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THE IMPACT OF SOCIAL MEDIA ON TEENAGERS

In the last few years, social network media have spread widely all over the world and are used by various users for several purposes. If we have a closer look on the real impact of social media, it is running the career and future of people, especially teenagers. Today billions of people across the world have their profiles in social media networks. The social media websites like linkedine.com, facebook, twitter, orkut, whatsapp are continuously distracting students from their studies. More and more students are shunning newspapers, books and magazines and consider social media as the best platform to find latest happenings, trends and new information, says a survey. According to the survey conducted by Fortis Healthcare, more than 74 per cent of students think that social media is the best platform for information, facts and latest happenings. “Social media has a far-reaching impact on the minds and behaviour of youth today. Their lifestyle choices, likes and dislikes are being fashioned by what they see on online and electronic media,” said Dr Samir Parikh, head of the department of mental health and behavioral sciences at Fortis Healthcare. “A key concern is also that most students rely on social media for facts, information and knowledge as compared to books and magazines,” Parikh added.

Reading different kinds of materials goes a long way in making students creative and imaginative. However, the survey that involved 1,350 students also

revealed that apart from social media, celebrities and their activities also influence youth to a great extent. This survey pointed out that more than half the users get news from social media.