Abstract- Social media mean users to create and share information via websites and applications and participate in social networking. That helps to gain our knowledge about information management. Our young community is the growth of social justices of our country. The social media can make studies more efficient for students. Social media help with education and academic performance, but recent days very dangerous for the adult. They are unaware of why they use it. The adult is stuck in it. For example most popular issues blue wave game. In this paper, we cover all aspects of social media effect. Focus is on the particular field like education and youth. In this paper, we describe how these media will affect youth and to find out where all this is going to be.

Keywords: social networks, e-learning, social justice, knowledge management

I. INTRODUCTION

Social media are web based service that helps to facilitate sharing information, ideas, career interests and other forms of expression via virtual communities and networks. It is integrated into the world connect people from all over the world. It’s based social network and connecting people like a chain. The social media become the livelihood of man. Users access social media services via web-based technologies on desktop, computers, and laptops, or download services that offer social media functionality to their mobile devices. Today’s teens are always on their smartphones, many check social media “constantly” and prefer texting over face-to-face communication.

Our country had 250 million active social media users during the measured time period (January 2018). Facebook is recently lead social media market. Monthly active users is over 1.86 million. Social media is becoming an essential part of life online as social websites and applications proliferate.

Social media, which are helpful to students, understand e-learning with real time examples. The use of social media in education and academic performance provides to students with learning groups and educational systems that make education convenient. Facebook, Twitter, and Instagram used to take a break from academics, but social media is increasingly being leveraged as a study tool, especially for today's tech-savvy students.

In other hands, it’s very dangerous for adult. Social media has allowed for extensive cultural exchange and intercultural communication. That study aims to examine youth perception about social media and how does social media set up in the future. Young society knows what’s good and what’s bad, and what we’re traveling toward.

In 2016, Merriam-Webster defined social media as "forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc."

One reason social media is so popular is that it allows people to interact with the Web. Young people are Wealth to their countries, with a critical role to play in the political, social, economic and cultural landscape. Social media has allowed for cultural exchange and intercultural communication. Each country has various cultures, value systems, cultural themes, grammar, and worldviews, they also communicate differently.

The social media usage among students has reached high levels and has affected their study time, poor grammar and wrong spellings when socializing on social media as well as diverting their attention from their studies (Ndaku, 2013). Students spot end much of their study time on social networks than in their academic undertakings and it has affected their Grade Point Average (GPA).

There are several negative attitudes to social media which receive criticism, for example regarding privacy issues information overload and Internet fraud. For example the social media is major important role in protest. For example, Chennai Jallikatu stir social media played key role in Jallikatu protest. The reason for this victory is the question of social media or Tamil youngsters.

Objectives

➢ To find out the impact of social media on behavior changes among the youth.
➢ To determine the risks of social media.
➢ To examine the effect on academics.
➢ To know about youth perception about social media.

Statement of the problem

The youth is one of the fete organizers, but nowadays they are being pushed into the wrong direction via social media. They meet and communicate with different cultures and different countries. That’s one point of view good thing long distance friendship and interconnects with people avoid loneliness, but another point of view that harmful. The adult meets fraud internet user in their day to day life.

According to Cyber Safe Ireland Annual Report in full “a fifth of 12-year-olds are spending more than four hours a
day online, while 41% of eight and nine-year-olds are playing over-18s games, exposing them to highly inappropriate content.” The survey, carried out by CyberSafeIreland, also found almost a fifth of children talk to strangers online every day.

II. LITERATURE REVIEW

According to Nicole, (2007), students and teenagers have especially recognized these social media platforms to be able to contact their peers, share information, reinvent their personas and showcase their social live.

Lusk (2010) said that, social media could be used for academic purpose by students. Students could learn and enhance their communication skills by the use of social media. Social media had provided new web tools which could be used by the students to raise their learning skills.

According to Waddington (2011), adolescent thought social media as the component of their culture not a craze. It could enhance their ability and they used it as educational tool. All the studies discussed above shows that, social media have different effects on different people. So, in this study we will check the effects of social media on young students.

III. DATA ANALYSIS

Most popular services is a list of the leading social networks based on number of active user accounts as of August 2017.

<table>
<thead>
<tr>
<th>Social Media</th>
<th>No of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,047,000,000</td>
</tr>
<tr>
<td>YouTube</td>
<td>1,500,000,000</td>
</tr>
<tr>
<td>Whatsapp</td>
<td>1,200,000,000</td>
</tr>
<tr>
<td>Instagram</td>
<td>700,000,000</td>
</tr>
<tr>
<td>Twitter</td>
<td>328,000,000</td>
</tr>
</tbody>
</table>

According to statistic shows the number of social network users in India from 2015 to 2022. In 2019, it is estimated that there will be around 258.27 million social network users in India, up from close to 168 million in 2016. The most popular social networks in India were YouTube and Facebook, followed by social app WhatsApp. Facebook is projected to reach close to 319 million users in in India by 2021.

IV. FINDING

➢ People spent a lot of time on social media.
➢ Over 50 percent of the adult are vulnerable to cyber threats.
➢ The children spend an average of 32 hours per week in front of digital screens for entertainment alone – longer than the time they spend in academic performance.

V. CONCLUSION

In recent day the social media is the major role in youth behavior changes. The youths most used social media for communicating between their friends and families. The fact that social media is part of them especially having been born in this era of emerging technology, most felt that they could not do without it. Social media plays important role in learning and job opportunities like byju’s learning app and nakuri app. Social media users have to consider the cultural values, social norms, and Islamic values. Social media negatively affect academic performance and mental ability.

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