



Cover Page



ROLE OF MEDIA IN BOOSTING VIOLENCE IN ADOLESCENT YOUTH AN INDIAN VIEWPOINT

SADIQ MD

Assistant Professor

Mass Communication, Reva University

Rukmini Knowledge Park, Kattigenahalli, Yelahanka, Bangalore, Karnataka, India

ABSTRACT

Utilization of wide scope of online media, especially by juvenile young people, is on an expanding pattern. Youngsters who watch numerous long stretches of savagery on TV, while they were in school days will in general show more elevated levels of forceful conduct when they became teens. Juvenile gathering typically watch and effectively participate in different issues springing up in online media. Pretty much they invest extensive energy on effectively collaborating with these social Medias. Among youngsters, there is a characteristic propensity to emulate what they see. They are by and large less delicate to the agony and enduring of others. Frequently youngsters go to act in forceful way. News on brutality additionally adds to expanded savagery, basically as imitative suicides and demonstrations of animosity. Computer games are plainly fit for creating an increment in animosity and fit for showing long haul impacts in Indian challenge. Online media post on disputable comments against any religion, local area, divinities, prominent characters have more noteworthy repercussion. The examination uncovers that the greater part of the juvenile youth has upset way of life. This has brought about unfriendly changes in their personal conduct standard and are exceptionally inclined to the savagery. The focal point of the media ought to be to foster a favorable environment in the general public.

Keywords Violence, Social Media, Adolescent, Aggression, Behavior, Lifestyle Youth.

INTRODUCTION

Web-based media assumes significant part in the everyday existence of each individual. Online media share normal interests, exercises and individual relations. Utilization of web, Television, WhatsApp and other web-based media, especially by juvenile adolescents are on expanding pattern. In a popularity based set up there exist heterogeneity among individuals, this frequently brings about clashes and brutality, now and then prompting gigantic common savagery and loss of properties and human existence. India right now has a populace of 1.36 billion, which is 17.1 level of the world's complete populace. The middle age of the populace in the nation is 27.1 years, as such India is known as a "youthful country". Out of this populace, 230 million or 70 percent are dynamic web-based media clients. The future is 69 years in India (Pragati, 2019). Being a major vote-based nation having middle populace at a more youthful time of 27.1 years, concentrate on the personal conduct standard of youthful age is viewed as a basic need of great importance.

"There is inclination of kids to copy what they see. Kids may turn out to be less delicate to the agony and enduring of others. Youngsters might be more unfortunate of their general surroundings. Youngsters might be bound to act in forceful or destructive manners toward others" (Bandura, 1986). TV news on brutality likewise adds to expanded viciousness, especially as imitative suicides and demonstrations of hostility. Computer games are unmistakably equipped for delivering an increment in hostility and viciousness temporarily, albeit no drawn-out longitudinal examinations fit for showing long haul impacts have been directed. By noticing these members into adulthood, it is tracked down that the ones who'd watched a ton of TV viciousness when they were 8 years of age were bound to be captured and arraigned for criminal goes about as grown-ups (Huesmann. and Taylor, 2006).

The major media what individuals regularly use are Facebook, Twitter, YouTube, WhatsApp, Instagram, etc. Online media post on disputable and disparaging comments against any religion, local area, gods, famous characters have more prominent repercussion. Such posts transferred in web-based media shared by individuals could make strain in the general public, which typically transform into viciousness.

Media savagery is a visual depiction of demonstrations of actual animosity by one human against another. This meaning of media viciousness does exclude off-screen poisonings that may be suggested, yet rather it alludes to outwardly depicted actually forceful demonstrations by one individual against another (Huesmann et al., 2003).

OBJECTIVES OF THE STUDY

The main objectives of this study are:

1. To analyze the use of social media by the adolescent youth.
2. To study on the nature of violence reporting by social media.
3. To crystallize the level of incidence of violence in different age groups.



4. To identify the possible relationships with media and violence in youths in India.

REVIEW OF RELATED LITERATURE

With the outbreak of internet access, in the year 2018 the number of social media users in India stood at 326.1 million. Nevertheless, the social network users in India are expected to be almost 448 million in 2023. Facebook remained the popular choice among the social media platforms as of 2017. Internet penetration stands at 41% today but it's surprising to see that the country's average age (27.1 years) is more or less reflected on social media as well (Pragati, 2019).

On average, Indian users spend 2.4 hours on social media in a day which is slightly below the global average of 2.5 hours a day (Varun, 2020). Around 290 million active social media users in India access social networks through their mobile devices.

Amanda and Michael (2008) in a review of online social networking profiles by adolescents indicated that Social Networking profiles involve individuals creating and maintaining personal Internet sites, allowing authors and other users to post content, thus creating a personal network. Adolescent social networking in the past five years has rocked from a niche activity into a phenomenon that engages tens of millions of Internet users. The study proposes that online social networking profiles posted by adolescents contain intimate, candid and observable self disclosure and peer interaction that can be analyzed creating an overall picture of adolescent behavior, highlighting specific areas needing additional research and addressing implications for parental monitoring and intervention (Lenhart, 2009). Boyd (2007) says that gender appears to influence participation on social networking sites. Younger boys are more likely to participate than younger girls (46% vs. 44%) but older girls are far more likely to participate than older boys (70% vs. 57%). Older boys are twice as likely to use the sites to flirt and slightly more likely to use the sites to meet new people than girls of their age. Older girls are far more likely to use these sites to communicate with friends they see in person than younger people or boys of their age.

Misbehavior and occasional outburst are said to be natural. However, repeated disruptive behavior is the sign of advent of behavioral problem. Disruptive behaviors include repeated tantrums, arguments, hostility towards parents or authority figures, and bullying behavior such as picking on small or younger children. It also includes causing or threatening harm to pets, other people or themselves. In older children and teens early sexual activity, smoking, alcohol and drug use can be signs of a problem (Tanwar&Priyanka, 2016).

METHODOLOGY

The research approach used for the study is mixed research method combining qualitative and quantitative research method. Sampling frame used for the study is the whole of India selected at random. Secondary data is used relating to different parts of the country have been used. The survey questionnaire circulated by Google questionnaire circulated through the media such as Facebook, WhatsApp, Twitter, Instagram etc.

Qualitative research method is also used as a study method. The number of violence reported, relation of this was found out with the media used by adolescent youth and their involvement in violence.

Secondary data is acquired from various publication and statistics reported in various related web sites through surfing online. Primary data is also collected through a survey using Google questionnaire among various categories media users. The survey questionnaires were sent as a link through Facebook, WhatsApp, Twitter, Google mail etc. The questions were also posted in various WhatsApp groups. The total responses to the questionnaire were 1680 Nos. received from various parts of the country. Analysis of the data is made through innovative research tools such as Spreadsheet, SPSS, etc. The final result is interpreted from the outcome of the results of the analysis.

DATA ANALYSIS AND INTERPRETATION

In the survey questionnaire sent through electronic media 1680 respondent took part. The age-wise structures of respondents who are using electronics widely are as follows:

The media, classified broadly into three viz. Electronics media, Visual media and Printed media, in order to ascertain the popular media among the respondents. The results are shown in Figure 1.

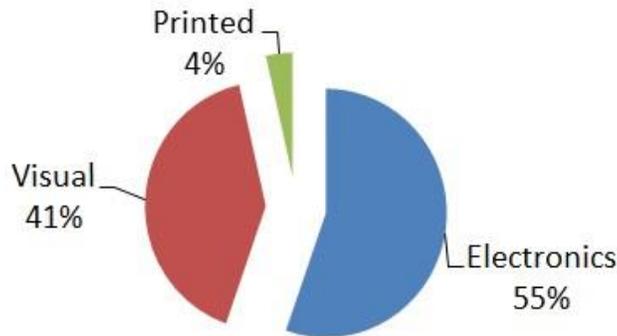


Figure -1. Forms of Media used by Public

The results envisage that 55% of the people is using Electronics media widely, which is followed by 41% of Visual media such as Television. Use of printed media in the present world has considerably reduced, which is only 4% now. This may be because of the reason that even the daily newspapers are available on digital format.

The responses on different types of devices used by the people gave an interest result. The results revealed that 95.8% of the respondents are using smart phones, 3.57 respondents use computers and finally only 0.63% as using tablets which are difficult to carry while travelling. This make it clear that people prefer smart phone as the social media, as it is highly useful while moving and all the information are available instantaneously on the finger tips.

Subsequently the age-wise distribution has been analyzed from the data collected through the survey and the results of the analysis is given at Figure 2.

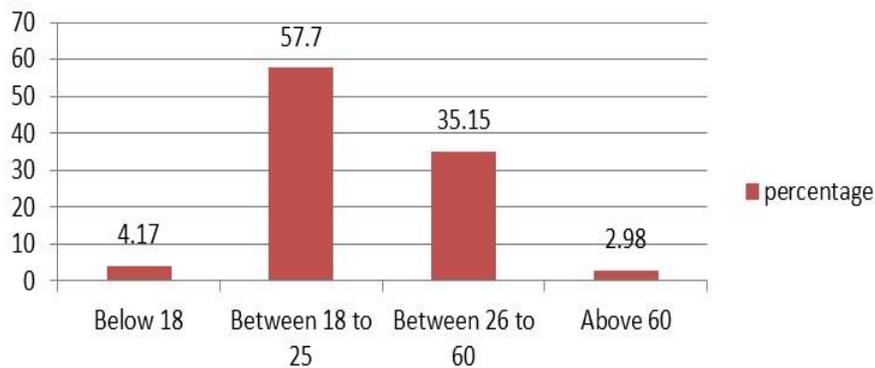


Figure-2. Age-wise distribution of persons widely using internet media

The results reveal that the majority of internet media users like WhatsApp, Facebook, Instagram etc. are between the age group of 18 to 25 (57.7%), which is followed by the age group of 26 to 60 (35.15%).

The attitude of respondents was measured in terms of three types of activism such as political, religious and neutral. The results show that 75% users are engaged in political activism, 14.9 % in religious and neutral are only 10.1%. As such, it is evident that majority of the users are highly sensitive to the political pressure and aggression related to this.

It is also worth to note that the results of the survey reveal that 63.1% users are active in games instigating violence such as fighting, shooting etc. Only 38.9 % respondents are using games for leisure or for mental happiness.

The IPC crimes reported as per NCRB statistics in major cities and UA which are categorized as North India and South India is given at Table 1:



Table-1. IPC crime rates.

Crimes per lakh population

S No.	Name of City/UA	Crimes	Name of City/UA	Crimes
	North India		South India	
01	Delhi	1306	Chennai	221
02	Patna	751	Kochi	809
03	Jaipur	683	Hyderabad	187
04	Lucknow	600	Coimbatore	144

On a close scrutiny of the data, it can be seen that the amount of Crime is six times more than Chennai, likewise if we compare Jaipur and Hyderabad the crime rate is only 1/3 at Hyderabad. Lucknow and Coimbatore have this same trend. Thus, it is clear the crime rate is very high in north India as compared to south India.

In order to have more comparison, violence like fatal attack resulted death is also compared in major cities/UA of the country in broad two categories as North India and South India and the details are at Table 2:

Table-2. Fatal attacks resulted in deaths.

Crimes per lakh population

S No.	Name of City/UA	Crimes	Name of City/UA	Crimes
	North India		South India	
01	Patna	9	Kochi	1
02	Jaipur	3	Hyderabad	1
03	Nagpur	8	Bangalore	3
04	Indore	3	Kozhikode	1
05				

Source: NCRB (2017).

Patna has 9 such crimes whereas in Kochi it is only one. Jaipur had three fatal crimes reported per lakh population whereas the rate in Hyderabad it is only one. Nagpur it is 8 per lakh population whereas in Bangalore it is only 3. Again, this data reveals that north India have high rate of violence.

This data on Table 3 also reveals the rate is very much high in north India compared to south India. The active media users in all these cities are very high compared to other cities in the country. People living in these highly prone areas of media are one of the elements which stimulate the criminal tendency in the people. The variation in North India and South India may be due to the factor the literacy is high in South India. This also should lead us to investigate other sets of causes – propensity to criminal behavior of different sets of people, fear on law etc.

Table-3. Crime against women.

Crimes per lakh population

S No.	Name of City/UA	Crimes	Name of City/UA	Crimes
	North India		South India	
01	Lucknow	179	Chennai	15
02	Delhi	152	Hyderabad	1
03	Jaipur	128	Surat	28
04	Kanpur	118	Coimbatore	7
05	Indore	130	Kozhikode	33

The campus violence and incidences happened at Jawaharlal Nehru University (JNU) is one of the best examples to highlight effect of media in spreading the violence or unrest to different parts of the country in a lightening manner. On the very next day of outbreak of aggression/violence the effects have been reflected in many campuses throughout the country and also at world class



universities abroad by Indian students. Television media also had played a major role in spreading the violence to the campuses through their focus program of discussions.

In a study of students of JamiaMilia on usage of social media on internet shows the results as given in Table 4:

Table-4. Facebook friends in a university campus.

Facebook friends Range (Nos)	% of students
52-250	25
251-500	50
501-1000	18.8
Less than 50 or more than 1000	3.1

The study shows that in a university campus in India (JamiaMilia) 50% of the students have Facebook friends of 251 to 500 and 25% of students have Facebook friends from 52 to 250. This is an indicator that, the media is highly active in the campuses of Universities in India.

While studying the Facebook group membership, the data in JNU campus is given in Table 5:

Table-5. Facebook group in a university campus.

Facebook group range	Percentage of students
1-5	31.2
6-20	62.5
No groups	3.1

To the tune of 62.5% understudies have Facebook bunch participation of 6 to 20 nos. furthermore, 31.2 % have one to five gathering enrollments. This being the circumstance of University grounds in India, even little issues can be transformed into enormous scope hostilities and viciousness inside an exceptionally brief timeframe.

Web media likewise permit posting of photos and talking for a more drawn-out timeframe. Visiting for a more drawn-out timeframe the juvenile youth are exceptionally inclined to becoming hopelessly enamored/fondness with other gender, especially in a situation that the two guardians are working and a sensation of depression is particularly common among youth. More youthful age young ladies caught in to the sex rackets are a typical occurrence now a days. This may occur with the coercing of young ladies with a danger of posting attractive photos in web-based media which may have made through transforming. Numerous suicides, murders, actual brutality, tossing corrosive are regular in juvenile young people.

All the above conversations show that web media have a lot adverse consequence on the juvenile young people of the country.

CONCLUSION

The investigation uncovers that a large portion of the juvenile youth has upset way of life because of more fixation via web-based media on significant piece of their day. These wonders will in general upset their resting plan, examines, outside games, dietary patterns and socialization measure and so forth Thus this example will bring about unfriendly changes in their standard of conduct and are exceptionally inclined to the viciousness and annihilation. The answer for this issue is either to raise the expense past as far as possible or genuine measures to diminish the use just to restricted occasions.

The messages that once become viral in web-based media are hard to stop. Such messages incorporate upsetting pictures, recordings and classified data. Thus, greater part of individuals are agreeable to genuine limitations on this by putting blue penciling specialists to check the posts before they were unveiled. This screening has become more convoluted now, as utilization of codes like Manglish and Hinglish are a lot of normal. Accordingly, if the blue penciling must be powerful such codes ought not be permitted in the media.

In a popularity-based country clearly the media has likewise been profoundly embroiled in the creation of public savagery. It is tracked down that specific sort of media components have featured for public brutality. When common savagery breaks out the



Cover Page



DOI: <http://ijmer.in.doi./2021/10.06.143>

media assumes a significant part to spread something similar. This demonstration ought to be rigorously controlled for shielding the uprightness, saving lawfulness circumstance in the country.

REFERENCES

- Amanda, L. W., & Michael, J. M. (2008). A review of online social networking profiles by adolescents: Implications for future research and intervention (pp. 253-274). San Diego: Libra Publishers, Inc.
- Bandura, A. (1986). Social foundations of thought and action: A social cognitive theory. Upper Saddle River, NJ: Prentice Hall.
- Bjorkqvist, K. (1985). Violent films, anxiety and aggression. Helsinki: Finn.Soc.Lett.
- Boyd. (2007). Boyd DANAH, why youth (Heart) Social network sites: The role of networked publics in teenage social life. MacArthur Foundation Series on Digital Learning Youth, Identity, and Digital Media Volume (ed. David Buckingham). Cambridge: MA, MIT Press.
- Huesmann., L. R., & Taylor, L. D. (2006). The role of media violence in violent behavior. Annual Review of Public Health, 27(2006), 393-415. Available at: <https://doi.org/10.1146/annurev.publhealth.26.021304.144640>.
- Lenhart, A. (2009). Adults and social network websites. Washington, DC: Pew Internet & American Life Project.
- NCRB. (2017). National crime records bureau "Crime in India 2017". Ministry of Home Affairs, Government of India, 1, 1-448.