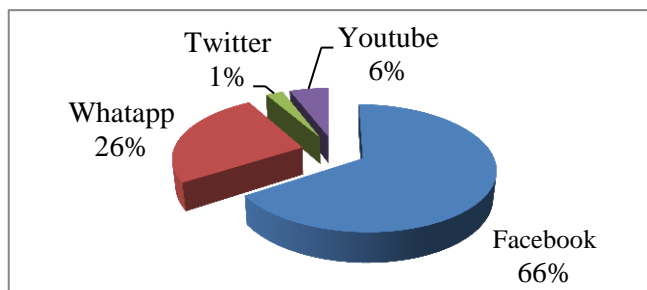
3). Are you using the Social Networks?

Yes	101 (92%)
No	09 (8%)
Total	120 (100%)



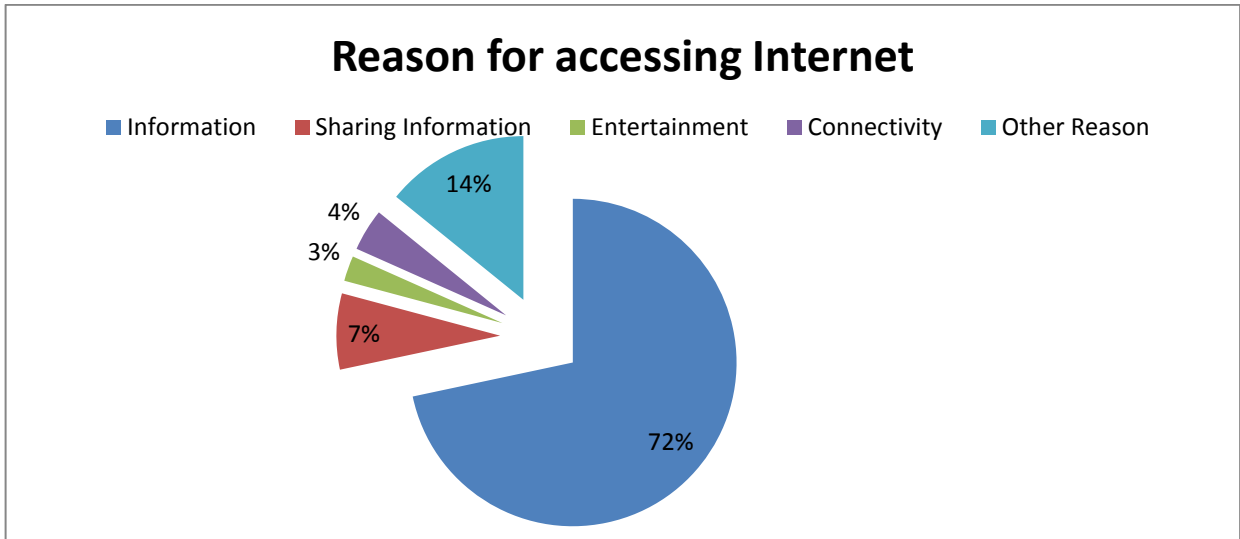
4). Are you using the Social Networks?

Facebook	103 (66%)
Twitter	4 (01%)
Youtube	9 (02%)
Whatapp	40 (26%)
Total	120 (100%)



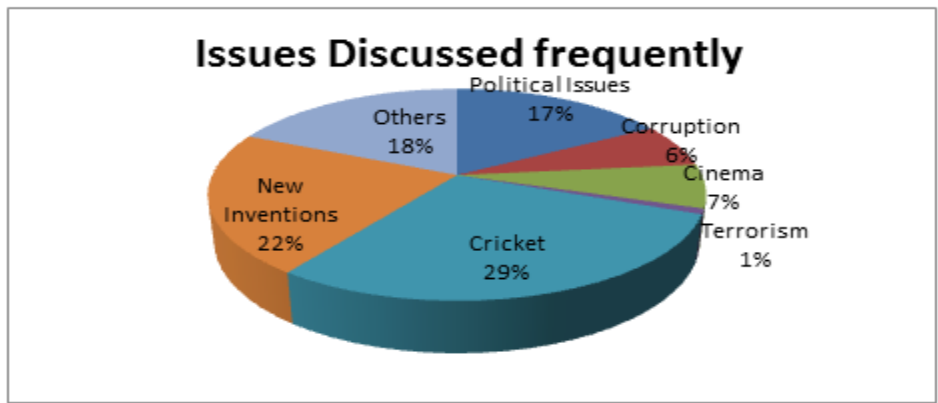
5). Are you using the Social Networks?

Information	86 (72%)
Sharing Information	9 (07%)
Entertainment	3 (04%)
Connectivity	5 (3%)
Other Reason	17 (14%)
Total	120 (100%)



6). What type of present issues you discuss in the Social Networks?

Political Issues	20 (17%)
Corruption	8 (07%)
Cinema	8 (07%)
Terrorism	1 (01%)
Cricket	35 (29%)
New Inventions	26 (21%)
Others	22 (18%)
Total	120 (100%)



Findings

- Internet is the very large source of knowledge .
- Social Networks are not only remained as communication tools.
- 92% of PG students are using internet for study and communication purpose.
- The interesting thing is Male students are very comfortable with internet than Females.
- Maximum students use internet in the mobiles because, internet and mobile technology is accessible for low cost.
- Students are using social networks for Information, Entertainment and Education.
- Students are comfortable with Facebook, Whatapp, Twitter and Youtube for communication and information.

Suggestions

- Internet is the very large source of knowledge . Hence, students needs to use for Education and Information purpose.
- Unnecessary/Unuseful things also took place in the social networks. So, students needs to be very careful while they are in the social networks.
- Students can also need to use the Blogs, Discussion Forums etc. So that they can understand new concepts easily from experts in the field.
- Need to have self motivation towards the positive usage of Social Networks.
- Present Social Problems needs to discuss in the Social Networks.
- Students needs to understand the security system of the social networks.

Conclusion

As per the report of FICCI - 2013 over 176 million people use internet in India. Internet is the very large source of knowledge and Information. We need to guide our students towards the better use of these networks. In these Social Networks, which have highest number of their own users attracted by its different features. Our youth are also using these networks in a positive way. As per this study still many people have

not disclosed all things where 14% people answered for other purpose we use social networks. Other purpose itself a big question. 72% people use these network for getting the information by discussions and posts. Cricket, New Inventions, Others and Politics are the best topics which discussed more in these Social Networks. The present Social Problems, Social Awareness topics needs to be discussed in these networks than unnecessary things.

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