

EMERGING TRENDS IN SOCIAL MEDIA AND MEDIA LITERACY

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ABSTRACT

With the emergence of digitalization has basically transformed the ways in which information, knowledge, and entertainment are created, distributed and accessed. The new media is rich with opportunities and jeopardies, particularly for youth. New Media or Digital Media has become a vital source for young people who have access to Digital Technology and basic skills to use it. Due to digital technologies, they are participating in an array of activities, including social networking, social bookmarking, blogging, vlogging, chatting, downloading music and other content, uploading and sharing their own creations and collaborating it with other users in different ways. As a result of these activities, diversity of ideas and perspectives have been created which is forming a spirit of digitally connected. Socializing digitally have facilitated communication. Although these activities are advantageous in many ways but it also brought up some behavioural changes among youth, not only the behavioural changes but also their social behaviour and approaches. Seeing the present scenario of digital media, its information quality framework and its usage by youth, this review paper tries to find out what are the ways in which youth search for information online, how they assess information as well as their new levels of media literacy. A proper understanding of digital space would allow young users to access, analyse and evaluate the information. As the young generation is a major part of the society hence one should know what the impact of information is, they cater from the digital media. In the present scenario media is shaping the society and also affecting the perception. Exploratory research design has been chosen by the researcher and the research will be based upon secondary data. An analysis of selected literature at the intersection of Digital Media, Youth, Information Quality and their media literacy is done in this research paper, with which the researcher has tried to find out the resultant impact on their social interactions and social behaviour.

KEYWORDS: Digital Media, Media Literacy, Youth, Internet.

INTRODUCTION

Since the Internet's inception, there have been lots of technological innovations and up gradations on the internet. Due to these innovations many major changes caused in our

daily lives, which can be easily felt across numerous applications, including education, shopping, entertainment, learning, banking, investing, etc.

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Not only this in the field of communications too many new enhancements have been done; Social Media is one of them. It is an interpersonal web-based communication technology as per Kent and Taylor. Social Media has been defined in various ways. The definition of social media as a "platform to create profiles, make explicit and traverse relationships" by (Boyd & Ellison, 2008) has been cited over 13,000 times according to google scholar. The recent trends emerged in social media have given various options of communication to the youth. Progressively they are using social mediums and Social Sites like Twitter, LinkedIn, Facebook and Google + to communicate with others. Apart from communicating the young generation is also receiving lots of pieces of information, news, etc and are getting updated. The importance of social media which is one of the parts of Digital Media is growing day by day. According to the Digital Media and Society report, digital media is defined as products and services that come from the media, entertainment and information industry and its subsectors. It includes digital platforms (e.g. websites and applications), digitized content (e.g. text, audio, video, and images) and services (e.g. information, entertainment, and communication) that can be accessed and consumed through different digital devices. In the present scenario, the digital media has become an infinite source of every kind of information and social media is one of the platforms which is used by youth. Hence it is very important for them to become media literate. Just as literacy is the ability to read and write likewise media literacy is the ability to access, analyse, evaluate and create media messages of all kinds. The significance of media literacy is so much that a media literate youth are better able to interpret the complex messages we receive through various mediums like television, radio, newspapers, magazines, books, billboards, signs, packaging, marketing materials, video games, recorded music and with the more vital Internet.

REVIEW OF LITERATURE

1. Kuppuswamy, Shankar Narayan, P.B and Sunita (2010), "The Impact of Social Networking sites on the Education Youth" concentrated on the effect of Social Networking locales on Education. The study contends that these informal communication sites divert understudies from their concentrates; however, these sites can be helpful for training in view of sound pedagogical standards and legitimate supervision by the educators. Also, the exploration infers that person to person communication sites has both constructive and adverse effect on the training of youth, contingent upon one's enthusiasm to utilize it in a constructive way for his/her instruction or the other way around.
2. K.Ramprathap, Dr. S.Rajaram, Dr. V.P.Sriram, Dr. S.B.Inayath Ahamed (2016), quoted that " Social Media has great importance among students. It has its impact both positive and negative. There should be some rules and regulations for the usage of social networks by them."
3. Media Education is very important for the budding generation as it is increasingly linked with democracy and participatory citizenship. It has become very vital to promote knowledgeable, democratic and sustainable society. According to BarbroOxstrand (2009) in "Media Literacy Education- A discussion about Media education in the Western countries, Europe and Sweden" there should more lessons related to media education hence teachers should work on it and enhance the knowledge of students.
4. "The dependency on social media to collect information and getting aware has increased among youth whether it is happening either in their circles, nationally or internationally. Not only they are using in positive aspect but also in the negative sense too" as per Rita Njoroge in "Impacts of Social Media among

the youth on behavior change: a case study of university students in selected universities in Nairobi, Kenya".

5. Joshua Ebere Chukwuere, Precious Chibuike Chukwuere (2017), "The Impact of Social Media on Social Lifestyle: A Case Study of University Female Students" concentrated on the diverse effect of social media usage both positive and negative due to advancements in modern technology. It encouraged students to work on various aspects of their lifestyle. But on the other hand, it also wasted their time and caused negative behavioral changes like disrespect to elders, using abusive language, etc.
6. Septyanto Galan Prakoso, Monika Sri Yuliarti and Likha Sari Anggreni (2016), "The Importance of Social Media Literacy for Students in Globalization Age" quoted that "There is an information glut on social media which should be prevented. The Internet is providing various sort of content which can affect a youngster's mind easily, a certain vigilant effort has to be made to safeguard that all the content and information accessible by young people is safe. Media literacy can become a suitable solution towards this issue since it will make youth aware of the effect of social media and worldwide information caused by globalization. By doing so, the society will have vigilance over the flow of information and will actively participate in deciding regulations in order to prevent the adulteration of the youth's mind.
7. According to Michael E. Hoffman (2016), In "New Media Literacy and Social Media Usage" Media Literacy gives people a tool to effectively analyse and evaluate the messages that they receive. They perceive the information, understand and evaluate it whether it is correct or not.

OBJECTIVES

The major objectives of this research paper are:

- To find out the emerging trends of social media among youth to cater information.
- To identify whether the youth is media literate or not.
- To examine the impact on their social interaction and social behaviour.

THEORETICAL FRAMEWORK

The framework of this research paper is based on social impact theory. Ohio State University psychologist Bibb Latané explained that in social impact theory, Social Media provides strength in the form of social community formed virtually whose opinion and information's are important for the users. Social Media provides enormous opportunity for the number of people in the influencing group. Social Media provides information and centers on the characters of issue how individuals should think about it. This research paper is based on this theoretical framework that how social media and its emerging trends are impacting the youth's mind.

RESEARCH METHODOLOGY

This research Paper used exploratory research as its research tool. Exploratory research, as the name states, intends merely to explore the research questions and does not intend to offer final and conclusive solutions to existing problems. In exploratory research the main emphasis of research is always on exploring the each and every aspect of the problem which is to be catered by the researcher in their research work, it may or may not possible that at the end of it researcher can provide clear conclusion. Exploratory research always has an added advantage due to its nature of flexible and adaptability. To analysis researcher used secondary data.

INTERPRETATION

It is clearly visible that social media is having its reach to every class of the society, and up to certain condition it provided a platform to

masses to share their views and also to use it as a tool of alternative media but this is also perceived that this media is lacking in terms of authenticity of information and the reasons are also prominent. One cannot control the flow of information on social media and cannot easily check whether information is fake or not. To understand the concept of media literacy and how it has become a significant entity in media ecosystem researcher analysed different researches on the similar base.

CONCLUSION

In this review the researcher tried to explore the emerging trends in social media like customizable chat box, more augmented – reality & face filters, social media benefitting business to a large extent, etc. It has become a common platform for information sharing. But there is no well-defined system which can help receivers to trace the authenticity of the information. In the present scenario the youth is becoming media literate but a major has to be done on this subject as this issue has become vital around the globe. We as responsible citizen need to take responsibility for checking what we see online. Facebook and Google also initiated to use fact check services and providing consumers and option to verify what they see and read online. Spending much time on social media has also affected the social behaviour of youth. Its impact is both positive and negative. This platform has made them aware but have also hampered their attitude of social interaction. Undoubtedly, it's a crucial time, and it's not easy to verify the flow of information but audiences need to be conscious and they need to be participative in the process not only for receiving information but also, they need to verify the information before they share it further.

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