Impact of Social Media on Interpersonal Communication and Social Relations among Youth: A Study of Selected Institutes of Higher Education in Lucknow City

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ABSTRACT

Social networking phenomenon has emerged over the last years. Social networking sites have grown from a niche to a mass online activity, in which millions of internet users are engaged, both in their leisure time, and at work. Social networking websites like Orkut, Facebook, Myspace and Youtube are becoming more and more popular and has become part of daily life for an increasing number of people. Young people are attracted to social networking sites. No doubt these social networking sites provides employment, marketing, personal growth, sharing of information but the most prevalent danger through often involves online predators or individuals. These social networking sites have great impact on youth. The impact of social networking sites on the youth of India has been both positive as well as negative. Social networking is a phenomenon which has existed since society began. Internet medium is developing with the increased usage and understanding of how to use email, could shop online, and search the web for recipes or the long- lost instruction manual for a piece of equipment in the garage, etc. Now, internet is more about blogs, podcasts, Facebook, Myspace, and Orkut. These are some of the tools and technology associated with a recent phenomenon called social networking and is present everywhere. Present paper purports to examine use of social media among the youth perusing higher education in higher education institutions in Lucknow city.

Introduction

Social networking phenomenon has emerged over the past ten to fifteen years. In this span of time, social networking sites have grown from a niche to a mass online activity, in which tens of millions of internet users are engaged, both in their leisure time, and at work. The impact of these social networking sites on the youth of India is both positive as well as negative. Internet medium is developing with the increased usage and understanding of how to use e-mails, shopping online, and searching the web for recipes or looking out for the long- lost instruction manual for a piece of equipment in the garage etc.

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Now, internet is more about blogs, podcasts, Facebook, Myspace, and Whats App. These are some of the tools and technologies associated with a recent phenomenon called social networking and is present everywhere.

Manuel Castells (1996) used the concept of 'Network society' first of all in sociology in the late 20th century. He is of the view that a new social structure which is based on microelectronics and is ensured by information and communication technology is called as Network Society. While Industrial Society was dependent on modes of transport and communication, the Network Society is dependent on modes of digital Communication. Castells argues that network society has grown at a much progressive rate than the previous societies of the industrial age. Castells mentions that it is not the force of technology that brings changes in society, but rather the emerging changes in social needs that interact and lead to the development of technology.

The idea of "Social Networking" has existed for several decades as a way for people to communicate in society and build relationships with each other. The Web-based services which allow individuals to construct a semi-public or public profile in a bounded system is termed as social networking site. As quoted by Boyd and Ellison (2007), they are "Web based services that allow individuals to construct a public or Semi-public profile within a bounded system, articulate a list of other users with whom they share a connection and view and traverse their list of connections and those made by others within the system". Social Networking Sites are popular because they enable users to articulate and make visible their social networks. This results in connection between individuals who are far off and unknown. During the decade of 1990,when new online communication technologies were introduced to the public in forms such as email and chat rooms, many authors such as Dr. Norman Nie (2001) of Stanford University, predicted that these forms of technology would adversely affect adolescents social life and reduce their sense of association. However, communication has been facilitated by social networking sites because members of these sites form groups and communities to share their opinions among themselves through opinion polls, discussion forums etc.

Singlegress.com was the first social networking site launched in 1997, which not only allowed users to create profiles and list their friends but also surf the friends. A new phase of social networking sites began when Ryze.com was created in 2001 to help people to beverage their business and commercial networks. Friendster came in 2002 as a social complement to Ryze. It could not work for long because it encountered technical and social difficulties which frustrated its users. From 2003 onwards many new social networking sites came up. Facebook was launched in 2005 which includes school students, professionals inside corporate networks and now eventually everyone as its users. Unlike other social networking sites, Facebook provide option to users

to make their profile public or private. As present there is no reliable data on number of people using social networking sites, although research indicates that their popularity is growing worldwide. Social networking sites have given rise to Virtual Communities. These communities are quite distinct from the old. A diverse and widespread virtual society in cyberspace has created the tradition of the virtual communities. Licklider and Taylor (1968) witness the potential of electronic community networks . They opined that virtual community has geographically distant actors grouped in micro clusters and are not based on common location but on common interest. Rheingold (1993) gave the concept of virtual community as, "Virtual communities are social aggregations that emerge from the net when enough people carry on those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in cyberspace". The important features of a virtual community are shared resources, common values, and reciprocal behaviour. Moreover, technology has made virtual communities possible and has brought enormous intellectual, social, and commercial changes. In addition it provides political leverage to ordinary citizens at a relatively low cost. Virtual Communities are not limited by the space-time constraints. People engage with others irrespective of geographic distance and time as compared to traditional communities which did not guarantee communication at such a fast pace. The traditional community was often exclusive, inflexible, isolated, unchanging, and homogeneous while a modern community is one that is primary devoted to democratic problem solving needs. According to this conception, these communities are groups of people who achieve particular goals. Licklider and Taylor wrote in 1968 an essay that was about computing future. They say that life would be happier for the digital natives because the people with whom one interacts will be selected more by commonality of interests than by proximity. It will make communication more effective and productive as well as enjoyable. Moreover, cyberspace provides a new form of public space. People tend to forget their actions and activities which have multiple trajectories i.e. effect in more than one sphere of life and sometimes contradictory ones. As philosopher Alfred Schutz (1967) mentions that people live in "multiple realities". Netizens have developed two identities, one in real life and another in virtual world. Even though the internet brings people together, it also provides the means to remain anonymous in communication. Carey (1993) said that "everything that rises must diverge". Critics lament it as a technology which has reduced face-to face interaction as it requires undivided attention and is addictive. Nevertheless, the virtual mediums of communication that rely on technology have brought a revolution in the contemporary society. The internet is the most significant 'Computer Mediated Technology' (CMC).However; many aspects of life have been transformed with the advent of new type of communication. It is evident that the networking sites have brought many changes in the society both at

the micro as well as macro levels. Therefore, it becomes crucial to analyze the impact of social networking sites on society.

Among the various tools that internet has brought our way Social Networking became a global phenomenon. Millions of people now go online to engage in social networks. According to Wikipedia, an online encyclopaedia, there are more than 300 Social Networking Sites (SNS) and 1.5 billion members worldwide. In recent years, usage of social networking sites has grown rapidly. It took 38 years to attract 50 million listeners for wireless radio system, 13 years for television to attract 50 million viewers; in 4 years the internet has attract 50 million surfers. IPods took 3 years to reach 50 million users, but Facebook, one of the leading social networking sites, added over 200 million users in just 12 months. This shows the penetration capacity and popularity of social networking sites (Locke and Brown, 2007). Social Networking Sites are a type of virtual community that has grown tremendously in popularity (Goodman and Rounthwaite, 2004). Through social networking people can use network of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real-life friendships through similar interest or groups. Besides, establishing social relationships, social networking members can share interest and their ideas with other life-minded members by joining groups or forums. They can also participate in discussions through SNS. Members will be updated instantly about their friends and groups. In short, a SNS is a hub for communication, entertainment and information (Prakash,2014) . In India too this fact is acknowledged by various studies and hence today the usage of SNS has become large part of the student's lives in Indian society (Huang, 2008). The increasing usage of social networking sites has far reaching impacts on interpersonal relationships of students. SNS influence the interpersonal relationships of students in many ways (Knouse and Webb, 2001). Through SNS, users come to meet other people and these people can affect the user's relationships and this influence can either be positive or negative for the users. An interpersonal relationship is a relatively long-term association between two or more people. This association may be based on emotions like love and liking, regular business interactions, or some other type of social commitments. Interpersonal relationships take place in a great variety of contexts, such as family, friends, marriage acquaintances, work, and neighbourhoods (Lenhart and Madden, 2007) . They may be regulated by law, custom, or mutual agreement and are the basis of social groups and society as a whole. These impacts are so widespread that they caught the attention of social scientists worldwide. However, the range of studies conducted to deal with the usage of SNS among college students is negligible in India. Hence, the proposed study makes an attempt to fill in this gap, to some extent, by concentrating on the impact of SNS on college students. India is the only large global market that continues to record double-digit growth of its internet user

base even as growth tapers off in the rest of the world. With over 400 million people having access to the Internet, India has the largest internet user base in the world after China. Moreover, the Internet and Mobile Association of India (IAMAI) expected that number to reach 462 million by mid-2016. Growth in India is not only driven by the low penetration of the internet among the population, which stands at around 30 per cent, but is also aided by low cost of smart phones. According to the Internet Trends report, the average cost of a smart phone in India is $158, which is among the lowest in the world. India is poised to be unique because unlike China and the rest of the developing world that is mobile-first in nature, India has been branded a mobile-only market. Over 300 million of its estimated 400 million Internet users access the internet only over mobile devices. Government estimates suggest that India will add close to 50 million Internet users every five to eight months and this would continue through to 2020. The increasing use of social networking sites among different segments of population has shown both positive and negative implications on social behaviour, relations, communication, productivity and performance in different walks of life, governance and overall development of society and social transformation.

Methods of Study

The present paper is based on a major study supported by ICSSR, New Delhi under the Post Doctoral Fellowship Scheme. The present study is empirical in nature and is based mainly on primary data collected through field survey. The study focuses on national perspective however; the field survey is confined to the state of Uttar Pradesh. Lucknow city has been selected in the study. The selection of city is purposive. The city has higher concentration of urban population and it has been hub of educational institutions. Dr. B. R. Ambedkar Central University, University of Lucknow, Amity University, Dr. Abul Kalam Technical University and King George Medical University were selected for the survey. We have surveyed 605 students pursuing higher education in these universities. A set of interview schedules for students perusing higher education was developed. The interview schedules contained the relevant questions, research points, and scales of views related to socio –economic profile, accessibility of ICT and use of social media.

Impact of Social Media

Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. Social Networking involves the use of the internet to connect users with their friends, family and acquaintances. Social Networking websites are not necessarily about meeting new people online, although this does

happen. Instead, they are primarily about connecting with friends, family and acquaintances you already have in real life. These sites allow you to share photos, videos and information, organize event chat download music and even play games like Scrabble, Chess online. Often each of your friends, family or acquaintances will be friends with several other friends. Just like in real life, the connections between people aren't just one-on-one but a network of connections. This online social networking is very useful in spreading information, pictures and videos. Internet use has grown considerably in the last decade; the majority of young adults uses the internet daily if not more so (Lenhart & Madden, 2007; Lenhart, Madden &Hitlin,2005;Sun et al.,2005). Today's college students (which consist of Generation Y or also named Millennial) are exposed to all types of technologies in many aspects of their lives (Browning, Gerlich, & Westermann, 2011). On a daily basis they use desktop computers, laptops, E-readers, tablets, and cell phones to actively engage in social networking, text messaging, blogging, content sharing, online learning, and much more (Cassidy, Griffin, Manolovitz, Shen, & Turney, 2011). Online social networks (OSNs) have permeated all generations of Internet users, becoming a prominent communications tool, particularly in the student community. Thus, academic institutions and faculty are increasingly using social networking sites, such as Facebook and LinkedIn, to connect with current and potential students and to deliver instructional content. (Paul, Baker, Cochran, 2012). In addition, many researchers have argued that the attractiveness of the Internet could lead to excessive use. Past research has described this phenomenon as Internet addiction (Griffiths, 2000; Soule et al., 2003; Widyanto and Griffiths, 2006). On the other hand, Young (1998) argued that the Internet itself is not addictive, but highly interactive applications like online chatting can be addictive. Moreover, Balakrishnan and Shamim (2013) wrote an article called Malaysian Facebookers: Motives and addictive behaviours unravelled. In recent years an increasing number of studies have investigated the ways in which the Internet and social media facilitate acts of violence against children and adolescents (King, Walpole, & Lamon, 2007; Perren et al., 2012; Tokunaga, 2010). Social media has become recognized as a vehicle through which youth perpetuate acts of violence against their peers, such as bullying, harassment, dating aggression, and gang-related crimes. In addition, social media has also been used as a vehicle for inflicting self-harm—most notably, cyber-suicide (Cash, Thelwall, Peck, Ferrell, & Bridge, 2013; Hinduja & Patchin, 2010; Ruder, Hatch, Ampanozi, Thali, & Fischer, 2011). Existing research does suggest that frequent exposure to violent activities and behaviors through social media has a detrimental psychosocial effect on children and adolescents (Marcum, Higgins, & Ricketts, 2010; Ybarra, Espelage, & Mitchell, 2007; Ybarra, West, et al., 2007). The overarching developmental task of adolescence, identity formation (Sales & Irwin, 2009), is inherently marked

by adolescents' developing sexuality and interest in romantic attachments (Collins, 2003). Today's youth are avid users of social networking sites—e.g., Twitter. Electronic forms of youth violence, do, however, represent a growing public health problem in need of additional research and prevention efforts (David-Ferdon & Hertz, 2007). The first major category of social media-involved youth violence is cyber-bullying or electronic bullying.

The respondents were asked that how does online networking affect their communication. Majority of the respondents reported that online networking affect their face to face communication. However, about $1/3^{rd}$ respondents revealed that online networking does not affect their face to face communication. The respondents were asked that whether social networking sites are affecting adversely social relations. The overwhelming majority of the respondents were found agreed and strongly agreed that social networking sites are adversely affecting social relations. However, a significant proportion of respondents from Private University and State University were found against the view point. The respondents were asked that whether social networking sites are adversely affecting professional and business life. More than $3/4^{th}$ respondents were of the view that social networking sites are adversely affecting professional and business life. However, about $1/3^{rd}$ respondents from Private University and about $1/4^{th}$ respondents in Medical University and State University were against the view point. About 87 per cent respondents were found agreed and strongly agreed on the view point that social media has replaced traditional mode of communication. However, about $1/4^{th}$ respondents from Private University and about14 per cent respondents in Medical University were found against the view point. The respondents were asked that they think that social networking sites are promoting crimes and violence. About 80 per cent respondents were of the view that social networking sites are promoting crimes and violence. However, about $2/5^{th}$ respondents from Private University and about 17 per cent respondents from State University were against the view point . About 87 per cent respondent6s were found agreed and strongly agreed that social networking is effective for e-learning and educational development. However, a significant proportion of respondents from Medical University, Private University and Technical University were found against the view point. Majority of the respondents were found agreed and strongly agreed on the view point that social networking sites are adversely affecting their personal life. However, more than half of the respondents from Medical University and about $2/5^{th}$ respondents from Private University as well as more than $1/4^{th}$ respondents in Central and State University were found against the view point

The variables related to positive and negative impact levels on social behaviours and interpersonal relationships have been identified and then their scores have been added. For obtaining new variables i.e. positive and negative impact levels on social behaviours and interpersonal relationships, the mean ± standard technique was use.

The chi-square test between types of university and, positive and negative impact on social behaviour and interpersonal relationship level has been applied. The value of chi-square has been found significant. That is, it can say that there is a significant relationship has been found between types of university and a positive and negative impact on social behaviour and interpersonal relationship level (Table 1) .

Table 1 Type of University Wise Impact of Social Media On Social Behaviour and Interpersonal Relationships

Type of University	Low Level	Medium Level	High Level	Total
State University	23	191	64	278
	8.3%	68.7%	23.0%	100.0%
Central University	0	50	32	82
	0.0%	61.0%	39.0%	100.0%
Private University	36	66	20	122
	29.5%	54.1%	16.4%	100.0%
Medical University	22	85	16	123
	17.9%	69.1%	13.0%	100.0%
Total	81	392	132	605
	13.4%	64.8%	21.8%	100.0%
Chi-Square Tests	62.628**			

** indicating significant at 1% level of significance

The chi-square test between types of college/institutions and, positive and negative impact on social behaviour and interpersonal relationship level has been applied. The value of chi-square has been found significant. That is, it can say that there is a significant relationship has been found between types of college/institutions and positive and negative impact on social behaviour and interpersonal relationship level (Table 2) .

Table 2 Type of Institution Wise Impact of Social Media On Social Behaviour and Interpersonal Relationships

Type of College/Institution	Low Level	Medium Level	High Level	Total
Engineering	14	50	54	118
	11.9%	42.4%	45.8%	100.0%
Management	4	20	22	46
	8.7%	43.5%	47.8%	100.0%

Commerce	2	17	0	19
	10.5%	89.5%	0.0%	100.0%
Other	39	220	40	299
	13.0%	73.6%	13.4%	100.0%
Medical	22	85	16	123
	17.9%	69.1%	13.0%	100.0%
Total	81	392	132	605
	13.4%	64.8%	21.8%	100.0%
Chi-Square Tests	84.597**			

** indicating significant at 1% level of significance

The chi-square test between ownership of college/institutions and, positive and negative impact on social behaviour and interpersonal relationship level has been applied. The value of chi-square has been found significant. That is, it can say that there is a significant relationship has been found between ownership of college/institutions and positive and negative impact on social behaviour and interpersonal relationship level (Table 3) .

Table 3 Type of Ownership of Institution Wise Impact of Social Media On Social Behaviour and Interpersonal Relationships

Ownership of College/ Institution				Total
	Low Level	Medium Level	High Level	
Government	45	326	112	483
	9.3%	67.5%	23.2%	100.0%
Private	36	66	20	122
	29.5%	54.1%	16.4%	100.0%
Total	81	392	132	605
	13.4%	64.8%	21.8%	100.0%
Chi-Square Tests	34.418**			

** indicating significant at 1% level of significance

The chi-square test between affiliation of college/institutions and, positive and negative impact on social behaviour and interpersonal relationship level has been applied. The value of chi-square has been found significant. That is, it can say that there is a significant relationship has been found between affiliation of college/institutions and positive and negative impact on social behaviour and interpersonal relationship level (Table 4) .

Table 4 Type of Affiliation of Institution Wise Impact of Social Media On Social Behaviour and Interpersonal Relationships

Affiliation of Institution/College	Low Level	Medium Level	High Level	Total
Central University	0	50	32	82
	0.0%	61.0%	39.0%	100.0%
State University	11	139	8	158
	7.0%	88.0%	5.1%	100.0%
Technical University	12	52	56	120
	10.0%	43.3%	46.7%	100.0%
Private University	36	66	20	122
	29.5%	54.1%	16.4%	100.0%
Medical University	22	85	16	123
	17.9%	69.1%	13.0%	100.0%
Total	81	392	132	605
	13.4%	64.8%	21.8%	100.0%
Chi-Square Tests	138.179**			

** indicating significant at 1% level of significance

The chi-square test between the ecological background of respondents and, positive and negative impact on social behaviour and interpersonal relationship level has been applied. The value of chi-square has been found significant. That is, it can say that there is a significant relationship has been found between the ecological background of the respondents and the positive and negative impact on social behaviour and interpersonal relationship level (Table 5) .

Table 5 Ecological Background of Respondents Wise Impact of Social Media On Social Behaviour and Interpersonal Relationships

Ecological Background of Respondent	Low Level	Medium Level	High Level	Total
Rural	44	120	66	230
	19.1%	52.2%	28.7%	100.0%
Urban	31	211	48	290
	10.7%	72.8%	16.6%	100.0%
Semi-Urban	6	61	18	85
	7.1%	71.8%	21.2%	100.0%
Total	81	392	132	605
	13.4%	64.8%	21.8%	100.0%
Chi-Square Tests	27.604**			

** indicating significant at 1% level of significance

The chi-square test between gender of respondents and, positive and negative impact on social behaviour and interpersonal relationship level has been applied. The value of chi-square has been found significant. That is, it can say that there is a significant relationship has been found between the gender of respondents and a positive and negative impact on social behaviour and interpersonal relationship level(Table 6) .

Table 6 Gender of Respondents of Wise Impact of Social Media On Social Behaviour and Interpersonal Relationships

Gender of Respondent	Low Level	Medium Level	High Level	Total
Male	56	264	104	424
	13.2%	62.3%	24.5%	100.0%
Female	25	128	28	181
	13.8%	70.7%	15.5%	100.0%
Total	81	392	132	605
	13.4%	64.8%	21.8%	100.0%
Chi-Square Tests	6.205*			

* indicating significant at 5% level of significance

The chi-square test between the social category of the respondents and, positive and negative impact on social behaviour and interpersonal relationship level has been applied. The value of chi-square has been found significant. That is, it can say that there is a significant relationship has been found between the social category of the respondents and a positive and negative impact on social behaviour and interpersonal relationship level (Table 7) .

Table 7 Social Category of Respondents Wise Impact of Social Media On Social Behaviour and Interpersonal Relationship

Social Category of Respondent	Low Level	Medium Level	High Level	Total
SC	15	52	20	87
	17.2%	59.8%	23.0%	100.0%
ST	6	4	0	10
	60.0%	40.0%	0.0%	100.0%
OBC	25	147	58	230
	10.9%	63.9%	25.2%	100.0%
General	35	189	54	278
	12.6%	68.0%	19.4%	100.0%
Total	81	392	132	605
	13.4%	64.8%	21.8%	100.0%
Chi-Square Tests	24.352**			

** indicating significant at 1% level of significance

The chi-square test between the age of respondents and, positive and negative impact on social behaviour and interpersonal relationship level has been applied. The value of chi-square has been found significant. That is, it can say that there is a significant relationship has been found between the gender of respondents and a positive and negative impact on social behaviour and interpersonal relationship level (Table 8) .

Table 8 Age of Respondents Wise Impact of Social Media On Social Behaviour and Interpersonal Relationships

Age of Respondent	Low Level	Medium Level	High Level	Total
Less than 20 years	30	115	80	225
	13.3%	51.1%	35.6%	100.0%
r 20-25 years	33	187	28	248
	13.3%	75.4%	11.3%	100.0%
R 25-30 years	15	59	18	92
	16.3%	64.1%	19.6%	100.0%
R 30-35 years	3	27	6	36
	8.3%	75.0%	16.7%	100.0%
Above 35 years	0	4	0	4
	0.0%	100.0%	0.0%	100.0%
Total	81	392	132	605
	13.4%	64.8%	21.8%	100.0%
Chi-Square Tests	47.553**			

** indicating significant at 1% level of significance

The chi-square test between types of education levels respondents and, positive and negative impact on social behaviour and interpersonal relationship level has been applied. The value of chi-square has been found significant. That is, it can say that there is a significant relationship has been found between education levels respondents and a positive and negative impact on social behaviour and interpersonal relationship level. Based on results obtained from the above tables the hypothesis has been accepted because all the results are showing a significant relationship between independent variables and, positive and negative impact levels on social behaviour and interpersonal relationships (Table 9) .

Table 9 Education of Respondents Wise Impact of Social Media On Social Behaviour and Interpersonal Relationships

Education Qualification	Low Level	Medium Level	High Level	Total
Under graduation	17	119	34	170
	10.0%	70.0%	20.0%	100.0%
Graduation	8	35	10	53
	15.1%	66.0%	18.9%	100.0%
Post Graduation	51	191	58	300
	17.0%	63.7%	19.3%	100.0%
Research	3	37	14	54
	5.6%	68.5%	25.9%	100.0%
Diploma	2	10	16	28
	7.1%	35.7%	57.1%	100.0%
Total	81	392	132	605
	13.4%	64.8%	21.8%	100.0%
Chi-Square Tests	30.088**			

** indicating significant at 1% level of significance

India has the second largest number of internet users in the globe and has experience phenomenon growth in the recent years. Internet access is mostly associated with social media network. In the age of globalization, social media is growing its popularity rapidly among the young population and youth. College and university going students are the major users of social media network. Social network sites are web-based services allowing individuals to construct a semi-public or public profile in a bounded system as well as to articulate a list of others so as to share connections, views and thoughts However the type, classification and nature of these connections may differ from site to site. Uniqueness of social networking sites not only allows individuals to meet strangers but enables users to discuss and make visible their social networks. This results into connections between individuals which otherwise is not possible through any other media already existing. Maximum of the time social networking sites are used to communicate with people who are already their friends or acquaintances in the social network sharing same mindset or same interests and views. Social networking sites are not only popular for providing a platform for chatting, sharing scraps, videos, pictures etc. but also for discussing social issues. Social networking phenomenon has emerged over the past ten to fifteen years. In that time, social networking sites have grown from a niche to a mass online activity, in which tens of millions of internet users are engaged, both in their leisure time, and at work. However, there has been very little research on the socio-economic impact of these sites in

the Indian context. The impact of social networking sites on the youth of India has been both positive as well as negative. Social networking is a phenomenon which has existed since society began. Internet medium is developing with the increased usage and understanding of how to use email, could shop online, and search the web for recipes or the long- lost instruction manual for a piece of equipment in the garage, etc. Now, internet is more about blogs, podcasts, Facebook, Myspace, and Orkut. These are some of the tools and technology associated with a recent phenomenon called social networking and is present everywhere.

Conclusion

Social media is influencing every walk of life including social relations, society, politics, economics and business. The technological deterministic view presents the internet as an innovative force that has profound influence on children and youth; technology generates new patterns of expression, communication, and motivation**.** The social media like Blogs, LinkedIn, facebook, twitter, Skype, etc. are playing a very important role in consumer buying behavior, decision making process directly and indirectly. In recent trend of innovation in management and marketing social media become powerful and cost effective approach to promote products to consumer. The social media has affected every walk of life and youth are also not um –affected. Their communication, way of life and social relations have widely affected by social mead.

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