

EXPOSURE OF TEENAGERS TOWARDS SOCIAL MEDIA SITES IN MUMBAI REGION

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ABSTRACT

The study of this paper is based on the exposure of teenagers towards social media sites in Mumbai city of India. The internet has made the world small, as it has a number of social media websites such as Facebook, Twitter, LinkedIn, Instagram and many more. The exposure of general and social media has dramatically increased now days. Adoption of social media sites by teenagers all over the world has raised some concerns. This study has observed the reasons of teenagers being glued towards these sites and reasons of social media sites being a part of teenager's lives. The ways social sites are introducing themselves to teenagers. This study has observed benefits and adverse effects of online friendship for teenagers. Ways in which social media sites are harming the identities of teenagers. The study has stated advantages and adverse effects of social media sites on teenagers. The study has focused on addiction of teenager's towards some sites of social media. We conducted a study on sample size of 150 respondents from which 100 teenagers and 50 parents from colleges of Mumbai region.

Keywords : Teenagers, Addiction, Social Media, Sites, Exposure, Mumbai Region, India.

I. Introduction

Social sites have an interactive service that helps people to connect to each other and also brings people together with similar goals of interests. Social sites such as Facebook, Twitter, LinkedIn, Tik Tok and many more have attracted millions of individuals to be a registered member of their respective sites and these members have made these websites a part of their daily lifestyle or a daily practice to visit these sites.

There are 1.62 billion members at an average online on everyday bases and are considered as FDA (Facebook daily active) users for September 2019. This is 9 percent increase from year-over-year source (facebook dated on 30-10-2019). There are approx 269 million user from India and it is the leading countries based for number of facebook user as of October 2019 around the world.

The social sites are gaining extreme popularity very fast because it is attracting millions of teenagers all

over the world because these websites are having fun factors of their interest. The social sites firstly allow an individual to create a profile and then allow him/her to add his/her personal information and hobbies and pictures of them.

Then allows adding friends they know, these sites also have instant messaging features that allow chatting with new people across the globe you do not know and you can also go through their profiles and pictures of people you have never met and even send friendship request or follow them.

Teenagers spend less time on educational websites and rather land on social sites such as instagram / snapchat and start checking how many likes and comments they have received on their new picture or video that they had upload few hours or day before on their respective profiles and waste a lot of time on the social media sites rather than completing their assignment or project work of their college studies.

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Objectives

- To explore the impact of social sites on teenagers and their behavior.
- To what extent has social sites have affected the studies of teenagers.
- To check whether the teenagers completely trust on the information they obtain from social sites.
- Responsibilities of parents to make the most of teenager's social media sites of this era.

II. Literature Review

[1] **Shabnoor Siddiqui, Tajinder Singh [2016]**, the authors studied about Web based life and how it is a stage for individuals to talk about their issues and suppositions. Prior to knowing the parts of online networking individuals must need to realize what web based life is all about.

Internet based life are PC devices that enables individuals to share or trade information's, thoughts, pictures, recordings and significantly more with one another through a specific system. In this paper we spread all parts of web-based social networking with its positive and negative impact. Concentration is on the specific field like business, training, society and youth. Authors depicted how these media will influence society in an expansive manner.[2] **Dr. Mrs. Florence Undiyaundeye[2014]**, the author says in her study that what social media actually is and how it translates to children, adolescents and even their parents as it effects family life.

Florence has observed in her study that social media sites display excessive advertisements like banner advertisements, behavior advertisements which are to target large number of people on basis of web-browsing behavior and demographic-base advertisements which target people on the basis of some specific factors like gender, age, education and marital status of individual users which not only influences the purchasing rate of preadolescents and adolescents but also their view points of what is normal.

Her paper also states about parents concerns of how internet affects the social skills of their children. [3] **Aravind K. Kumar, Mayur S. Sherkhane [2018]**, the authors contemplated how habit has turned into a

powerful ask which is joined by loss of control prompting lower enthusiastic insight in a roundabout way falling apart the scholarly and proficient execution just as hampering their family life prompting perilous issues in future.

Cross sectional examination was done among 200 students utilizing predesigned and pretested survey. Device reliance was broke down utilizing 5-point Likert-scale.

Distinct insights and chi-square test was utilized for investigating the information gathered. 71% had a place with 21-24 years age gathering. 73.5% were guys and 43.5% had a place with class I financial status and 70% had ordinary BMI. 72.5% of subjects had first contraption at 16-20 years and 90.5% were utilizing advanced mobile phones as a typical device, of them, 50.2% were utilizing for over 7 hours per day. 61% experienced issues in everyday work execution. Females were progressively inclined contrasted with guys ($p=0.008$).[4] **Sunitha Kuppuswamy and P. B. Shankar Narayan [2011]**, the authors in their study shows the impact of social networking websites on education of youths.

They have also observed that social sites such as Facebook, Myspace and Youtube have become extremely famous and have become part of daily active life for a large number of youths in India.

The authors have observed in their study that social sites distract youths from their studies, but these social sites can also be useful for education system based on principles of sound pedagogical and appropriate supervision by teachers.

III. Methodology

Both qualitative and quantitative methods have been used for the research. A sample of 100 teenagers was used for the study in this paper and the age category is 16 to 19 years respectively and 50 parents of teenagers randomly.

The samples were from different colleges of Mumbai city. The survey was conducted on randomly selected social sites members in Mumbai with a small sample size between age group of 16 to 19 years who are studying in colleges.

IV. Data Analysis and Findings

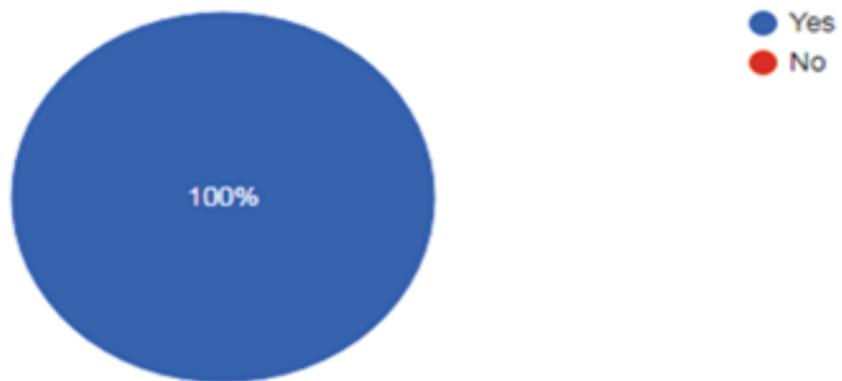
1. Have you heard of social media sites?

150 responses



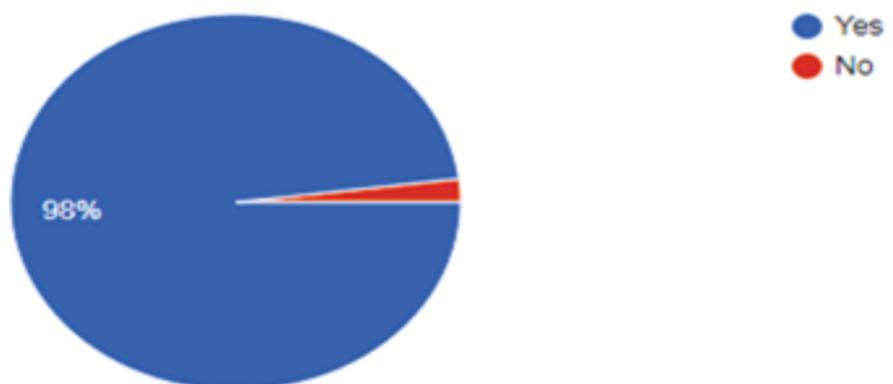
2. Do you understand the concept of social media sites

150 responses



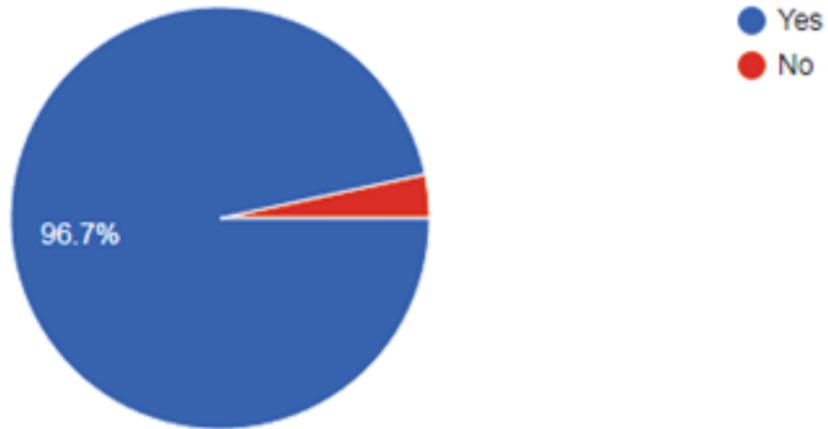
3. Do you think that social media sites impact in the development of teenagers

150 responses



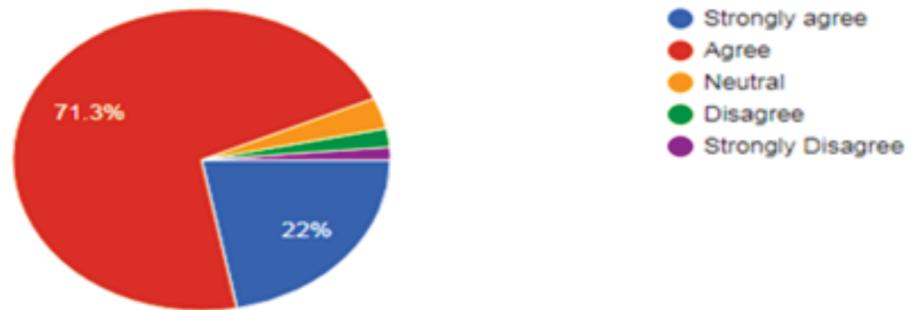
4. Do you think excessive exposure towards social media sites have an ill effect on teenager group?

150 responses



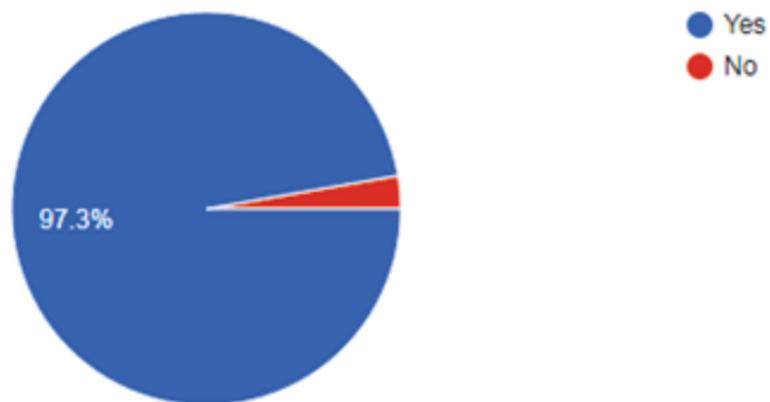
5. Spending a lot of time on social media platforms such as Facebook, Tik Tok, Instagram and SnapChat affects social behaviour among teenagers. Choose your option

150 responses



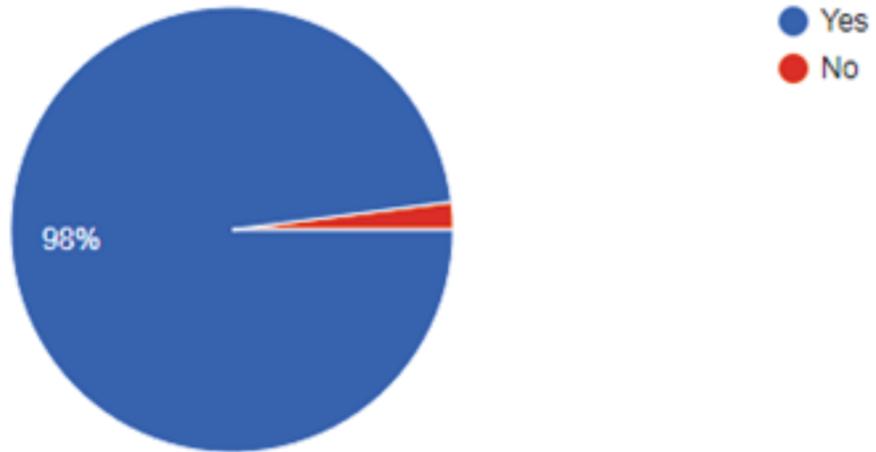
6. Do good and impressive designs of social media sites helps better business opportunities and growth among teenagers

150 responses



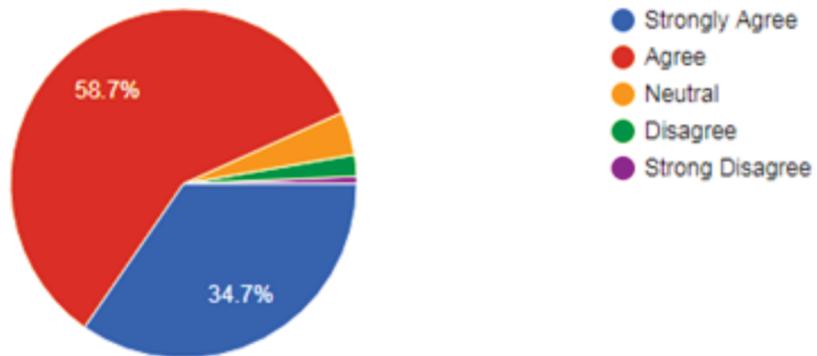
7. Social media sites open doors towards more job opportunities among teenagers and others.

150 responses



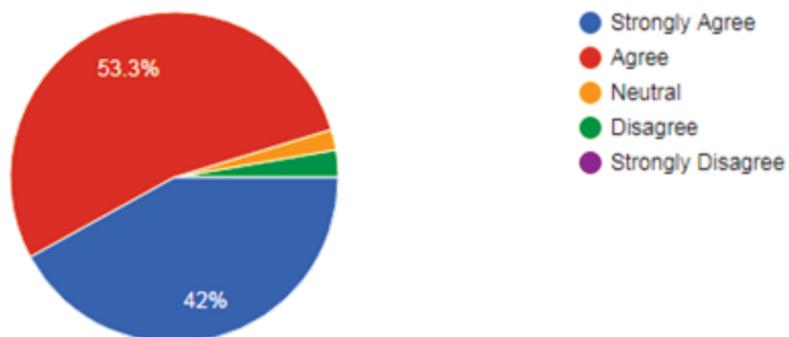
8. Does extensive exposure towards games such as Blue Whale, Counter Strike, GTA, Tomb Raider and PUBG have created psychological and mental issues among teenagers? Choose your option

150 responses



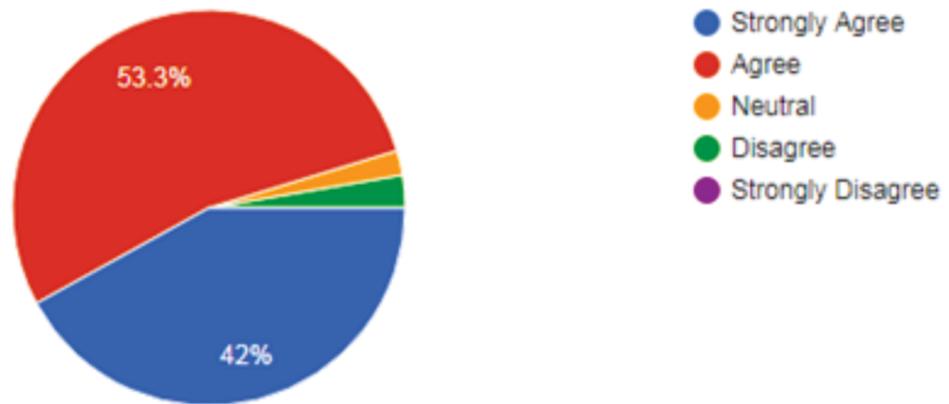
9. Social media sites affect the social development and psychological development of teenagers. Choose your option

150 responses



10. Do you know that your parents think social media sites affect the social development and psychological development among teen kids?

150 responses



The teenagers share a lot of information about themselves now days on the social sites. The sites are designed in such a manner that it allows the member to share a bunch of information and expand their network. Some teens have made a trend to embrace a full public approach on some social sites. The teenage members have made a pattern to maintain their reputation on social

media sites keeping in mind about their gender and social network size (i.e. followers or friends or likes per social site). Social media sites used by teenagers are Facebook 79%, Whatsapp 66%, Instagram 63%, Twitter 56% , LinkedIn 35%, Snapchat 35% and other 23%. In this way we came to know Facebook is the extremely used social site.

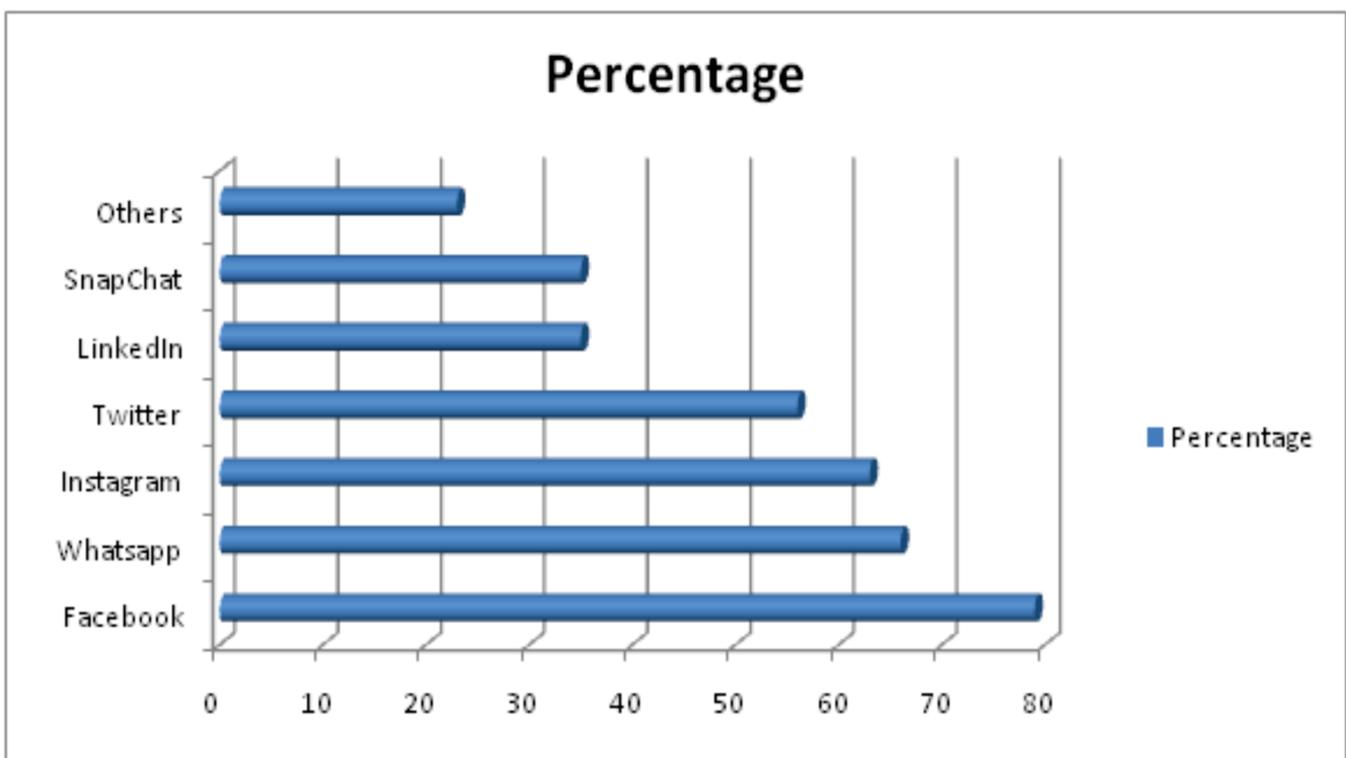


Figure 1: Highest used Social Media Sites from Teenagers

This is the finding from the survey of sample of teenagers that are exposed of using social media sites.

V. Reasons teenagers glued towards these sites

The reason why teenagers are glued to these social sites is because of the unique features that the teenagers are fascinated in this era. The main reason is to make new friends online and sometimes the teens also look for relationships through their online social accounts. The social sites also offer games to play online. The teenagers are also glued too much to social sites to maintain their personality or image on social sites such as Facebook, Instagram, TikTok and even to show their popularity among peers.

Reasons of social media sites being a part of teenager's lives of this era

In today's era teenagers have made a daily routine to visit their social site accounts. Some teens visit they social site account after every two to three hours either to check comments and likes on post or messages in chat box and even play games and the points they receive every alternate hour. Some teenagers have divided their college timings, study time and social media time in a very balanced type and some teens have become dysfunctional because of social site in their daily routine.

Ways of social sites introducing themselves to teenagers

These sites show the teenagers how they can be connected to each other even when they are far from each other. They have many interesting features that express they know teenagers like and dislike of the current era. The need of using them and benefits they will receive from it. They show the teenagers like world are just as small as your fist.

VI. Is any individual learning some good things from these sites

Yes there are individuals who are learning good things out of these social media sites in the day to day life. The teenagers are learning how to expand network and make new connections in the field of interest they are into.

For example the social site LinkedIn makes teenagers to find jobs in which they are interested in, part-time jobs for needed teenagers who want to study and

support their family.

Effects of online friendship for teenagers

Online friendship with unknown people is not a good idea for teenagers or any elder person who are using social media sites in the world. You have never met that person and you do not have any idea of his/her background from where is he/she from or any personal details. In online friendship someone could update all false information about her/his self on social site accounts and sometimes they portray to be someone who they are not at all and try to misguide the teens for personal benefits. There have been cases were teenagers have been in online friendship and been into wrong doings and even there have been murdered because of online friendship friends. Online friendship is not at all a good idea for teenagers as they have just started exploring the college life.

VII. Responsibilities of parents to make the most of teenager's social media sites of this era

- Responsible parents should educate their kids on pros and cons of using social sites and explain them in detail how helpful and harmful these sites can be for them in their life.
- Parents of this era should explain the benefits of actual communication or face to face communication as compared to social site communication with their friends or cousins.
- Parents should make aware the teen kids of cyber bullying, stalking, and inappropriate comments or material shared online and how to protect themselves from all this miserable things.

VIII. Good Effects of Social Sites

- Teenagers come to know how to build new connections and networks in the industry.
- It helps the teens to connect to their friends who have gone aboard for further studies and helps teenagers to find lost friends who changed school due to some issues.
- Teenagers learn new skills and technologies from some social sites.
- Teenagers get motivated from the motivated videos and post from well known personalities of the world.

IX. Adverse Effects of Social Sites

- The most common adverse effect of social sites is addiction and continuously checking the account of Instagram, TikTok and many more. This has reduced the teenagers focus towards studies.
- Due to social sites teenagers are facing a lot of cyber bullying as compared to face-to-face in real world.
- There are teenagers who constantly keep on checking their social accounts due to that they can face poor mental health problems.

X. Conclusion

The main objective of this research study was to focus on the positive and negative impact of social site usage on the teenagers of this era. The concern of parents of this era for their teen kids who use these social sites in day to day life. The study has proven that teenagers trust a lot on the information that is uploaded on these social site and many teenagers use the sites for friendship goals and studies. Further researches can be conducted on picking up a particular social site and explaining the pros and cons and effects of advertisements that are displayed on these social sites.

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