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Use of Social Media and Social Activism - A Study of Youth

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Abstract
In a world which is moving towards digitalization of even the most insignificant thing, and where internet defines the way we form relationships, at personal and professional levels, with our parents, peers, spouse and the society at large; information is the weapon that can make or break structures. The structure can at times be as big as a regime running a country. While traditional modes of information are fighting a pitched battle with new age sources of information, for a person trying to make his or her voice heard, these are exciting times. If an edit page of a newspaper cannot accommodate a reader's view on a certain subject, the reader now has the option of reaching out to the world through the internet, and specifically through the social networking sites. Sometimes, a few words of information or opinion on a social site have more power to shake a system than possibly a 1000-word news report. Social media can be explained as an interaction between people or communities where information can be shared and exchanged through a virtual network. Experts have defined social media as "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content". In the past three-four years, social media has grown out from being restricted to tweets on fashion trends or commenting on a celebrity's relationship status to commenting on events of national and global importance. It has been regularly said that India is one of the most youthful nations on the planet, maybe the most youthful – half of Indians are under the age of 25 and 65% of us are under 35. It implies that there are more potential social media clients in India than are at any other place on the planet.

Key-words: Social Media, Youth, Facebook, Orkut, YouTube.

Introduction
Social media is a term that has been common for quite a while. The Oxford dictionary characterizes the term as "sites and applications that empower clients to make and offer content or to take an interest in social system administration". Social media is an attentive piece of the new age society. The best way to define social media will be to separate it from newspapers and the audio-visual medium of television or radio. It is a group of online communication channels devoted to information, connection, substance, and coordinated effort. Sites and applications committed to discussions, micro-blogging, social system administration, social bookmarking, social 'curation' and wikis are among the distinctive social media. Social media has been advancing rapidly, offering new and significant approaches to individuals around the globe. Presently, social media is developing into an indispensable part of our daily lives. The social system administration is presently a genuine worldwide sensation.

History and Origin of Social Media
As reported by lives of India we are socio digital, mobile in India growth and trends. Social system administration began in 1978 with the Bulletin Board System (or BBS.) This was facilitated on computers requiring clients to dial in through the modem of the host machine, Trading data over telephone lines with different clients. This initial structure allowed clients to log in and collaborate with one another.

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Afterwards, the transcripts of online schedules were conveyed utilizing the notice board Usenet. Usenet was made by Jim Ellis and Tom Truscott. It allowed clients to post news articles or other posts which were alluded to as "news". The contrast between Usenet and different BBS and gatherings was that it didn't have a committed head or focal server. The primary adaptation of texting occurred in 1988 with Internet Relay Chat (IRC). IRC was Unix-based, restricting access to generally individuals. It was utilized for connection and record imparting, and for the most part staying in contact with each other.

After 2000
Friendster was once the pioneer of social system administration. During the first few months, the social system administration site registered three million clients. Friendster served as the starting point for the broadly prevalent My space, which cloned Friendster and was dispatched after only ten days of coding. In the accompanying season, other social system administration sites like Classmates.com, LinkedIn and Tribe.net began to pop up, together with the most prevalent social system administration site in web history. Facebook.com aimed at associate U.S. school understudies, beginning with Harvard College. In its first month, over 50% of the 19,500 understudies joined it. In the wake of picking up prominence, Facebook opened its enlistment to non-school understudies. And after four years in 2008, Facebook outdid My space as the leading social system administration site. Social system administration has made tons of progress since 1978, and we will witness its advancement for a considerable length of time to come, perpetually changing the way individuals interface with each other.

Indian Social Media
In a study led by the Masdar Institute of Science and Technology in Abu Dhabi, it was discovered that generally an individual is only 12 hours away from an alternative utilizing social system administration destination. Here are some interesting facts about the social media in India: India has over 12.5 crore internet users The average usage of internet is 26 minutes a day Currently, 87.1 billion (Is it correct, or is it 'million'?)Users are accessing the internet on their cell phones and strategies are in place to further push the numbers. Top social media system administration destinations are Facebook, LinkedIn, Twitter, Orkut, Bharatstudent.com, Zedge.net, Ibibo.com, hi5.com, Shtyle.fm, Indy rocks, Fropper.com and Myspace.com.

Worldwide Usage
There are different details that record social media utilization and viability for people around the world. The latest details are as follows: Consumers keep on investing more on social systems than on another class of destinations; about twenty percent of their total term is spent on the web on their personal computers, and thirty percent online through portable devices. Fb is the most visited social system in the U.S. by means of PC, versatile applications (78.4 million clients) and portable web (74.3 million guests), and is by far the biggest social website followed at every stage. 51% of individuals in the matured 25–34 group utilized social system administration as a part of the workplace, more than another age bunch. Normally,

47% of social media clients participate in social forethought. The machine or the gadget used to access the social media in recent years saw a critical build up in use. In 2012, Fb had a remarkable number of 152,226,000 Personal Computer guests and 78,388,000 extraordinary portable application guests. Twitter reported 37,033,000 exceptional PC guests and 22,620,000 one of a kind versatile application guests. Pinterest reported 27,223,000 remarkable PC guests and 14,316,000 special versatile web guests. Google+ reported 26,201,000 novel PC guests and 9,718,000 extraordinary portable application guests. 234 million individuals aged 13 and more in the U.S. used cell phones in December 2009. Twitter generated billions of tweets in December 2009, about 40 million a day. Over 25% of U.S. Web online visits happened at one of the top social system administration locales in December 2009, up from 13.8% a year earlier. Australia has the most noteworthy percentage of social media use on the planet. In use of Facebook, Australia's position is most elevated, in excess of nine million clients using just about nine hours every month on the site. Twitter has climbed as the go-to site for client help in 2013, while Email's utilization has diminished by 7%. As of now, Fbhas managed to garner billions (or millions?) of users. Social media has surpassed smut as the No. 1 movement on the web. Transferring speed on YouTube is immaculate, in mere 4 minutes 26 seconds one can share hundreds of hours of data. One out of eight couples wedded in the U.S. a year ago met by means of social media, as indicated by facts released in June 2011. One in six advanced education understudies are selected by an online educational program. In November 2011, it was found that Indians invest more on social media than on any other action on the Internet. 1 in 5 separations have been blamed on Facebook.

Utilizing Twitter
As mentioned earlier, Twitter is a micro blog administration. Its clients can send and view one another's overhauls. This micro blogging site is confined to 140-character "tweet", therefore whatever one wants to tweet should be well drafted and should have meaning as well. The twitter accounts are known as twitter handles. An individual or a company can register itself on twitter. Twitter is all about exchanging messages and broadcasting any firsthand information as well as retweeting other people's tweets. Much the same as Facebook, Twitter is also focused around kinship: clients can choose to pick messages and the tweets are aimed at those who have decided to take the messages. On Facebook, the objective involves making new companions, on Twitter it is likewise further bolstering one's effort to have an extensive gathering of adherents - and not everyone is essentially familiar with the client. By emulating fascinating string of messages and responding to them, the clients can gather enthusiastic devotees too. It is proposed to just watch, to see how tweets function. Notwithstanding their short structure, tweets might be utilized to discuss more extensive issues in a captivating way. Also, it is exceedingly fitting to endeavor interfaces on Twitter, and to propose searching for extra data from an extra source, for example, the client blog. Hash tags are one of Twitter's most unmistakable gimmicks. Communicated with the image, hash tags are Twitter's particular method for indicating pivotal words to take on certain topics or

occasions. After one clicks on the Hashtagone is able to see all types of information or mentions pertaining to that tweet. Along these lines, every message important to a campaign can be perused by any Twitter client.

Utilizing Wikis

The essential thought behind wikis is to get as many individuals as possible taking interest in the generation, survey and upkeep of learning. Wikipedia, an online reference book, is likely the most celebrated illustration; however a wiki might be utilized for different purposes too. A political gathering could create its electing stage or compose a procedural project or any such situations where numerous individuals are required for info. Beginning with wiki is moderately basic, subsequently there are various free or affordable projects that can be accessed and be easily utilized in web program. The web facilitating is carried out by a distal administration supplier, who also deals with reinforcements, duplicates and other routine support. It's not difficult to begin by taking a gander at wiki administrations like Pbworks andWikispaces

Utilizing YouTube

YouTube is web's extremely famous feature administration, where individuals can watch features made and transferred by its clients. A decent feature display is a great specialized gadget, and with cutting edge technology, great quality feature recordings could be made effectively and economically. Features disseminated through YouTube are particularly essential in battle work, on the grounds that the fighting staff can then utilize the feature tidings to the disadvantage of their rivals without TV plugs. A crusade feature should not be excessively lengthy; it is tricky to take a gander at a "talking head" for a few minutes. Therefore, it is better to make several short features instead of a long one; a mixture of films on open deliberation or meetings instead of only one individual conversing with the Polaroid. Use other visual material separated from the face shots: a feature presentation could be made livelier by including visual supports, for example, pictures, charts, etc.

Utilizing Facebook

Facebook is a social media site which is all about knowing people and later adding them to your circle of Facebook friendliest. To have an account on Facebook one generally needs to have an email id and a mobile number. After registering on Facebook one can update his or her profile. In the event that Facebook impacts general assessment, the profile ought to be as open as could reasonably be expected. Photographs and features could be added to a profile. No acceptable confinements on what pictures could be utilized for are mentioned there, yet it is polite to include photographs of individuals who have provided their authorization.

Objectives of the Study

1. To know the Identification of diverse usage of internet by youth.
2. To understand the Awareness of social media among youth.
3. To assess the Different usage of social media by youth.
4. To know the Role of social media to make youth.
5. To understand the informed citizens Awareness of virtual social activism Involvement of youth in social activism.

Research Methodology

The present study based on secondary data, the data will be collected journals, articles, published books, internet etc.

FB provides scope for security choices to its sections. A part can create all correspondences obvious to everybody or he can keep his entire interchanges private. Parts can decide whether to be searchable and choose which parts of their profile are open, choose what not to put in their newsfeed and decide who can see their posts. For those parts who wish to utilize Facebook to convey confidentially there is a message characteristic, which nearly takes after email. In May 2007, Facebook opened up its engineers' stage to permit outsider designers to manufacture applications and gadgets that, once affirmed, could be dispersed through the Facebook group. In May 2008, Facebook designers proclaimed Facebook Connect, a cross-site activity that permits clients to distribute collaborations on outsider accomplice destinations in their Facebook newsfeed. Facebook began in the United States as a path for some school children to stay in touch when they had left facilities - and it is developed from that point onwards to turn into one of the biggest social systems on the planet.

Twitter is currently one of the ten most visited sites, and is frequently viewed as "the SMS of the Internet". Twitter is a mix of texting, blogging, and messaging, yet with concise substance and an exceptionally large crowd. If you fancy yourself as an essayist who has something to say, then Twitter is unquestionably a channel worth investigating as an author. If you don't prefer to compose, but interested in following a superstar, a specific side interest subject, or even a missing cousin, then Twitter is the medium to reach that individual. The default settings for Twitter are open. Dissimilar to Facebook or LinkedIn, where parts need to endorse social associations, anybody can take after anybody on Twitter. To weave tweets into a discussion string or unite them to a general subject, parts can add hash tags to a watchword in their post. The Hash tag, which acts like a Meta tag, is communicated as #keyword.

Mobile apps Desktop and smart phones are the main gadgets that can run applications. You can additionally download applications for cell phones and tablet machines, which open up many new potential outcomes. Contrasted with conventional applications, portable applications are moderately priced. A number of them cost a mere 99 pennies, and others are free. If your cell phone has a web association, you can download applications specifically onto the cell phone. Else, you can download them to your machine and after that exchange them. Portable applications expand the compass and profit of your business. When you prepare your cell phone and/or your representatives' cell phones with applications, then you and they can perform various types of business capacities while out of the workplace, completing deals, making administration calls and so forth.

Social Activism Social Work - social workers work in different areas. They help government by reporting on exploitation and the need to improve in ventures taken up for the betterment of the people. Campaigning both at the national and international levels to achieve change is a manifestation of social activism. One of the ways is to work with the UN on its peace initiatives. Working for ecological causes is pivotal to keeping the world and its future safe. Working to secure the earth could be seen as the work of a lobbyist. Group Organizing - the objective

here is to engage and create neighborhood groups and their ability to help. Coordinators help by building gatherings to expand political influence and to make their voice heard in enhancing the status of the groups. Strategies used include media battles, blacklisting, and class activity law suits. It is about getting access to more power. Social activists work to advertise and guide on changes in the government or business approaches which have an impact on the activities of the people. Associations are formed by gatherings and groups to disperse data that leave an impact on particular issues of social change.

Conclusion

As social media is becoming a part of our everyday life, either through media or other forms, the subject should be incorporated in the curriculum of mass media and journalism students in colleges and university. In the higher classes also students could be taught the effects and uses of social activism. Social media could be used in promoting the government schemes across the country. The Prime Minister of India, Narendra Modi, after taking charge ordered that government employees and officials of all ministries, departments, corporations and banks, who have opened official accounts on Twitter, Facebook, Google, YouTube or blogs, should use Hindi, or both Hindi and English, but give priority to Hindi. Soon after that, Information and Broadcasting Minister Prakash Javdekar wrote to all ministries to make use of "social media communication hub" for effective messaging.

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