



COMPARATIVE STUDY OF IMPACT OF FACE BOOK AND TWITTER ON THE LIFESTYLE AND OVERALL SOCIAL DEVELOPMENT OF YOUTHS

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Abstract

Face book and Twitter are the most popular medium of social media. Its impact on the youth lifestyle is more as much as any other medium. There is much craze about these mediums in the youth that they almost keep their education, information and awareness through social media. Sharing ideas, connecting and then making comments through Face book & Twitter are now part of their lifestyle, which also affects their overall development. Modern youths are influenced by the several ideas in the positive ways and keeping themselves updated with contemporary issues, meeting new developments etc. In the negative effects include the sadness of the youth, hatred, hate, negative thoughts and sharing of posts related to unsuccessful love affairs, making of fake profile ID, fraudulent financial activities, doing unnecessary projection of images, and so on. Today's youth want to get everything easily, they will lack endurance. It is now becoming a part of their lifestyle if they grow up fast, become more populist, look like their favorite celebrities, all their habits or otherwise. Today's youth, especially the youth of rural areas, is imitating modern culture and its impact can be seen as an emergence of the short gap between the village and the city culture. Social media is proving both boon and curse for the youth. There are many examples coming out that in view of the status posted on Face book and Twitter, there has been an increase in the youth's appetite for them. Face book and Twitter is so crazy among the youth that youths are risking their lives in the pursuit of taking different types of self-photographs. Therefore, the research presented is an academic effort of studying the comparative study of impact of Face book and Twitter on the lifestyle and overall social development of youth.

Keywords: Face book, Youth, Social Media, Lifestyle and Social.

Introduction

Face book and Twitter turned into an exceptionally renowned online networking platform soon after its foundation in the market. As per the examination both are stand out amongst the most broadly utilized online networking sites in this world. It gives an opportunity to individuals to make their own unmistakable profile and the clients are additionally furnish with the decision of picking their own particular rundown of clients and interfacing with them all together with this online networking administration. Face book gives numerous highlights to its clients. Chatting intends to converse with individuals friendly. Discussion should be possible through many ways. Online communication is the communication that happens over web. It gives the constant exchanging of the instant messages. Ongoing content is the content which is transmitted in a flash after composed and made by the sender to the beneficiary. The messages made online are for the most part short and exact and it enables the beneficiary to react to the message rapidly. Synchronous conferencing is the word utilized as a part of processing.

Research Objectives

- To study Impact of Face book and Twitter on the lifestyle of youth
- To study impact of Face book and Twitter on the overall social development of youths
- To compare overall constant exchanging of the instant messages by Face book and Twitter.

Research Methodology

This research is based on content analysis. The content analysis is very reliable method and for mass communication research this method is very effective. This method is useful to determine the comparative analysis of Impact of Face book and Twitter on the lifestyle and the overall social development of youths. The study tries to find out all aspects of research through Random Sampling. A deep study of Face book and Twitter related to research topic was accomplished to understand the Lifestyle and Overall Social Development of Youths. Then categorization of the Lifestyle and Overall Social Development of Youths was done based on the study of Face book and twitter. Then with the help of Quantitative analysis opinion of the respondents was carried out to understand the Lifestyle and Overall Social Development of Youths. The descriptive research approach was acquired to carry out this research followed by survey method. The collection of data was made through structured questionnaire.

Sampling Methodology

The samples collected among youths of Face book and twitters active users. The technique used for sampling is random sampling. The overall sample size was 400.



Analysis of Data

The collection of data was made through questionnaire. The obtained data was further classified and interpreted. Later, statistical analysis was carried out to map the response of respondents.

Review of Literature

The review of literature of the topic comparative study of impact of face book and twitter on the lifestyle and overall social development of youths reveals many new observations. S Rouis, M Limayem, E Salehi-Sangari - 2011 - repositorio.ual.es, "Impact of Face book Usage on Students Academic Achievement: Role of self-regulation and trust". This research article narrates about negative mediating effects of the use and cognitive absorption on Face book, concluding that a decrease occurs in students' academic performance but a positive effect on satisfaction with life. This tendency affects the overall development of youth. D Richards, PHY Caldwell, H Go - Journal of pediatrics, 2015 - Wiley Online Library, "Impact of social media on the health of children and young people". The analysis of this research paper reveals that there are very less amount of research occurs related to social media and its impact on overall development on youths. This paper interrelates that face book depression is also a significant aspect of discussion. S Mehdizadeh - Cyber psychology, behavior, and social networking, 2010 - liebertpub.com, "Narcissism and self-esteem on Face book". The analysis of this research paper reveals that effect is most pronounced in anonymous online worlds, where accountability is lacking and these effects may be even more evident in anonymous Web sites, such as Face book. S Rouis - Cyber psychology, Behavior, and Social Networking, 2012 - liebertpub.com, "Impact of cognitive absorption on Face book on students' achievement". The analysis of this research paper reveals that the dual moderating effects of SIU and Poll are statistically significant and confirm that the impact of Face book usage on academic performance is moderated effect-size measures. Building relationships through integrated online media: Global organizations' use of brand web sites, Face book, and Twitter, W Shin, A Pang, HJ Kim - Journal of Business and Technical, 2015 - journals.sagepub.com

Share this article via social media request Permissions. View permissions information for this article. Youth Networks on Face book and Twitter during the 2015 General Elections in Nigeria, AA Aduloju - Journal of African Elections, 2016 - journals.co.za. The analysis of this research paper reveals that the archival data from the selected Face book and Twitter accounts, with posts to the first post, about the authenticity affects the social framework. Fitter with twitter: Understanding personal health and fitness activity in social media, R Teodoro, M Naaman - AAAI Conference on Weblogs and Social Media, 2013 - aaii.org. The analysis of this research paper reveals that Face book and Twitter use are interesting to study in regards to their effects on health and phenomenon, shown also in Newman et al.'s (2011) research, confirms the impact of positive versus negative sentiment was not enough to capture its effect on user.

Methodology, Analysis and Interpretation

The data collected based on one of the finest research techniques i.e., questionnaire. The research method adopted was sampling and observation. Sums of 400 respondents were decided for the examination around there. In the light of the reactions got proclamations which were observed to be uncertain were rebuilt, covering articulations were expelled, grouping of the announcements. While later the information was altered and coded and ace table abridging all the gathered data and chart demonstrating the frequencies of reactions towards data was readied. Beginning day with Social systems administration destinations – The members of this investigation were asked how they begin the day with Social systems administration locales. The customers can impact their profile in which they also can incorporate their name, occupation, guideline and fundamentally more in the wake of selecting themselves. In this internet organizing stage, there is an option of incorporating Companions in which the customers can incorporate diverse customers as buddies in their profile and can view and offer the updates, sharing messages, posting pictures, sharing associations and tolerating the notices of substitute customers and impressively more so they are related with each other and think about the happenings around them. It also empowers the customer to join social affairs of their leeway and offer their essential contemplations and points of view with various customers of same interests. It will enhance the learning of customers. Another reason of the predominance of Face book is that it is successfully opens to individuals. With the web accessibility, Face book can be gotten to on different devices, for instance, work zones, workstations, mobile phones and tablets. News bolster displays all the substance which the client's companion has traded on the structure. Face book picks two or three updates to demonstrate their clients each time they visit their news bolster. The information that is included in the newsfeed are about the best-in-class events, birthday occasions, profile changes close by the updates by associates. With the help of news feed the customer can in like manner get to the discourse of your sidekick that is happening on their divider. There is a security feature in the news feed in which the customers can furtively share their posts so only a couple of mates can see their posts. The customers can in like manner delete their reports if they require them to show up on the newsfeed. Since Face book is the place unmistakable customers are related with each other. So, it gives an option of sending and enduring friend requests. If you must connect with some person then you can send them sidekick request and you can moreover recognize buddy request of someone who is known to you. The customers can in like manner unfriendly some individual. It infers that they can out some person from their friend summary, and they won't be informed that they have been unfriendly. Divider empowers the customer to post some short messages as updates, pictures and the date and time is furthermore showed up with the posts. The mass of a customer is appeared to their allies and if it is open then the people who are excluded as a sidekick can in like manner watch



the divider. The customers are furthermore allowed to introduce associations on the divider. The possibility of the cover photo was exhibited on the most elevated purpose of the page. Face book introduced the like catch which enables the customers to interface with the notification, accounts, comments, joins granted to friends, photos and essentially more. It empowers Face book customers to send message to each other. With the help of this application customers can make voice calls and video call either in social affair or before long. With the help of notices, the customers can be exhorted that something is incorporated their profile. Be it a couple of preferences and comments on their photographs or some unique customers post some message on their divider and impressively more. Social events are made so the customers can join get-togethers of their leeway and offer their typical musings and points of view with various customers of same interests. It will enhance the data of customers. A Face book social event can be delivered by a single customer. In the get-together, the customers can post the substance like associations, pictures, events and comments. Face book empowers the customers to incorporate purchase in get their Face book page where there is no need of including sidekicks. The customers who purchased into the Face book page can see the posts. The various research papers accentuation both on the positive and negative effect of Face book on the lives of people. Pacing with the new advancements, the young is utilizing Face book to an ever-increasing extent.

Positive Effect of Facebook On Youth:One of the most essential parts of Face book in training is that it assembles an initiative quality among youth. They can figure out how to function in bunches utilizing Face book since it has furnished with the component of which individuals can associate with the clients of same zone of interests on an expansive scale. They can get the hang of something additional which isn't identified with their field, yet it can be something that interests the clients. So, they can convey to different clients and master something else and new methodologies. With the assistance of Face book, the clients will know about the business world. The associations they can make and keep up on this web-based social networking stage and how to prepare their profession. Since, the clients are devouring increasingly time on Face book, so they can have the capacity to comprehend the expression which is a blast these days. They are acclimated with the gadgets which will expand their insight and it will be useful in the business world. One of the best instructive effects of Face book is that it gives essential information of format and outlines. People offer their creative thoughts with alternate clients which help them to prepare.

Negative Effect of Facebook On Youth:Youth depend on Face book for some data regardless of whether it isn't finished. They won't experience some other data source. Everyone believes that they are multitasking. They are contemplating and, in the meantime, they are visiting on Face book or refreshing posts which decreased the capacity to focus. People are investing more energy in Face book associating with individuals yet less time in associating face to face. People are overlooking the spellings and punctuation considering Face book. The clients are unconscious about which data to post on Face book which will have negative effect on their lives. The specialists trusted that Face book assumes an exceptionally real part in changing the attitudes of youth in a positive course. The adolescent trusts that through Face book they are getting to be mindful of the new patterns that are coming in the market. Aside from sharing data they are picking up information from different clients by interfacing with them. They additionally trust that the negative utilization of Face book is destroying the connections among various clients and nations and the standards and morals of Face book are likewise influencing. They look through transfer their photographs and status and they jump at the chance to see others post. They don't utilize Face book for any learning purposes. Some populace utilizes Face book because of the companion weight. They are pacing with their general surroundings. They don't have a clue about their own reasons of utilizing Face book yet on the grounds that the general population encompassed by them, be it their companions and associates are utilizing it, so they are likewise making their profile on Face book. As per analysts, Face book is in charge of the development and in addition decrease of the social advancement of youth. It gives a stage to associating with an extensive variety of individuals. They can share their qualities, some news, data, and records over a vast scale. It is advantageous for the business reason too. The clients can advance their business by sharing their subtle elements and they can begin working on the web moreover. Face book oversees the work of thousands of individuals over the world. The youth is getting to be mindful of various fields which are not quite the same as their present field. They can find out about such fields which intrigue them with the assistance of Face book by following the clients of that specific field, perusing their divider by perusing the posts, watching recordings posted by them. Face book gives the privilege to the clients to post their assessments openly with no damage to the morals and standards. People are getting to be dynamic in a virtual world however they are missing behind in a true. Some Face book clients do not take after the standards of Face book which brings about cybercrimes. The wrongdoing that includes a PC or a system is known as cybercrimes. These web-based social networking sites can be utilized as an apparatus for provocation, trafficking of medications and for transferring hostile substance on the divider. Individuals are enjoying such sorts of exercises. Face book clients have rights to transfer any substance on their divider and they can remark anything. In any case, the clients neglect to consider the standards and standards of the Face book, so they soften them which come about up the cybercrimes. Face book prompts the decline in the learning results. The clients of Face book for the most part depend on the data transferred on other client's divider or the pages they had bought in yet they don't recheck it with different sources. The client information contention is one of the exceptionally late debates which Face book is confronting. The Face book clients assert that the information of 50 million Face book clients has been shared publically without their insight. It sends the security standard of the Face book in which the information of the clients on Face book isn't sheltered.



Conclusion

Present day adolescents are affected by the motivational thoughts in the positive ways and keeping themselves refreshed with contemporary issues, meeting new improvements and so forth. The present youth, particularly the adolescent of rustic territories, is emulating current culture and its effect can be viewed as a development of the short hole between the town and the city culture. Online networking is demonstrating both aid and revile for the young. There are numerous cases turning out that in perspective of the status posted on Face book, there has been an expansion in the adolescent's hunger for them. Face book is so insane among the young that adolescents are taking a chance with their lives in the quest for taking diverse sorts of sulfide. Along these lines, the exploration displayed is a scholarly exertion of concentrate the Face book's effect on the way of life and general social improvement of youth. In the negative impacts incorporate the bitterness of the adolescent, disdain, detest, negative contemplations and sharing of presents related on unsuccessful relationships, making of phony profile ID, false monetary exercises, doing pointless projection of pictures, et cetera. The present youth need to get everything effectively, they will need continuance.

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