



## The Role of Social Media in Socialization

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Childhood and adolescence are stages of significant physical, mental, and emotional changes. In adolescence, young people are exposed to society the most, and as they face practical problems, they re-evaluate their learned social behaviour. However, the real world often differs from what they have learned about social behaviour, so they need to keep updating their knowledge.

Nowadays, with the rapid spread of media, children are quickly exposed to the real world through various forms of entertainment such as movies, TV shows, social media platforms like Facebook and Twitter, etc. Unfortunately, some of these forms of media contribute negatively to the socialization process of young people.

### **Influence of mainstream movies**

In today's world, the youth wants to earn money immediately, their desires are unlimited. It is primarily the role of parents in guiding them but with busy schedules and lack of attention, youth turns to social media to spend their time. In 2009, a Bollywood movie 'Luck' was released. A major character in this movie 'Musa' presents an offer of earning 20 crores in 20 days through a game where there will be only single survivor. The protagonist, who is in a huge debt, puts his life at stake. The premise is designed such that the characters will be forced or rather inspired to risk their lives for quick cash. The film creates an imbalance in the scale of socialization and inspires a similar behaviour to risk their lives and not even hesitate to commit wrong-doings in order to give a good life to their loved ones.

Similarly, movies like 'Drishyam', 'NH10', 'Kaabil' and 'Mom' etc., have a predominant negative view. In the name of opposition to the atrocities committed on the lead actor (the protagonist), the movies make their anti-social behaviour acceptable, which increases the resentment among the youth and gives rise to negative attitudes. As learning happens quickly through observation, its effect in socialization is far-reaching.

Apart from these, there is a lot of violence and fighting shown in science fiction, English TV series and cartoons. These graphic scenes remain in the subconscious minds of children and they dream about these and often mumble in their sleep.

It is essential to note that young people's role models heavily influence their behaviour. Therefore, it is critical to create a positive environment that promotes healthy socialization. Unfortunately, the society we live in is currently full of negativity, where people are more saddened by others' happiness than their sorrow. People often do not express or show happiness at their achievements in fear of being noticed and getting jinxed. This value is also being developed in teenagers, leading to restlessness and dissatisfaction.

### **Influence of TV serials**

The kind of values and culture that are being served in various Hindi serials are also playing a significant part in misleading the youth. The most notable impact is the establishment of stereotypes among the population towards a culture, a religion or a social group. Oftentimes, a 'Dastarkhan' is set for the main characters generally to set a specific tone in the serial or to introduce characters and sometimes women are shown with excessive makeup and over-the-top expensive attires. Dastarkhan is an urdu word which means a big ceremonial dining having a lot of visually appealing dishes on the table. However, in the name of this cultural depiction, TV serials nurture this daydream in the mind of every youth and they expect everyone will also be treated in the same manner in future (let's say by the in-laws) after attaining



that kind of status. Similarly, atrocities on a newly-wed bahu (daughter-in-law) in the name of testing whether she is cultured or not, leave such a deep impact on the tender minds of girls that they decide not to marry. They also get nervous and sometimes can't even accept marriage. They have the same fears as depicted by the lead actress, that after marriage whether or not they will be able to have an independent existence.

For example, a TV serial 'Sanskar' on Colors TV channel, in which the main lead actor gets married to a foreigner girl. The tortures the female character is subjected to, in order to prove her to be a worthy daughter-in-law, were quite well into the borders of criminal offense.

Similarly, the atrocities committed by the landlord in an attempt to make Chakor and her mother a Bandhua Majdoor in 'Udaan' is enough to shake the conscience of a common man. It was Chakor's courage that did not stop. In 'Jeet gayi to Piya More' Devi bears the brunt of Adhiraj Rajawat's oppression; In 'Aapke Aa Jane Se', Ammaji and Puneesh bear the brunt of Vedika, who is shown to be so socially and economically helpless that the common man begins to feel that the law and order favours the rich and affluent only. Because of these depictions, it has been deeply rooted in the mind of the common man that to live in the society, one must have money and lots of it, no matter how it is earned. Generally, the wrong path being easy, people get blindly involve in it. This type of negative situation also increases resentment among the youth. The wretchedness in the families, the feelings of degrading each other are also being shown in these serials, which is unknowingly influencing young minds and is a contributing factor for the move towards nuclear families instead of the traditional joint families.

### **Influence of Social Media**

According to the Yatra Summer Survey, 2017, in order to update their respective statuses on Facebook, many people travelled abroad and posted photographs, which created an extra burden on those who were not able to go abroad and had to plan their tour only due to social image, whether due to peers or their children. While running after the status race, many times we lose beautiful moments which makes one wonder whether we are living for the beautiful moments or just their photographs. It has become quite common to ignore the family members and forget a sense of responsibility in the growing trend of selfies and photography. Giving priority to friends instead of family members, getting lost in virtual life is the problem of today's generation which has now become a habit. In marriage ceremonies, usually the photographer is prioritized and given the best angles for photoshoot, which hampers other guests and their ability to enjoy the ceremony without running into cables or lighting equipment.

### **Discussion**

The paper highlights the negative influence these media outlets have on young and impressionable minds. However, this is only one side of the coin, not all media has a negative impact on young people. Some media, such as social media platforms, can help young people stay connected with their families even when they are far apart. They are ready to help each other in times of need, believe in traditional values and cultural norms. Moreover, today's youth is intelligent, tech-savvy, and well-informed about the law and legal procedures, thanks to the media. We cannot remove the negative aspects of social media but we certainly can aim to regulate it. Here are some ways suggested which may help in that goal:

- Families can inculcate a habit of discussing the positive and the negative aspects of the views presented in shows or movies. It can be thoroughly dissected for how much the views draw from reality and why are they presented in a certain manner.
- A healthy culture of debate should be promoted in the family. Now-a-days, everyone's schedule seems to be getting busier and families don't spend enough time for interaction. Hence it is vital to take out some time to engage in conversations and healthy debates.
- Families can try to adopt more traditional methods of enjoyment during their holidays.



- Encourage children to play outdoor games but do not nurture the spirit of just winning or excelling.
- Develop a culture of limited usage of social media platforms.

### **Literature Review**

The impact of media on youth behaviour has been a topic of research and discussion for many years. In their study, Brown and Witherspoon (2002) found that exposure to violent media, including TV shows, movies, and video games, can lead to aggressive behaviour in children and adolescents. They also found that the effects of media violence were stronger for boys than for girls. A similar study conducted by Anderson and Dill (2000) showed that exposure to violent media can desensitize individuals to violence and decrease empathy towards victims.

In addition to the impact of media violence, the portrayal of gender roles and stereotypes in media has also been found to influence youth behaviours. A study by Bussey and Bandura (1999) showed that exposure to gender-stereotypical media can lead to the internalization of gender roles and stereotypes, and can influence children's attitudes towards gender and behaviours. Another study by Zurbriggen and Morgan (2006) found that exposure to sexualized media can lead to negative attitudes towards women, and can contribute to the objectification of women.

While much of the research on media influence has focused on traditional forms of media such as TV and movies, the impact of social media on youth behaviours has become an increasingly important topic in recent years. A study by Boyd and Ellison (2007) found that social media can have both positive and negative impacts on youth behaviours. On the positive side, social media can facilitate social connections and provide opportunities for self-expression and creativity. However, social media can also lead to negative behaviours such as cyberbullying, social isolation, and addiction.

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