

Globalization, New Media and Youth

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Abstract- In this paper, an attempt is made to understand how New Media (Facebook, Instagram, Twitter, WhatsApp, and Snapchat) have impacted the young generation in India. New media is also known as social media is a product of ICT, which is a source of globalisation. Indeed, without modern information technology, globalisation would not be possible. In the era of globalisation, the world has shrunk to a great extent, and access to social media around the world has enhanced and intensified the effects of globalisation. New media refers to all applications and websites or blogs that enable people around the globe to interconnect via the internet, chat, share content, and video call, among many other functions they offer to their users. Some of the most common and widely used new media platforms include Facebook, Twitter, WhatsApp, Snapchat, and many others. It is estimated that almost a quarter of the world's population is now on Facebook and Instagram. Sociology is the study of human action and interaction. Max Weber and other sociologists also defined sociology as the study of Social action, which means meaningful interaction. Social media create a virtual community and have a meaningful impact on Society and among actors. New media began as an interaction between people using new forms of technology, and the conversations became increasingly public. Marx said that a change in Mode of Production (Technology) would bring about a change in Social relationships, and since a couple of decades, we have been observing how our relationships have changed. New media provides a new platform for human interaction, and it has changed the Social relationship. It has intoxicated the young generation of society to such an extent that they have complete faith in these platforms; therefore, it is also blamed for increasing mental health issues among the youth. The paper is based on information and content gathered through a critical analysis of available related literature. The impact of Social media has been analysed through content analysis, and beside that, we have also interviewed youth who are more active on Social media.

Keywords: globalisation, new media, young generation, society.

Introduction

New media includes all applications, websites, and blogs that provide a variety of functions that enable users from all over the world to connect, communicate, and exchange information online (Verma, 2018). In both scholarly work and public debate on globalisation and youth, the influence of media, particularly new media, on social change is considered to be of paramount importance. In sociological and cultural analyses of globalisation, new media such as the Internet, computers, mobile phones, etc. are often thought to be among the primary forces behind the current restructuring of social and cultural geography. Some of the most common and widely used new media platforms include Facebook, Instagram, Twitter, WhatsApp, Snapchat, and many others. It is estimated that almost a quarter of the world's population is now on Facebook. New media is one of the most powerful emerging tools across the globe. New media facilitate an increased interconnectedness across vast distances and a temporal flexibility in social interaction. Social Networking sites are termed web-based services that give individuals the opportunity to create their own personal profile with the choice of their own list of users and thereby connect with them in an altogether public forum that provides them with features such as chatting, blogging, video calling, mobile connectivity, and video and photo sharing. These sites have held an addiction for the youth, wherein they find it difficult to concentrate on their work and prefer logging in and jumping from one site to another. Some have derived benefit from these sites, whereas others have become academically challenged by their use. Individuals have set their own limits as to when and when not to access these websites, but we witness very few out of the lot who do not access or make use of these sites at all.

New Media (such as Facebook, Instagram, Twitter, WhatsApp, and Snapchat) are important tools in the process of spreading global culture to young people around the world and, conversely, can be used as a platform for the networking of resistance. Researchers from Denmark, France, and Israel found that as a result of the media-induced processes of globalisation, young people in those countries prefer transnational fiction and movie material (particularly American 'soapies') and also a new sense of transnational social space provided by the Internet. (Lemish, Drotner et al., 1998). The concept of globalisation is one of the most debated issues since the collapse of communism. The rapid acceleration of globalisation has long been associated with technological advancement and the international market. On the one hand, there is a tendency towards homogeneity, synchronisation, integration, unity, and universalism. On the other hand, there is the propensity for localization, heterogeneity, differentiation, diversity, and particularism, which are detrimental to development. Youths spend more than usual hours on social networking sites to download pictures, browse through updates, seek entertainment, and chat around with friends to keep themselves connected to one another. Around the world, more young people than ever are building a global culture focused on engagement, interaction, and democracy. Whether building economies, promoting peace and nonviolence, creating educational opportunities, or developing transnational cooperation, youth and globalisation are tied tightly together. Culture, communication, science, peace-making, the arts, and more can cross boundaries easily, and young people around the world today are more interdependent than any previous generation. By focusing on democracy and empowerment, they are changing the world right now. Evaluating the amount of research that surrounds the usage of social networking sites in the global system, it is important to determine whether or not these sites have had any impact on youth engagement and achievement. This paper will therefore be able to review the available literature to study and present both the positive and negative impacts of online networking on globalisation and youth.

Literature Review Related to Study

Kuppuswamy, S. & Narayan P. (2011), In his article, 'Impact of Social Networking Websites on the Education of Youth' the researcher tries to portray that social networking sites such as Facebook, Myspace, and Twitter are gaining popularity with the pace of time, and due to their attractive features, the youth of today's generation is fascinated by them. The study argues against the notion, claiming that due to the rapid popularity of social networking sites, youth tend to distract themselves from their studies and professions but, on the contrary, are also developing friendly and social ties with the world that revolves around them.

Khan, S. (2011), in his paper, 'Impact of social networking Websites on Youth' argues that men spend more time on social networking sites as compared to women to review these social issues, and yet women are very sensitive to issues like these existing in the world. The youth take active part and also raise their voices in order to express their opinions and views on social issues being discussed on these sites. Also, the findings state that even though the youth reciprocate to these events, they still do not take up discussions beyond the web and forget about them once they sign off. Thereby, these sites prove to be a boon to the youth in terms of spreading awareness about these issues that arise.

Roy, S. (2005), in his book 'Globalisation, ICT, and Developing Nations: Challenges in the Information Age,' emphasised the need for NGOs to fill the vacuum created by the withdrawal of the state. The author argues that Nongovernmental organisations are emerging as important players in monitoring, questioning, and increasingly channelling resources to support domestic and global policies to fulfil the specific needs of the poor and marginalised in developing countries.

Qureshi, M. U. (2006), in his book 'Elements of Social Evolution' claims that the process of globalisation has generated universal discontent, and disenchantment prevails not only in the developing world but also in the developed world too. The author expressed the need to analyse what lies at the root of such discontentment. The author opines that the issue of globalisation needs to be examined in all its dimensions.

J, Kumar. (2000), in his article 'Globalisation and the Dalits,' argues that Dalits need globalisation because they want to be a part of the mainstream. He points out that Dalits want openness because their rich cultural heritage has been submerged, and globalisation will make them come out of the forced cultural silence and speak to the world. The author opines that Dalit's are not against globalisation; what they are opposed to is the fact that MNCs cater to the consumer needs of the upper caste or class and ignore the basic needs of the poor Dalit's. The author finally called upon all Dalits to understand and be a part of globalisation rather than oppose it.

Objectives of the Study

- To determine the usage of specific social networking sites by the youth.
- To analyse the credibility of the information received from social networking sites.
- To understand the pros and cons of social networking sites and globalisation for youth.
- To study the influence of social networking sites and globalisation on the personal and professional lives of youth.

Hypothesis

- New media and globalisation are more of a demerit than merit if both parameters are evaluated.
- The youth are more inclined towards fields of entertainment other than relevant information-derived sources.
- The participation of youth is invisible in social gatherings due to the over utilization of new media.

Research Methodology

This paper incorporates a quantitative approach to study of the research objectives. Sampling has been done effectively, and the tool that has been employed to work on the data collection is particularly questionnaires, where the questions were closed-ended, along with the usage of tools such as pie charts. A survey was conducted in order to target the age bracket (15 to 24). The sample has been taken mainly from the Aligarh region (Aligarh Muslim University). In all, 100 questionnaires were filled out, which were reciprocated enthusiastically by the respondents, they were asked a total of 10 questions.

On being asked which social networking site the target audience uses the most, time spends by youth on various networking sites in a day, and purpose of using social networking sites by the respondent, thereby proving that the majority of the audience's share is inclined towards the platform of social utility that connects them with their friends and peer groups at local and global level. For this we use the figures and charts to show the data in percentage.

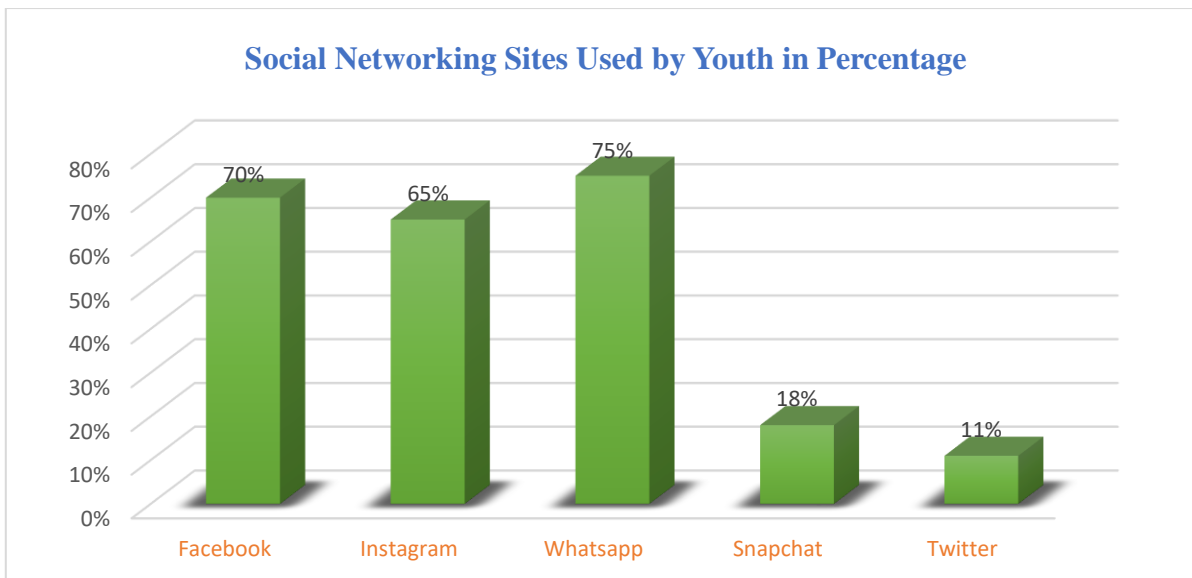


Figure-1, shows the percentage of usages of social networking sites by the respondent, 75% responded that WhatsApp holds the maximum share amongst the all networking sites used by youth. 70% responded to Facebook, 65% responded to Instagram, 18% responded to Snapchat and 11% to Twitter, thereby proving that the majority of the audience’s share are inclined towards the platform of social utility with the help of social networking sites that connect them with their friends around the world.

Time Spends by Youth on various Networking Sites in a Day

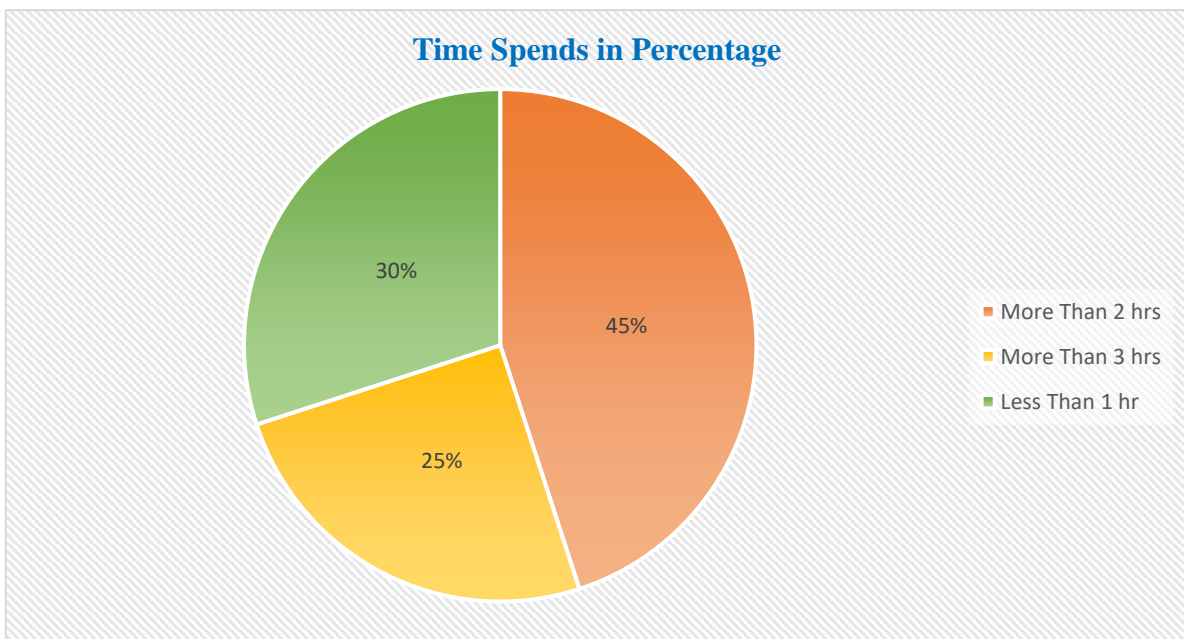


Figure-2, shows that when respondents were asked about the amount of time they spend on social networking sites a day, 25% of the youth respondent usage social networking sites more than 3 hours, 30% of the respondent usages less than 1 hour, whereas majority of the respondent 45% spent more than 2 hours on these networking sites in a day, indicating that a major part of our youth spending and accessing social networking sites a day, thereby highlighting the extensive impact of social networking sites on the youth on the grounds of their ability to attract a large number of people’s time.

Purpose of Using Social Networking Sites by the Youth

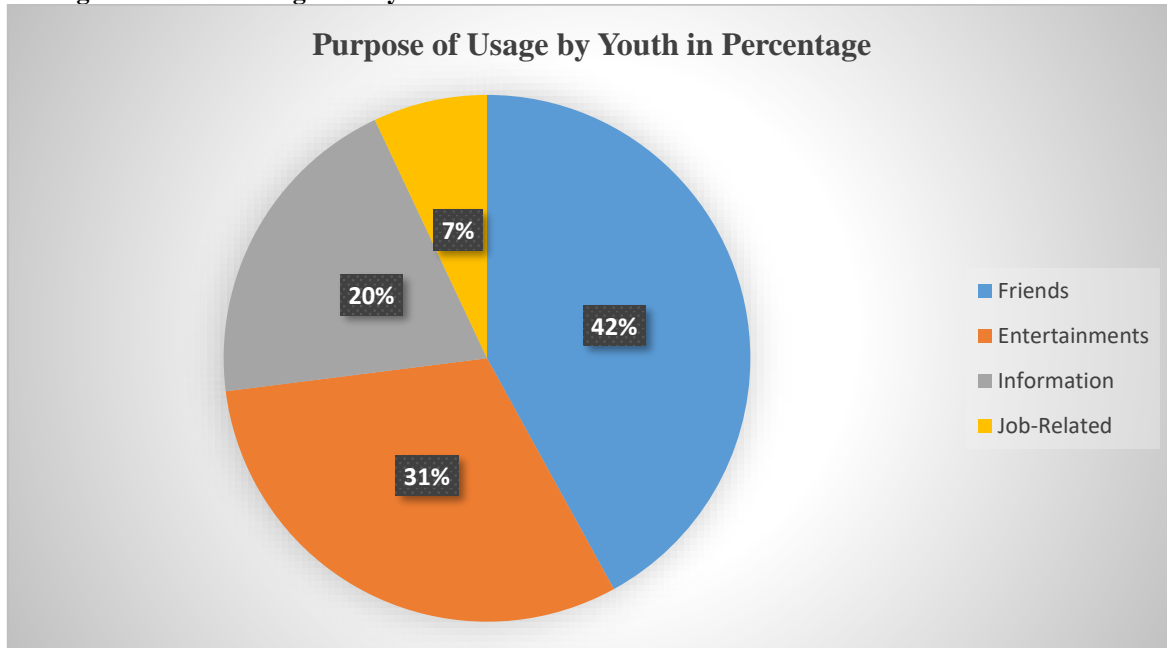


Figure-3, Showing accessing of social networking sites. In order to know about the kind of information the youth usually derives from these social networking sites, 42% responded to updates from family and friends, 31% sought out these sites as a source of entertainment, 20% derived information about general awareness, and only 7% looked up them as a source of job-related information. The data evidently shows the inclination of the youth towards an urge to know what goes on in their near and dear one's lives. This, in a way, keeps them connected but simultaneously leads to a loss of focus towards their own goals since only a small proportion of the youth seeks interest in gathering relevant information pertaining to jobs and general awareness in comparison to friendships and entertainment purpose.

Impact of New Media on Globalization and Youth

New media has both negative and positive impacts on globalisation and our youth today. It is beneficial because it is primarily responsible for diffusing different cultural styles around the world and creating new global hybrid styles in fashion, music, consumption, and lifestyle. It bridges the gap between friends since a person staying in India can network and interact with his or her friend in the United States. This, in turn, helps strengthen relationships among the people. Additionally, youths can create pages and groups on social media platforms based on their professions, faith, and other dimensions of their lives, and this leads to more connections being built and more opportunities being opened for their respective disciplines. This can even lead to more employment opportunities being created for unemployed youth. From the many interviews carried out daily, several youths say that social media platforms make their lives enjoyable, efficient, and easier and have also changed their lifestyle.

But on the negative side, it is argued that social media is like giving a sharp knife to a monkey, which will harm themselves. Hate anonymity between communities has been a serious issue in India as well as in other countries. Some sociologists, politicians, and cultural commentators argue that new media needs state regulation. According to a BBC News report, it reduces the number of face-to-face interactions among youths because they normally spend most of their time on these online social platforms. An evaluation of a number of studies done by various scientists shows that social isolation can cause a number of effects, such as physical, emotional, mental, and psychological issues in youth. This can in turn lead to depression, anxiety, and many other problems. It also leads to misspellings and misuse of words and tenses through the use of short forms and abbreviations. This has a high negative impact, more so on students, because it affects their language capabilities directly, leading to poor grades in languages.

Conclusion

New media have become a more significant part of young people's life and globalization over the past two decades, bringing both new opportunities and challenges in the society. As the use of new media, it will be crucial to establish evidence-based strategies for promoting safe social media usage among youngsters and to use these new media platforms effectively for diffusing different cultural styles around the world and creating new global hybrid styles in fashion, music, consumption, and lifestyle. It bridges the gap between friends and relatives since a person staying in India can network and interact with his or her friends at the global level. This paper examines in an effort to cut down on the amount of time spent in communicating and indulging in other unimportant activities. Now a day, youth are also indulging in many destructive or fake propagandas related to religious, social and cultural practices, they also indulge in promoting fake news, videos and images which leads to communal or religious violence and also promoting inappropriate debate and discussion. That's why they also trapped in the hand of IT and Cyber cell groups. In contrast to the past tradition of policy proposals aimed at addressing social, cultural, and economic difficulties that support the family, young people today could benefit from validated character and holistic approaches to help them to resolve the challenges of using social media and digital media, to protect themselves from harm, and to use social networking sites in a manner that supports their physical and psychological well-being.

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