SOCIAL MEDIA: MAIN CAUSE OF DESTRACTION IN TODYAS AGE AMONG THE STUDENTS

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ABSTRACT

The impact of social media on youth can also be significantly detrimental to health. In particular, social media and teen depression are closely linked. Furthermore, overuse of the apps exposes to cyber bullying body image issues and tech addiction and results in less time spent doing healthy real world activities. And while the majority parents believe they know what their children is posting on social media. 70% of them are hiding their online behaviour from their parents.

Every phenomenon has its good and bad. Perspective – As George wilhem Friendrich Hegel suggested in his history. DIALECTICS. Similarly social media too can have negative or positive effect on people's psychology.Social media can be brodly defined as the set of interactive internet applications that facilitate (collaborative or individual) creation, curation and sharing of user generated content.

Examples of social media platforms are numerous and varied. They include Facebook, Friendster, Wikipedia, Dating Sites, Craigs list, recipe sharing sites (Eg. All-recipes.com). You tube and Instagram social media platforms all share the above-mentioned characteristics but are unique form one another in many respects. In particular, platforms often very in their architectures, structures, norms and user bases.

In working to differentiate between different kinds of social media platforms, scholars distinguish and label several subsets of social media, with a particular emphasis on social network sites Boya and Ellison (2009) explicit differentiate social network sites from social networking sites. They argue that social networking implies meeting new people and making new connections, which contrasts with actual user practices. Specifically, social network site users tend to interact with existing rather than new social contacts.

KEY WORDS- *Impact, Stress, Psychological, Disorder, Motivation etc*

INTRODUCTION

Social media addiction is defined as excessive use of social media that leads to negative consequences can include problems with relationships, work, school and mental health problems.A second subcategory of social media consists of micro-blogging sites. These allow users to distribute short messages to a broad audience, often through links and images.

Such sites have explicit limits on the number o characters amount of content allowed per message.

Those who are younger (Under 30) are significantly mac likely to use social media than those who are older (50 and above) and those with either very high (or) very low incomes have significantly higher social media participation rates than those with middle range incomes.There are no significant racial differences in social media usage. Internationally, social media use among adults is above 50% in Britain, Spain and the Czech Republic usage rates approach those levels in Brazil, France and Italy.

Because of their pervasiveness and availability through numerous devices including home computers, work computers, tablets and mobile phones social media have important implications for private and public practices and processes in everyday life.

In particular, social media pervade process of identity, interpersonal relationships and the political economy.

IDENTITY AND SOCIAL MEDIA

An augmented perspective through which users and technologies materially constituent one another.In line with the augmented perspective social media can be seen as a medium through which identifies are personal or simultaneously produced and consumed social actors come to know themselves by seeing what they do and how others respond of them. By producing and consuming profited content. Social actors produce and consume selves and identities in to being.

- Social media and technology often us a greater convenience and connectivity.
- Social media is beneficial to education
- Social media for promotion and advertising
- People can connect through social media
- Social media is a good source of up to date information
- Social media can reach large audience
- Entertainment with social media

Some of the Major Issues due to Social Media
- Cyberbullying
- Hacking on social media
- Reduces face to face communication skills
- Fake news on social media
- Wastage of time
- Social media causes distraction

Role of Teachers to Create Awareness among the students
1. To be focus on inculcating social values among students through teaching-learning methods.
2. Giving students social assessment and social assignments such as sending them to real world outside the campus to interact with marginalized section of society.
3. Motivate students to provide technological solutions to social problems through invention and innovation but not indulging in the excess use of social media.
4. Making them aware about responsible and ethical usage of technology for the betterment of society and nation through teaching.
5. Encourage them to participate in engineering education for nation building and social development.
6. Focus would be on creating good human being and not just good through teaching-learning.

1. Encourage Scholars to undertake research topics that are relevant to real world problems.
2. Motivate them to go for intensive field visits and data collection to understand the real condition of study area.
3. Inculcate advance research methodology in the field of education to make research relevant to modern world with appropriate use of social media.
4. Collaborate with various Higher Education Institutions for data collection, research publications with the platforms o social media.
5. Motivate research students to participate in guest lectures, seminars, workshops and conferences for collaborations and capacity building with utlising social media acces.

1. Modern Teaching-Learning methodology should cover to social media for good cause.
2. Make Teaching-Learning practical based inclusion of social media.
3. Encourage students to go for social internships for connection them to society through social media.
4. Inculcating universal human values, professional ethics, integrity, sense of social minds and responsibility among the students with help of social media
5. Sensitizing students towards existing societal problems and issues with appropriate solutions through social media.
6. Special attention will be on digital wellness, holistic psychological and physical health of the students with coordination with various social sites.
7. Encouraging them to lead addiction-free lifestyle not to bulling in bad influences

Effective plans for positive use of social media
1. Introducing Master degree programs about social media awareness..
2. Implementing National Education Policy 2020 at Institute level.
3. Designing curriculum in accordance with the NEP 2020 with the incluison of social media.
4. Collaboration with various Government and Non-Government Organizations through various outreach activities.
5. Increasing the visibility of the department in the institute through various activities like Guest lectures, seminars, conferences, workshops, day celebrations, etc.

Some of the Activities Carried out to avoid the extreme use of social media for the students
1. Tree Plantation Drive with students and faculties

2. Clean Campus Green Campus Initiative

3. Bicycle Rally for social media awareness

4. To conduct Yoga sessions for the students so that psychological will be strong.

5. To organize various de-addiction seminars, tobacco-free society seminars for students.

6. To organize various spiritual lectures for psychological well being of students.

7. To Conducted outreach activities and represented institute at various platforms to the youth sensitization.

DEALING WITH ADDICTION OF SOCIAL MEDIA

1. Set time limits for social media use

2. Avoid social media when you're feeling down

3. Be aware of trigger that make you use social media

4. Find other activities to do instead of using social media

5. Don't compare yourself to other

6. Take a break from social media

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