The Impact of Social Media Among the Youth of Nagaland, India.

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ABSTRACT

The present study has an analysis youths mind and activities on Social media and its influence in the day by their life's in the North-eastern part of Nagaland in India. Nagaland has witnessed a steep growth in the number of internet users in the past few years. With such increased internet access in Nagaland, use of social media services such as the social networking sites has been on the rise among college students in Dimapur. These days the Internet is connecting youth's life in 24X7 in the week. The daily presence of infants is designed with their Smart phones, conversation and writing with their friends and peers through consistent media and gadgets. There are numerous informal organizations prevalently utilized by the Nagaland individuals which are WhatsApp, Facebook, Twitter, YouTube, Tik-Tok, Snap talk and Instagram and so on. In Nagaland, the students utilize those online networking part of time in their regular day to day existence. The main objectives of this study, to examine the impact of internet based life in young people's regular daily existence. The researcher has utilized the Quantitative Research Methodology, analyze and interpret the various types of numerical data acquired from a specific number of respondents. Especially, the Descriptive Method is used by the researcher for this study and Non-Random sampling method used for data collocation in various colleges and university in Dimapur, Nagaland. The researcher has taken this point to discover and to break down that how the social media have a crash in the life of adolescents particularly in the schools and colleges in Nagaland which has 61 Schools partnered to Nagaland University. Students invested more energy in the online informal community than they spent for their examinations. A large portion of the youth spent further than three to six hours in Social media and once in a while they sit late night or rise promptly toward the beginning of the day just to take part in Social media.

Keywords: *Social Media, Descriptive study, Impacts of Internet, Dimapur, Nagaland*

Introduction

The daily presences of many youths are designed with their Smart phones and watch social media. They are in conversation and writing with their friends and peers through consistent media and gadgets. In any case, these days they interact with known partners and in addition with subtle people through informal, informal publicity. There are numerous informal organizations prevalently utilized by the Nagaland individuals which are Whatsapp, Facebook, Twitter, YouTube, Tik-Tok, Snap talk and Instagram and so on. In Nagaland, the students utilize those online networking sites part of time in their regular day to day existence. The social media has been utilized by numerous youngsters as a steady ally to stay aware of the changing patterns of the cutting edge society through the Web. This is very evident even in the remotest pieces of India. Each new innovation that has gone to the market has gone about as an impetus to the advancement of the country.

Nagaland is one of the North East sate of India. In Nagaland very few print medias are available and television channel also. Once social media emerged in human society the people are non-attendance of eye to eye relationship, enthusiastic lopsidedness and physical ailment, yet the motivation behind the examination is to characterize positive parts of a specific informal communication blog, whose sole point is to work for social upliftment.

The young people of Nagaland in online networks effectively follow updates and take part in social developments through social media. In general, the discoveries show that through web based life systems, young people can activate individuals of various networks and state for a typical reason.

Accordingly the point of this paper is to comprehend what drives the young and how can it incite changes in the life and society of youth in university and colleges.

Background of the Study

Njiri Martha Wangui [1] (*The Use of Social Media: In Corporate Communication And Its Impact On Corporate Image*), In this study he had notifies: The Computer mediated communication (CMC) has capabilities and functions that distinguish it from traditional media and face-to-face communication. The introduction of social online media has brought new communication platforms such as Virtual Interactive Communication Platforms (VICOPS), which now renders the interpersonal and mass mediated communication undefined. People congregating in these online social networks are not only seeking to gather information but also to socialize and keep in touch with their connections that mostly sum up as their close friends as well as acquaintances. Since their inception in the 21st century, Social

Networking Sites (SNSs) have grown popular so much that millions of users have adopted and integrated the constant use of these sites into their daily practices. SNSs are becoming a preferred mode of communication and many are logging in these social sites daily as they seek to gratify their social needs which have initially been resolved through other means such as e-mails, texts and phone calls.

The Gross & Acquisti [2] (*Information revelation and privacy in online social networks*), notes that the daily use of SNSs such as Facebook has become a routine for millions of internet users and that as a result, SNS's are becoming more than just a phenomenon; they are a type of technology that is being massively adopted by societies around the world. SNSs are web based sites which allow individual to present themselves by creating online accounts as well as define, create and expand their social networks by connecting with other people all over the world. These sites are not just a recent way of linking up people but also an opportunity to reinforce interpersonal interactions among users such that they are incorporated into a live communal system which comprise of their private profiles and ties between them. SNSs such as Facebook and twitter present a blend of interactive and exclusive features in every person's online profile as available as individual accounts.

Social media can also be a challenging instructional strategy to incorporate because it attempts to balance the authority of the educator with the active participation of the students. Collaboration through social media supports more of a constructivist approach to learning, where students and educators can work together to co-create understanding of a particular topic, rather than an approach that emphasizes individual contributions [3].

As Kuppuswamy and Shankar [4] explained that the social networks grabs the total attention and concentration of the students and diverts it towards non educational, unethical and inappropriate actions such as useless chatting, time killing by random searching and not doing their jobs. Students and teenagers mostly use social networks for time killing and sake of enjoyment but it has been analyzed that internet use for education purpose and any appropriate task including online tutorials, online lectures and education material downloading is very good but use of internet for only social network is very useless perhaps dangerous.

Research Objectives
The targets of the examination are;
- To examine the impact of internet based life in young people's regular daily existence.
- To gauge the methodology of youth towards the media and to decide their investing energy in the internet based life (Social Media).

Research Methodology
The researcher used the Quantitative Research Methodology. Especially researcher used the Descriptive Method for this study. The present study utilized the Non-Random Sampling method for data collocation. The research tool also used (research questionnaires) for this study. The researcher has chosen Dimapur district has its population as 267,342 according to the survey in 2019, among them the students in colleges and universities are 18,193. The sample sizes for my research were 150 students. The researcher had selected 150 samples from youngsters; who are studied in The Patkai College, Tetso College and St. Joseph University in Dimapur City. In this study has been done Simple percentage analysis,

Data Analysis and Interpretation

Table No 1: Do you feel the Social Media helpful for your Education?

Sl. No	Particulars	Frequency	Valid Percent
1	Never	3	2
2	Seldom	4	2.7
3	Sometimes	52	34.7
4	Often	37	24.7
5	Always	54	36
Total		**150**	**100**

Source: Primary Data

Interpretation

An investigation discoveries of table 4.33 unmistakably shows 2% of the respondents never helped for their instruction by online networking and 2.7% of the respondents in sometimes and 34.7% of the respondents some of the time helped for training in Social media while 24.7% of the respondents states it frequently helped in training and 36.0% of the respondents says it is constantly helped in instruction.

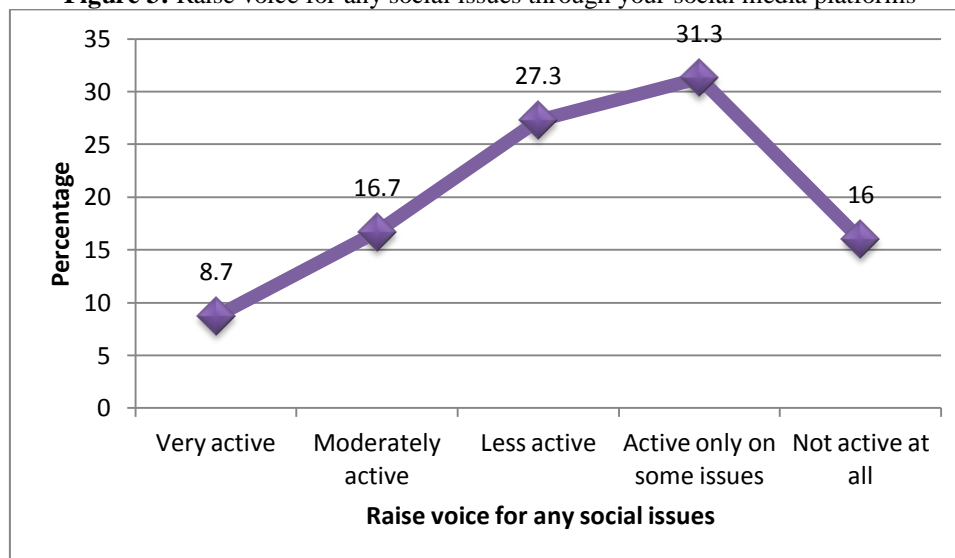**Table No 2:** You always want to keep in contact with your family through social media

Sl. No	Particulars	Frequency	Valid Percent
1	Never	36	24.0
2	Seldom	22	14.7
3	Sometimes	47	31.3
4	Often	24	16.0
5	Always	21	14.0
Total		**150**	**100.0**

Source: Primary Data

Interpretation

Above the table deduced that 24.0 rates of youths are never; 14.7 percentages of the respondents sometimes; 31.3 rate respondents were here and there; 16.0 rates of the respondents regularly and staying 14.0 rates of the respondents consistently that need to stay in contact with your family in light of Social media.

Figure 3: Raise voice for any social issues through your social media platforms

Interpretation

In this Table, 8.7 % are exceptionally dynamic to speak more loudly for any social issues through Social media; 16.7% of the respondents are decently dynamic where 27.3% of the respondents were less dynamic while 31.3 % of the respondents express that they are dynamic just on certain issues and 16.0% of the respondents are not dynamic by any means.

Table No 4: Do you feel social media always killed my time?

Sl. No	Particulars	Frequency	Valid Percent
1	Never	3	2.0
2	Seldom	5	3.3
3	Sometimes	55	36.7
4	Often	43	28.7

5	Always	44	29.3
	Total	**150**	**100**

<div align="center">Source: Primary Data</div>

Interpretation

An examination discoveries of the table 4.36 demonstrates that 2% of the respondent expresses that Social media never killed my timetable, and 3.3% states it is only from time to time and 36.7% are now and again while 28.7% of the respondents it is regularly killed the time table while 29.3% says it is consistently kill the time table.

<div align="center">Table No 5: The social media give more information about state government</div>

Sl. No	Particulars	Frequency	Valid Percent
1	Often	52	34.7
2	Always	47	31.3
3	Sometimes	41	27.3
4	Seldom	8	5.3
5	Never	2	1.3
	Total	**150**	**100**

<div align="center">Source: Primary Data</div>

Interpretation

The above table expresses that the Social media give more data about the state government the 31.3% of the respondents says it is consistently while 34.7% says it is regularly anyway 27.3% of the respondent says it is in some cases while 5.3% and 1.3% signifies it is only occasionally/never on data about the state government.

<div align="center">Table 6: The Social Media has spread much fake news in Nagaland</div>

Sl. No	Particulars	Frequency	Valid Percent
1	Never	1	0.7
2	Seldom	4	2.7
3	Sometimes	57	38.0
4	Often	52	34.7
5	Always	36	24
Total		**150**	**100**

<div align="center">Source: Primary Data</div>

Interpretation

This table showing that 0.7 of the youths state it never spread phony news while 2.7% of the Students means in sometimes while 38.0% of the Students says now and then it spread phony news while 34.7% of the Students indicates frequently Social media spread phony news and 24.0% of the Students says it is constantly spread phony news via social media.

Summary of the Findings: Based life in young people's regular daily existence**.**
- 50.0% of the respondents are of 20-21 age.
- 98.7% are single in the conjugal status.
- 71.1% of the respondents had studied and completed their under graduate.
- 98.0 rates of reacts are from English medium.
- 72.0% of the respondents are having a place with the sort of family unit (nuclear).
- 48.0% of the respondents' dads are in Government service.
- 53.31% of the respondents' moms are home maker.
- 92.0% of the respondents utilize the smart phone.
- 90.7% of the respondents have client accounts in social media
- 53.3% of the respondents get to their profile on everyday schedule.
- 39.3% of the respondents utilize the Social media 1-3 hours.

- 58.7% of the respondents utilize the Social media 2-3 years and over 3 years.
- 45.3% of the respondents state well in affecting of online life in their way of life.
- 20.0% of the respondents differ that life accomplice among the online life stage.

Towards the media and to decide their investing energy in the internet based life (Social Media).
- 31.3% of the respondents express that they are dynamic just on some social issues through online life.
- 51.3% of the respondents expresses that they are not helped in taking part in ideological groups.
- 48.7% of the respondents emphatically state that online networking is engage them generally.
- 42.7% of the respondents buy items through online less than 13 months.
- 50.7% of the respondents spend under 5001 every year for online buy.
- 50.7 rates of the respondents concur that the likelihood to purchase an item via social media soon.
- 42.0 level of the respondents concur that they express their positive supposition to others through eWOM in Social media.
- 40.7 level of the respondents unequivocally concur that their negative experience would prompt against that buy.
- 53.3% of the respondents revealed that they didn't discover fulfilment when they utilize Social media.
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The constructive outcomes and negative impacts of social media life on youth
- 54.7% of the respondents have 400 or more companions in social networking and they are emphatically concur that it has positive effect among the young in Nagaland.
- 45.3 % of the respondents concur that online life medium assistance to impart.
- 26.7% of the respondents unequivocally concur that online life influences eye to eye relationship.
- 29.3% of the respondents state it is consistently kill the time table.
- 26.0% of the respondents state it is regularly expend too cost throughout everyday life.
- 38.0% of the respondents state that occasionally it spread phony news.
- 46.1% of the respondents concur that the use of online networking is visit.
- 48.7% of the respondents concur in having a fabulous time associating.
- 52.0% of the respondents concur in appreciate the usage.
- 46.7% of the respondents state that it is nonpartisan that the online life is dependable.
- 39.3 rate respondents are impartial that the data from Social media is consistently forward-thinking.
- 53.3 level of the respondents concur that they see online life as valuable in their life.
- 44.0 level of the respondents concur that they utilize online life to stay in contact with their old companions.
- 38.7 level of the respondents utilize Social media to meet latest individuals.
- 33.3 rate respondents state that once in a while one can communicate with their family more due to Social media.
- 26.7 level of the respondents never have better correspondence with the individuals from family on account of online networking.
- 30.0 rate respondents state that just in some cases their relationship will proceed with their family.
- 29.3 percent of the respondents have acknowledged that staying disconnected for extended periods of time upsets their brain research and much assessment has been shared by the respondents.
- 48.7% of the respondents likewise guaranteed that online life additionally impacts their wellbeing and their passionate prosperity.

The online life is utilized by youths to convey and learn on social issues, education and occasions
- 18.7% of them say that that the Social media is frequently give immaterial data about state government.
- 60.7% of the respondents are helped in volunteering civil society.
- 9.3% of the respondents likewise said that it contribute contrarily to the individual life.
- 54.0% of the respondents speak with their educator.
- 82.7% of the respondents include in students' association in Social media is useful.
- 36.0% of the respondents state it is constantly helped in instruction.
- 42.0% of the respondents are concur that they have no influence over their association in Social media.
- 39.3% of the respondents concur that utilizing Social media excites their creative mind.
- 42.0 rate respondents are Impartial that utilizing Social media upgrades their own viability.
- The present study, the researcher discovered the majority of the youths are profoundly impact by broad communications even their method for buying (42%) propensities has been exceptionally impact by the broad communications, and it is additionally discovered that, the nearby culture and conventions are vanishing quickly with the impact of broad communications and where as through this review it has been realized that all the understudies were exceptionally impact by web (100% of the respondents relies upon web) as they expressed

that it help them in their life in different ways which make all the more speedy and simple. Thus, it has known those students are highly influence and implemented by the usage of social media rather than any other media. And their times spend on physical activities like reading books and other social activities has been reduced.

Challenges faced by students due to social media

1. Students invested more energy in the online informal community than they spent for their examinations. A large portion of the youth spent further than three to six hours in Social media and once in a while they sit late night or rise promptly toward the beginning of the day just to take part in Social media.
2. In reality 53.3% of the respondents in table No. 4.61 express that they 'concur' that online networking is helpful. A significant number of the respondents (male 40%, female 60%) revealed that they were getting incorrectly data and they can't depend much on the data they get. Some additionally proposed that Social media is only for a period relax spent in online life.
3. 9.3% (Table No. 4.24) of the respondents likewise said that it contribute adversely to the individual life as they don't know how to use the hours in meaningful way.

Conclusion

The finding of this research support by various literatures shows that content of various forms of media and constant exposure to theme affects young student's attitude and behaviour. While the constant and continues duration of exposure to media have adverse impact on the college students in some cases which lead them to follow anti-social activities. There is universal agreement that many social factors contribute to Anti social or abnormal behaviour of a college students in a society. Sometimes mass media also contributed to this behaviour. Although there is no single cause for these behaviours, and media is one of the most important contributors. But in this study show that clear evidence that exposure to media with negative content does contributed to anti social or abnormal behaviour in viewers especially college students.

Nowadays mankind gathers so much from its real essence by writing of the unimportant and the most discerning. Various types of teaching including differentiation training have been criticized and promoted in some way by these media.

Some consent of usage of internet has more adverse impact, which regularly browses various networking sites. Lastly more whether more remedial measures need to be taken to avoid the adverse impact of mass media. Whole world is now increasingly dependent on mass media. Almost all the social and economic activities have shirted to Medias like TV, computer and internet, when majority of human activities are being shifted to media. To conclude, although this study, more focus is given on certain parts of negative influence of media to college students but it is shown that more of the half has a better positive influence to it and only few has a negative impact.

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