Usage of Social Networking Tools by Rural Youth in Transfer of Technology - An Overview

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Authors' contributions

This work was carried out in collaboration among all authors. Author PR designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Author NS managed the overall analyses of the study. Author NM managed the review of literature searches. All authors read and approved the final manuscript.

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ABSTRACT

The utilization of social media tools is an integral part of rural youth lives today. Over some time utilization of social media has been changed the attention of rural youth. The development of rural youths on social media has reached at a different level, without social media, every individual of rural youth cannot think about the direction of their respective growth and futures. The research studies on the utilization of social media conducted across the world by different authors and review extensively for drawing constructive inference for future study and reference. The development of rural youth on social media is now leading to addiction. The major sources and several studies reported that it is widely accepted the overutilization of social media has a profound negative influence on the rural youths. This study highlights the main purposes of utilizing social media by rural youth and to attempt have been made to find out the time spent on surfing the various social networking sites. This study focuses on the major and the positive and negative effects of utilizing social media on the life of rural youths.

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1. INTRODUCTION

Social media tool is a significant discussion among the rural youth in which they create, innovate, diffuse, share exchange their perceptions, intuitions and attitudes, views of virtual communities networking sites. The social networking sites have been drastically increased in the participation and allow the youths to keep in touch with friends, family members, relatives and society peoples. Even though social media is changing the way in which youth interact with others through social networking sites. Youths are always connected with the people are more isolated and creating new ethnocentrism. Ten years ago rural youth might have only been in touch with friends and peer groups, when hanging out at college, school meeting up in town and cities. Now the juncture is rural youth can be touch through instant message, social network, online games by using various social media tools. Rural youths are growing up in a constantly connected with the society, especially rural youths are always having plenty of hope for their forthcoming lives in order changing the society people attitudes, perception, psychology and culture etc.

Nowadays, online world is a realistic one. It will reveal the meaning for the rural youth who use it and increase physical and virtual common platform. But, when technology is developed, you cannot always predict how young people will use it. Often rural youths are involved in multi-faced activities and technologies by using various social media tools. The impact of social media is not homogeneously speared across all rural youth. Some young people lack direct, regular access to the search engine. Others might have literacy skills issues which prevent them from participating fully in the mainstream social media circle. However, social media will bring gradual changes in the rural society. Realizing the importance of social media utilization across the world, the paper attempted to review the studies related to social media usages conducted by different authors and drawn conclusions. The review paper is presenting the various author's views about the social media based on their research studies which will be very benefited for future reference and future study in Information and Communication Technology in agriculture and allied sectors.

2. REVIEW OF FINDINGS OF SOCIAL MEDIA UTILIZATION

Rivers [1] opines that mass media is emphasized on entertainment now and ignores the information aspect. But he also argues that social media have an important role in modern democratic society as the main bridge of communication. The population relies on the news media as the main source of information and on the basis of which they form their opinions and voting decision makings. He viewed that any selection of messages in the mass media will thus have a profound effect on the entire society. The life and death of each newspaper and TV station is at stake here when the income from advertising and sponsoring is proportional to the number of readers or viewers. The printed media have problems competing with electronic media as sources of news papers. To survive, they are increasingly turning to other strategies such as entertainment, recreations, scandal-mongering and spreading fear and spending fewer resources on serious researching of news. This is not only about the survival of the fittest of the news media; it is also about cultural selection and political selection. The news media are the most important channels for the propagation of culture, ideas, and opinions. Most opinion formation takes place when people sit and watch news and debates on television. Analyzing the cultural selection in the electronic information society, we find that an important part of the selection lies in the choice between TV channels. The electronic media are first and foremost communication device. It is a relaxation machine, and the viewer wants to be entertained. The faces on the screen are not chosen for their opinions but for their entertainment value. TV stations do not compete on ideologies but on sense impressions. An extreme example is music videos, satiated with fast-changing sense impressions in sound as well as in pictures. He argued that media influences the people's opinions. People tend to selectively read what they already agree with and to rationalize their preformed opinions in the face of contrary arguments. Experimental evidence seems to indicate that the mass media have little power to change people's attitudes on issues for which they already have formed a strong perception, but they have a profound influence when it comes to setting the agenda and priming people on new issues. The way an issue is framed determines how it is discussed, which causes a

social problem is blamed on, and which of the possible remedial measures are entered into the discussion.

Raghvan [2] opines that mass media impacts the youth in almost every field. He also focused on the positive and negative impact of media. He presented a survey of the origin and growth of the mass media in India, as part of the country's political economy, before and after independence. It is a critical assessment of the present media scene including the findings of the first-ever country-wide survey of the social effects of the media, especially TV, conducted by the Centre for Media Studies during 1994-95; and recommended future that includes in the case of Akasvani and Doordarshan. He concluded that media is very useful in providing information to the public.

Luhmann [3] opines that the role of mass media in the construction of social reality is so immense that people have started living in their virtual world. He argued that the system of mass media is a set of recursive, self-referential programs of communication, whose functions are not determined by the external values of truthfulness, objectivity, or knowledge, nor by specific social interests or political directives. Rather, he contends that the system of mass media is regulated by the internal code information, which enables the system to select its information (news) from its own environment and to communicate this information in accordance with its own reflexive criteria. Despite its self-referential quality, he describes the mass media as one of the key cognitive systems of modern society, by means of which society constructs the illusion of its own reality. The reality of mass media, he argues, allows societies to process information without destabilizing social roles or overburdening social actors.

Rampal [4] opines that media influences the youth in many ways .The east access to international media leads to the diffusion of cultural values and ideas.Now the Indian youth is also watching the Hollywood movies and accessing the videos which has got American content and due to which the Indian youth gets influenced by it and starts adopting these values and culture. He argues that the easy access to technology and media has created a digital divide in the society.

Jain [5] opines that mediazation influences positively or negatively on the life styles of youth in particular and changes the norms, values and role structures of society. She also viewed that issues of modernization, gender-issues, nation-building, socio cultural dimensions in family welfare and violence against women and aged are also under the impact of globalization. Various factors which influence the degree of modernization such as educational, economic factors, mass-media etc. have been co-related with the aspirations in the light of organization role stress and job satisfaction. She concluded that in order to face new challenges and to adapt to the uses of new technology, one needs to get involved in active learning and creativity in a new form which also requires mechanisms to seek avenues for voluntarism and intergenerational activities.

Subrahmanyam [6] suggests that youth spending on data services represents almost 50.00 percent of all mobile spending in most mature markets. Not only are youth the early adopters of most new technologies, they are also among the more sophisticated users of it as well.

Knight [7] in the article explains that according to ratings, in 2003, teens were most likely to visit icon sites for instant messaging. The most popular sites then were Original Icons. com (77%) and BluntTruth.com (76%). Today (in 2006) the most popular sites are PLyrics.com (68%) and SnapVine.com (67%). Both of these sites offer social networking tools. The older generation is also visiting these sites, according to com Score. More than half of the visitors to popular MySpace were 35 and over. For marketers, this is a good thing. A new report from Compete indicates that social networkers, no matter their age, are creating their own e-commerce system. According to the report, those on social networking sites have more discretionary income, shop online more and pay less attention to traditional media. That is a host of potential customers just waiting to be tapped into.

Boyd Danah [8] says that gender appears to influence participation on social network sites. Younger boys are more likely to participate than younger girls (46% vs. 44%) but older girls are far more likely to participate than older boys (70% vs. 57%). Older boys are twice as likely to use the sites to flirt and slightly more likely to use the sites to meet new people than girls of their age. Older girls are far more likely to use these sites to communicate with friends they see in person than younger people or boys of their age.

Tynes [9] indicated that sacrificing the educational and psychosocial benefits of online social environments indicates that online socialization through networks like Face book are more beneficial to the development of adolescents than they are harmful or dangerous.

Lenhart [10] in adolescent social networking, said that in the past five years social networking has "rocketed from a niche activity into a phenomenon that engages tens of millions of Internet users. The study proposes that online social networking profiles posted by adolescents contain intimate, candid, and observable self-disclosure and peer interaction that can be analyzed creating an overall picture of adolescent behaviour, highlighting specific areas needing additional research, and addressing implications for parental monitoring and intervention. Lehnhart and Madden state that fifty-five percent of teenagers use and create online social networking profiles. They opine that with more than half of teenage Internet users interacting online, the concept of blogging is a salient research topic investigating what adolescents are blogging about, how they are socially interacting, and what potential effects this phenomena may have on other dimensions of their lives.

Larsen [11] based on the empirical data, says that both genders seek the acknowledgement they get from having their looks commented on, but the girls are more preoccupied with what kind of comments they get and whom they come from. In general, it is very important that the comments come from friends and people they know, rather than strangers. This indicates that photo comments are not just about having ones outer looks valued and acknowledged (identity construction), but also about practising and maintaining friendships.

Wintour [12] indicated that the human mind says that social networking sites, such as Face book and whatsapp are putting attention span in jeopardy.

Valkenburg PM and J. Peter. [13] have discussed the state of the literature on the consequences of online communication technologies for adolescents' social connectedness and wellbeing. Authors have observed that adolescents are spending more time on social media than adults. Through this study, authors have first explained the reasons for diverging of recent studies from past studies.

Authors have discussed on a viable hypothesis to explain the recent findings and discussed on some contingent factors that may deserve special attention for future study.

Lenhart [14] reveals that the share of adult Internet users who have a profile on an online social network site has more than quadrupled in the past four years – from 8% in 2005 to 35% now, according to the Pew Internet & American Life Projects December 2008 tracking survey. While media coverage and policy attention focus heavily on how children and youth use social network sites, adults still make up the bulk of the users of these websites. Adults make up a larger portion of the US population than teens, which is why the 35% number represents a larger number of users than the 65% of online teens who also use online social networks. Still, younger online adults are much more likely than their older counterparts to use social networks, with 75% of adults (18-24) using these networks, compared to just 7% of adults 65 and older. At its core, the use of online social networks is still a phenomenon of the young.

Salkowitz [15] opines that three forces are reshaping the world of the 21st century: youth, ICT and entrepreneurship, and he believes these intertwined forces will have some impact in the western world, he expects them to completely remake business in less developed nations with populations that skew toward youth, including India, Vietnam, Nigeria, South Africa, Ghana, Mexico and Columbia. Tech-savvy twenty-something's with mobile devices in hand will figure out ways to serve base-of-the pyramid markets. He identifies an exciting new trend in global business and introduces us to a fresh young cast of entrepreneurs whose ideas are changing the world. It's a wake-up call for the old guard, a how-to manual for forward-thinking organizations, and a call to arms for the new. He shows how tiny start-ups in India, Brazil and other nations whose populations trend young are building online businesses on investment shoestrings, collaborating with others in their cohort (often across borders) and creating innovative approaches to maximize minimal resources.

Kirsh [16] opines that media plays an important role in development. He thinks that media consoles such as T.V. video games, computers should not be there in children's bedroom because it keeps the children occupied. Media also impacts the academics of children. Media

impacts the youth and children negatively. Media plays an extensive role in an individual's daily life. Right from the second we wake up till you go to bed after saying goodnight to our wife, kid, parents, siblings or friends, we are surrounded in a world built just for us by the media. With the advent of advanced technology, there has been a drastic shift from the telegraph, and then the radio, newspapers, magazines and now to the most widely used- the internet.

Choudhary [17] opines that media especially electronic media (TV) has a major role in daily lives of the people. The viewing can entertain the young and old alike for great amounts of time. Along with entertainment,the media is used to inform society. But he argues that today the TV channels and newspapers are making fast money by cashing on the news in the wrong way. In the race to bring more popular and to make money they have broken all the limits media must follow while serving to build a healthy environment. He argued that media has got a vital role in moulding a good society as for as youth is concerned they tend grabbing the dialogues, actions etc. aired or published through the media. So the media must aware of this fact media should always try to side with the truth. He concluded that media is the biggest tool to bring awareness in the society, either it be social, political or economical.

Haryal [18] opines that humans have now started getting so weird, that people find it comfortable exchanging messages, writing on walls, scrapping on walls and chatting on social networking sites rather than meeting up people or even calling someone. The 'virtual world' is changing reality at a fast pace. He talks about the influence of social media on politics, journalism, recruitment etc. He believes that each time you update your status message or tweet; it creates an impression about you and forms an image in the mind of the reader. This is a continuous process and slowly but steadily 'perceptions' emerge or get modified or change about a person or a firm by the way their social media presence is executed.

Sisira Neti [19] the impact of social media and the advancement in technology on the Study Abroad Experience states that social media supports for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues. Social media is the medium to socialize. Social media quickly disseminate knowledge and information to a huge number of users. They allow creation and exchange of user-generated content. Face book, Twitter, Hi5 and other social networking sites are collectively referred social media. Social media represents low-cost tools that are used to combine technology and social interaction with the use of words.

Wanajak [20] has differentiated between normal daily social media / Internet use behaviours and addictive behaviours'. Author has also highlights the impacts of those behaviours that may signify maladaptive use. The main aims of the study are, to generate a consensus definitions and diagnostic criteria of internet addiction from the literature. Through this study, author has also identified the prevalence of Internet addiction among secondary school students between aged from 11 to 19 years old and identified the important factors that may influence internet use among secondary school students. The author has also highlighted the potential intervention strategies which help to minimize the harm of Internet addiction. Through the study author has found that the amount of time spent on the Internet is related to gender, having Internet access at home, using the Internet alone. It is also observed that Internet addiction is directly correlated with the amount of time spent on the using of social media and Internet per week, with addictive spending on average 29 hours per week for social media.

Soumya Dutta [21] social Responsibility of Media and Indian Democracy states that mass media have influenced human life in the present century in different forms. They have provided information and entertainment to people across countries. Print media, being the leader over a considerable period of time has now got stiff competition from Television media, which is responsible for many of the social changes. The main public interest criteria that the media need to consider include freedom of publication, plurality in media ownership, diversity in information, culture and opinion, support for the democratic political system, support for public order and security of the state, universal reach, quality of information and culture disseminated to the public, respect for human rights and avoiding harm to individuals and the society. Informing the citizens about the developments in the society and helping them to make informed choices, media assists democracy to function in its true spirit.

Hendrick [22] provides a comprehensive and scholarly analysis of social media while combining both the implementation and the effect of social media in various environments, including educational settings, politics, legal and ethical issues. All chapters constitute original research while using various research methodologies for analyzing and presenting significant information about social media.

Sharma [23] opines that the blend of traditional folk media and electronic media can play a reinforcing role and fulfill specific development objective. She concentrated mainly on the traditional folk media in rural development. He viewed that use of folk media in its full potential would bring socio-economic change in society.

Saxena [24] opines that conventional media is heavily dependent on capital and technology, which has created space for alternate media. He viewed that video can be used as a tool for community development.Film can be the forum for portraying the real face for Indian women. He analyzed the effect on media content on the development of various segments of society i.e., children, youth and women. He argued that the role of media in formal and non-formal education and also contributes to women empowerment, even touching upon the issue of empowerment of fisherwomen. He also emphasized that media, particularly new media, social media and mobile media could contribute significantly to formal and non-formal education. Media trends and technologies toward education have also been analyzed.

Steiner [25] states that myriad of existing platforms for social media varies in purpose, intended audience and popularity. Frequently mentioned among them in this study are Facebook, Twitter, LinkedIn, YouTube. For instance, a writing-focused course included a lecture on the importance of social media platforms, like Twitter. It was accompanied by an exercise where we were expected to write tweets in a breaking news style. In another course, the professor set up a Face book page used to share videos as well as provide updates about the class. Being in classes and listening to panels and conferences that incorporated social media or that encouraged this kind of incorporation made her wonder how other schools approached the apparatus and how it was being integrated into their programs, curricula and online presence.

Murthy [26] opines that Twitter has become a household name, and plays an important role in national elections, natural disasters, and political movements, as well as for what some malign as narcissistic "chatter." He takes a critical step back from popular discourse and media coverage of Twitter, to present the first balanced, scholarly engagement of this popular medium. Murthy not only discusses Twitter's role in our political, economic, and social lives, but also draws a historical line between the telegraph and Twitter to reflect on changes in social communication over time. He examines Twitter as an emergent global communications medium and provides a theoretical framework for students, scholars, and tweeters to reflect critically on the impact of Twitter and the contemporary media environment. He used various case studies including citizen journalism, health, and national disasters. He concluded that twitter has numerous benefits such as it helps in staying connected with the world, people are informed about what is happening in the world.

Athique [27] opines that rapid growth in the Indian media industries and the vibrancy of India's popular culture is making a working understanding of the Indian scene a prerequisite for any serious study of media in the twenty-first century. As one of the largest and most influential emerging economies in the world today, India now plays a crucial role in any serious discussion of social and economic change taking place at the global level. As new commercial and political alignments take shape in the face of new global circumstances, thinkers and decision-makers are inexorably drawn towards the reality of a new India being forged in the technological and cultural flux of global media flows.

Geert [28] opines that new media has reached the second phase of maturation, after WikiLeaks and the Arab Spring demonstrated the politically crucial dimension of the Internet. This political shift is accompanied by growing criticism over corporations such as Facebook or Google, and a general concern about Net Neutrality and regulation of the Internet. In his words, "the friction-free days of a 'multi-stakeholder' governance [of the Internet] are now over," and what comes next is a confusing struggle for the definition of the technological foundations of our society. He presented a comprehensive review of the state of the art of Net Criticism. He viewed that the main problems of social media are psychological confusion due to information

overload, pervasive surveillance, impoverishment and fragmentation of public conversation, commoditization of social life, power concentration in tech companies, and so on. Therefore, now that we have realized that the present state of social media is going in the opposite direction of the "public sphere" dreamed up by Habermas, and that complex mechanisms of governance are operating behind the walls and platforms of our virtual accounts, it is time to organize criticism constructively, a way that is to find solutions and search for alternatives. He advocated a common effort to build and strengthen a humanistic perspective in the understanding and design of new media, in a context where pragmatic techno-scientific approaches neglect social reasoning in favour of economic interests and libertarian positions. To such an end, we need to recover from the shocking flow of information produced by the real-time paradigm, to overcome the rush of trying to catch up with the latest trend, and to regain the analytical and reflexive space that allows us to capture the main features of Net culture. He insisted that we need to focus on searching for central, key elements to develop strategic concepts that resist the rapid rhythm of changes. These central concepts should not be only analytical, but also performative in that they enable political, cultural, and social initiatives.

Ruddock [29] discusses how and why youth media studies matter, how it should be studied, and what we can learn from the findings. He offers a fascinating introduction to how media defines the identities and social imaginations of young people. The result is a systematic guide to how the notion of media influences 'works' when daily life compels young people to act out their relationships through media content and technologies.

Buckingham [30] opines that the impact of globalization on youth culture is enormous, he provided a timely reappraisal of youth cultures in contemporary times. He argued that youth culture is the way adolescents live, and the norms, values, and practices they share. Culture is the shared symbolic systems, and processes of maintaining and transforming those systems. Youth culture differs from the culture of older generations.

Gurusamy [31] have examined the influence of social networking sites on interpersonal relationships of college students. Authors have also constructed a profile which focused on the

students' usage pattern of social networking sites. Through this study, authors have explained the concept of social networking sites and social network through a sociological perspective. Authors have found that the usage of social networking sites has effects on the interpersonal relationship of college students, especially with their members of family, friends and teachers. Authors have also observed that, due to the availability of social networking sites, the communication between students and their family members, between students and friends has increased. In this research study, usage pattern, the purpose of usage of social networking, time spend, preferred social networking etc., have been focused on keeping the scientific research base. This study provides an outlook for investigating the technological implications of society in the domain of sociology.

Jesu Kulandairaj [32] said that social media supports interaction among people in which they create share or exchange information and ideas in virtual communities and networks, it depends on mobile and web-based technologies to create highly interactive platforms. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals, the increased use of the Internet as a new tool in communication has changed the way people interact. Recently, a new means of online communication has emerged with its own set of idiosyncrasies. This new communication style occurs through the use of social networking site.

Bhargava and Rani [33] have opined that the influence of social websites can be good on students if there is a closer look at the real impact of social media. Authors have further opined that several social media websites are now a day's continuously distracting adolescent students from their educational career. Through, the study authors have observed that adolescent students are emphasizing on social media sites which are a complete wastage of time. Through this study, authors have focused on the impacts of social media on Indian education, students and impacts on adolescents' life. Authors have further described that how social media networking websites are addictive and harmful for Indian rural youth and adolescents. Authors have concluded that addiction of social media could extinct the future of Indian youth and it had a very bad effect on education. Authors have recommended to the parents that, parents should regularly check their children's activities on social

media network and do not let them overuse of social network websites.

P Thirumoorthi, C Ramesh Kumar [34] states that the networking sites have made it possible for us to chat with friends who live in distant places as well as share with them pictures and videos of whatever we are up to instantly. Today, it is very hard to find a teenager who doesn't have a Yahoo, a Gmail, a Face book, or a Twitter account which help them to keep in touch with their friends, to express or share what they have in mind and to use for school-related purposes. No doubt, these sites are of great help in the youth's daily life. Also, there are many potential benefits in social networking sites. These sites can provide opportunities for new relationships as well as strengthening existing relationships, whether the friends are closer home or across the world.

Tarek A. El-Badawy and Yasmin Hashem [35] in their opinion the younger generation discussed in this research paper are school students between the ages of 12 to 19 years old. A few of the platforms they use are Face book, You Tube, Google, and many others that will be discussed in the findings of this research. The younger generation is the individuals that will lead our world in the future, they must be well educated to be able to impact this world and make Egypt a better country on the road to success. The study conducted about the different things they are exposed to, that may affect them negatively or positively. Their research aims to assess the frequency at which the students are social networking, and whether it has any effect on their academic performance.

Blair [36] opines that advancements in communication and leisure technologies over the past decade have radically transformed the role of technology in the lives of youth. Around the globe, children and adolescents are often seen as being the first to embrace new technologies, such as new forms of social media. Having a cell phone, once regarded as an adult technology, has become a necessity within youth culture in many societies. Even video games, once limited to stand-alone computers, have become a venue for social gatherings of youth. The rapid pace of technological advancement has brought about profound changes in the very nature of childhood and adolescence. His work examines the role of technology in the lives of adolescents and youth.

Nerone [37] opines that media has a particular task to perform in governance especially in democracies. He believed that the media person should make democratic government possible by making information available to people, who then discuss it and make up their mind and vote. Media represents the public opinion and public opinion is important in governance and media is important because the people who run the things accept the fact that they have to answer to a universal supervising intelligence represented by media persons. He also argued that due to media involvement in almost each and every aspect of the lives of the people the primary relation no more exist now. Media has led to time and space distanciation because of which relations with those who are distant are more close and the people who are near are more distant. He concluded that though media acts as a watch dog in the democratic society. But in a networked society, weak ties are more important than strong ties. Strong ties are like those which you share with your family, ties that are durable and built up out of more than one shared interest. Traditional democratic theory assumed that citizens would have relatively strong ties in the political community. They would share not just membership in the state, but also a set of values, religious beliefs, public space and local resources and so forth. All of these things become increasingly voluntary and personal in the age of mobile privatization.

3. SOCIAL MEDIA IMPACT

This paper intends to focus on the consequences of the social media on rural youth. This paper will also try to define social media, how the social network services in various platforms that have succeeded in this scenario. It is important, however, to define social media to not restrict the field only to social networking sites provided through the internet via Face book, Whatsapp, twitter, Instagram, Linkedin and Tik Tok etc., But it also diminishes the work done by many Non-Governmental Organization which have programs which also utilize the same idea of networking as face book, whatsapp, instagram and twitter. There also is a need to know the precise definition of social media, as it can also be looked at from a different perspective. The definition of social media has changed over a period of time, has broadened and explained by many people's through various perspectives. Though most of the youths, speaking on a majority scale, believe that social media networks is linked heavily with social networking sites, blogging, various internet forums etc. This paper will look at the coverage of broader aspect

of social networking sites where its definition isn't restricted to only a few platforms. Every media which as to be interact with the public at various level, SHG, NGO, radio and television, all the mass contact methods are having more social responsibility. This responsibility is very essential in nature as it affects the development of the society by large means of the peoples. Thus, the media cannot shirk from this social responsibility and making all the prominent media networks as the social media networks. The mass media (radio, television, newspaper and magazines) are indispensable, enabling citizens to have their voices heard and opinions expressed. The essence of mass media should be involve the citizens in decisions making regarding development plans of activities and to spread the knowledge, skill, attitude of these decisions to various parts.

The usage of social media in rural youth in India has growing up cent percent in the past scenarios. More than 75.00 percentage of rural youths using the internet to access the Twitter, Face book, Whatsapp and Instagram. Accessing the social media is one of the foremost significant phenomena for rural youths to access the internet. In fact many youths accessing the internet for the first time, social media was the prime and peculiar reason. Across India there are 143 million users of social media. Urban areas witnessed a growth of 35.00 percentage with 118 million users as of April 2015. On the other side, the number rural areas 25 million. Whatsapp and instagram emerged the leading social media tools with 96.00 percentage of urban users assessing it, followed by face book (80.00 percentage), Twitter (62.00 percentage), Instagram (43.00 percentage) and LinkedIn (25.00 percentage). The largest segment of users was college going students (34.00 percentage) followed by young men (27.00 percentage) and school children constitute (12.00 percentage). The world / universe of technology and social media play a pivotal role in developing rural societies in our country. Social networking refers to the web based tools and various multimedia that allow for the users to access personally, formally, informally, create, share, collect, innovate, process, retrieve and exchange the information and ideas in virtual communities and networks sites in this scenario.
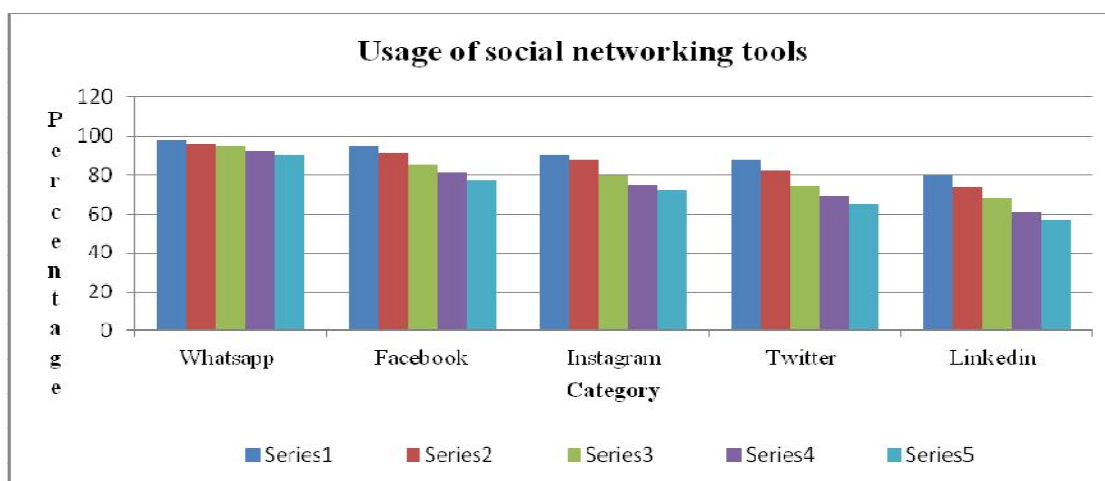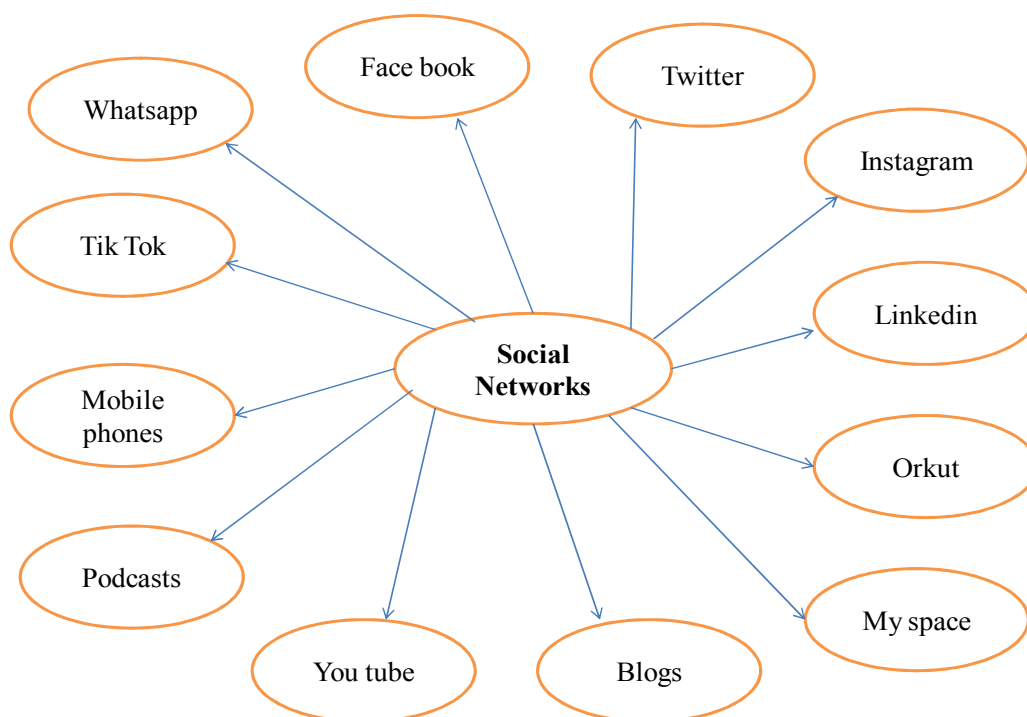

Fig. 1. Usage of social networking tools

Table.1. Usage of social networking sites

S. no	Social network	Hours / Minutes	Respondents	Percentage (N = 120)*
1.	Whatsapp	1- 3 hrs	44	36.66
2.	Face book	2 - 3hrs	29	24.16
3.	Instagram	2 - hrs	19	15.83
4.	Twitter	1-2 hrs	13	10.84
5.	Tik Tok	1 - hrs	11	9.17
6	Linkedin	30 mins.	4	3.34
7.	**Total**		**120**	**100**

*Multiple Response *

Fig.2 Basic forms of social networking

Table. 2. Activities learning / teaching / sharing of social networking sites

S. no	Features	Numbers	Percentage (N=120)*
1.	Online games	115	95.83
2.	Chatting	112	93.33
3.	Recreational activities	109	90.83
4.	Friends network	101	84.16
5.	E mail	92	76.66
6.	Education	84	70.00
7.	Profile setting	72	60.00
8.	Photography	61	50.83
9.	Problem solving	53	44.16
10.	Business	46	38.33
11.	Real life	41	34.16
12.	Online shopping	32	26.66
13.	Politics	24	20.00
14.	Surfing internet	20	16.66
15.	Social discussion	17	14.16
16.	Easy to access others profile	11	9.16

*Multiple Response ***

The honest information is almost usage of the social media users are already accessing the their mobile phones with the expected to gradually increase the mobile numbers of users accessing the social media networking sites.

4. MERITS OF SOCIAL MEDIA SHOULD ALSO BE BASED ON THE REVIEW OF ARTICLES OR FINDINGS

1. World Wide Connectivity

Nowadays peoples are connected with the social media updating the information and uploading the photograph. No matter if you are searching for a former college roommate, your first grade teacher, or an international friend, no easier or faster way to make a connection exists than social media. Although Face book, Twitter and LinkedIn are probably the most well known social networking communities, new websites are popping up regularly that let people connect and interact over the web.

2. Commonality of Interest

Everyone wants to access the social media networking sites. When you opt to participate in a social network community, you can pick and choose individuals whose likes and dislikes are similar to yours and build your network around those commonalities. Commonality interest is depends upon the each every individual of the their lives.

3. Real Time Information Sharing

The plenty of social networking sites incorporate an instant messaging feature, which lets people exchange information and communication in real time via a chat. This is a great feature for teachers to use to facilitate classroom discussions because it lets them utilize the vast store of information available on the web. This can be a great time saver for the teacher. Since students no longer need to visit a library to conduct the research.

4. Targeted Advertising

Nowadays adverting the product or advertising the activity is pivotal role of in this society. Whether you are non-profit organization that needs to get the word out about an upcoming fundraiser or a business owner marketing a new product or service, there's no better way than social media to get your message in front of millions of people 24/7.

5. Increased News Cycle Speed

Undoubtedly, social networking has evolved revolutionized the speed of the news cycle. Most news organizations now rely on social media sites to collect and share information. Social media especially twitter is steadily becoming a mainstream source for breaking news. Today an individual can know, in real time, what is happening throughout the universe.

6. Trusted Referrals

Review sites such as search engines Google reviews, even, orkut, Face book have become a popular social media source of information for consumers and peoples. These sites create platform for social individual proof looking at input from other consumers about the value of a product or service. Over 90.00 percent of consumers today use social review sites when making a decision on a buying a product or hiring a service.

7. Professional Growth

Foundations growth of the each and every individual of life is significant traits. In this context most of the peoples wants to live their life in pompous way and make income lucrative manner. Not only are there many groups for people to discuss their interests but there have been a huge growth in chat rooms, forums and groups focused on professional growth. Today you can find a group that focuses on just about any profession or educational pursuit and seek out help from others around the globe.

8. Increase the Human Interaction

Communication play a major role of human beings and animal life it starts from sender and end with receiver by using various channel medium of life. While many decry the more negative personal aspects of social networking, it has been a huge source of connection to other people for those who have more difficulty with face-to-face interaction.

9. Benefits for Non-Profits

Non-profit charities, educational associations and even political groups have found that social networking is a powerful tool for getting one's message out. You can build up exposure and support for a cause through social media, especially if a video or news story goes viral. This has helped many organizations and institutions with small budgets to reach mass audiences they never would have been able to afford to before and bring in higher dollar donations and members to their associations.

5. DEMERITS OF SOCIAL NETWORKING ALSO BASED ON THE PREVIOUS STUDIES OR ELSE QUOTE FOR AUTHOR FOR EACH FINDINGS

1. Backlash

A joke among friends is one thing but a joke with the world at large is much different. When potentially offensive content is posted online, the amount of feedback can be excessive and is often brutal. This is particularly true with highly opinionated subjects like politics and religion.

2. Cyber Bullying and Crimes against Children

Use of social networks may expose individuals to other forms of harassment or even inappropriate contact. This can be especially true for teens and younger children. Many cases we were recoded the cyber crime in India. Still it is happening and it is very embarrassing moments and we need to mitigate the such a kind of activities for future.

3. Risks of Fraud or Identity Theft

Whether you like it or not, the information you post on the Internet is available to almost anyone who is clever enough to access it. Most thieves need just a few vital pieces of personal information to make your life a nightmare.

4. Time Waster

Business insider reports that social media is the most popular use of the Internet surpassing email and smart phones and other mobile devices seem to be the driving force behind this trend since 60.00 percent of the traffic is from a mobile source. The Global Web Index poll shows that 28.00 percent of the time spent online is on social networks. With these type of numbers, some of the time spent on social media occurs at work. When these visits are for non-work related activity, it can cost companies money through lost productivity. A report on Forbes states that 89.00 percent of responders admitted to wasting time on social media while at work.

5. Corporate Invasion of Privacy

Social networking invites major corporations to invade your privacy and sell your personal information. Even though corporate companies are providing appreciable employment opportunities for the peoples. Sometimes it is tragedy to the peoples mind set because of the heavy workload and minimal salary offering.

6. Fake News

One unfortunate use of social media that has come up with public influence policy with information that may be doctored or outright false. This can be done by actors within the United States such as political parties as well as foreign governments. It also can be used by corporations to generate interest or controversy over a product or service that may be based entirely on fake information. A study by the Pew Research Center found that 60.00 percent of adults who get their news information from social media shared stories that were false on their social media accounts.

7. Decrease in Civil Behavior

Learning behaviour of the individual is essential component of the peoples. Some time your attitude and behaviour change your self activity, intrinsic and extrinsic motivation, job satisfaction. With the rise in tensions among different segments of the population in the last few years, some say exacerbated by social media, there appears to be a trend toward more uncivil behavior online which is bleeding into the public square. Even a former Face book executive has decried the negative aspects of social media which are ripping apart the social fabric of how society works.

8. Depression and Loneliness

Many people got more disappointment due to the social media networking sites. When they are surfing the internet. Once, people desires cannot be fulfilled in various aspect of life, it will be becoming more anxiety and depression of the peoples. while social media can be wonderful for keeping in touch with friends and families, it can also have the opposite effect for many people. Research has found a link between increases in loneliness, depression and anxiety and social media use and limiting one's social media use each day can actually help alleviate these feelings.

6. CONCLUSION

Social networking sites provide many new knowledge, skills, sympathy,empathy and attitude of the peoples depends upon the various situation. It will provide the many solution for the

numerous problems. The above discussion probably honest information but still it is need to change the peoples mind thought. By reviewing the previous studies related to social media utilization, it is conducted that social media networks has without a doubt changed the lives of the rural youth. As far as agriculture many opportunities to the youths farmers and made the process of selling the crop easy through online programs which have resulted in the removal of middlemen. There are many success stories in field of health care as well. Rural politics is the area where social media networks hasn't reached to the required potential. But there still remains a lot of room for improvement for social networking services as with better technology, the connectivity of these places should improve and provide the economic opportunity to take benefits from the system. Social Media can help provide that, media which cares for a well-integrated society and believes in having social responsibility. Services like Face book, Twitter, Whatsapp, Instagram, Linkedin and Tik Tok provide a mass reach, but of a population which can afford to have the required technology to avail the service but can help connect the large population. The requirement is of the necessary social networking technology from which these platforms can be accessed. Once accessed, it is important that social media doesn't influence the people in a way that alienates them from the real potential of these platforms. The people can utilize the platform for their propensity and future endeavors.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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