

## Impact of Social Media - A Study With Reference To Children, Adolescent and Youth in Chennai

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### **Abstract**

*Social media has become integral part of human life. The era of social media has developed the idea sharing among the people. They connect through the virtual communities and networks. Social media is a interactive web 2.0 internet based applications which are user generated content with videos and digital photo by connecting a user profile with individual or group. Social media connects children and teens to global communities. This study analyse and describes the positive approaches, negative approaches on children, adolescents and youth. The study was conducted in Chennai city by collecting samples.*

**Keywords :** *Social Media , Children , Adolescent and youth, positive and negative approach.*

### **1. INTRODUCTION**

A decade ago, being connected with people was difficult due to less technical support. It was also difficult to find our own school friends or colleagues and literally lost out contacts permanently. The advancement in internet and its development has actually sorted this type of communication gap. Social media is an web based interactive technology that facilitate sharing the ideas or information and other forms of expression through virtual communities. The interactive technology, 2.0 web applications has reconnected the people even after the decades of being apart. The social media sites such as facebook, google+ are making it easier.

The sites are great way to see what is happening in lives of friends and family it also provides the chances to meet new people with similar thoughts and interest. Social media towards children , teens and youth connects them to global communities where they can meet large number of new people and they also get to face lot of troubles like health disorder , mental illness, addiction , cyber bullying and so on. Richard ,deborah and caldwell patrina (2015) identified that children and young people on social media face physical and mental issues which is also affecting the areas of self esteem and well being of them which also ends in cyber bullying and depression.

### **2. PURPOSE OF THE STUDY**

The main purpose of the study is to know how the social media is influencing children , adolescent and youth and their pros and cons towards their usage.

### **3. SAMPLE OF THE STUDY**

Samples were selected from sampling unit. The method used is convenient sampling technique. Total sample size is 100.