

## PLEASURES AND PRESSURES OF YOUTH VALUES

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### **ABSTRACT**

*Internet use is very common all around the world, especially for academic work, and recreational purposes. The Internet has in recent years become ubiquitous in the lives of young persons and children, due to rapid information technology (IT) development, high speed wire connection, easy accessibility and increasing affordability. Its growth has also been fueled by a huge demand created by social and print media, advertisements and peer influences. Severe competition in educational institutions, stress from studies, parent-ward problems and peer conflicts are all highly stressful situations which could generate negative emotions, such as low self-esteem, feelings of inferiority and repressed anger, in teens. Many youths are using mainstream social networking sites. Most of the youths using internet in following utilities viz., Downloading, uploading, e-mail, chat, e-poll, health, news, current affairs, Job search, Education, science & technology, dictionarycheck, e-ticketing, banking, investments, insurance, sports update, fashion, beauty, GPS/ DPRS locations, literature, entertainment, license, cookery, astrology, traffic information, e-governance, e-bills, recharge activities, blogs creation and online shopping. Due to all the above works, they loss their realities and follow on modern cultures. This paper describes the pleasures and pressures of values on Youths.*

**KEYWORD:** *Cultural Value, Media literacy*

### **INTRODUCTION**

India has moved from the traditional stable society, mostly agrarian, to a highly developed, industrial and space society. The traditional joint family has changed to micro families. There is a change from rural to urban living. In such a society, where the youth came from various strata of the society, with diverse cultures, religions, economic status, language, lifestyles and the habits of net addictions, the youth experiences were difficulty in adapting to the changing roles and value systems. This results in alienation, withdrawal, interpersonal relationship difficulties, depression and even suicidal behaviours. But at the same time, we have to appreciate the youths' media literacy. It refers to the ability to access, analyse, evaluates and creates media messages of all kinds.

### **Addicts on Social Media**

Engaging in various forms of social media is a routine activity that research has shown to benefit youths (adolescents) by enhancing communication, social connection, and even technical skills.,

Many youths are using mainstream social networking sites like Facebook, Twitter, LinkedIn, Google Plus, Flickr, Tumblr, MySpace, hi5, Orkut, Blogger, Wordpress Edmodo, Edu2.0, Ning, Grouply, Squidoo, Diigo 5.0 and Googlewave and Whats-upsare offer daily multiple opportunities for connecting with friends, classmates, and people with shared interests. During the last five years, the number of youths using Internet sites viz., BSNL, Airtel, Vodafone, Aircel, Tata Docomo, Reliance, Idea, MTS, and Videocon have increased dramatically (Senthilkumar, 2011).

According to a recent poll, 22% of teenagers log on their favourite social media site more than 10 times a day by broadband, and more than half of adolescents log on a social media site more than once a day by WiFi. Seventy-five percent of teenagers now own cell phones with Blue-tooth facilities, and 25% use them for social media, 54% use them for text typing, and 24% use them for instant messaging. (Vijayakumari, 2012). Thus, a large part of this generation's social and emotional development is occurring while through the Internet and through cell phones.

Because of their limited capacity for self-regulation and susceptibility to peer pressure, adolescents are at some risk as they navigate and experiment with social media. Hinduja et al (2007) studied that there are frequent online expressions of offline behaviours, such as bullying, clique-forming, and sexual experimentation, that have introduced problems such as cyber-bullying, privacy issues, and "sexting."

### **Depressions by Advertisements**

Many online venues are now prohibiting ads on sites where youths are participating. It is important to educate parents and their wards about this practice so that they can develop into media-literate consumers and understand how advertisements can easily manipulate them. In advertisements, when men are shown in the background of a video, they are most often fully clothed. But, when women are in the background, approximately half the time, they are dressed in ways that expose or focus on their body leads to sexual violence.

Many social media sites display multiple advertisements such as banner ads, behaviour ads (ads that target people on the basis of their Web-browsing behaviour), and demographic-based ads (ads that target people on the basis of a specific factor such as age, gender, education, marital status, etc.) that influence not only the buying tendencies of youths but also their views of what is normal. The minimum age to sign in to sites such as Face book and MySpace are thirteen. Some of the sites they don't have even age restrictions.

### **Utilities of Internet**

Most of the youths using internet in following utilities viz., downloading, uploading, e-mail, chat, e-poll, health, news, current affairs, Job search, Education, science & technology, dictionary check, e-ticketing, banking, investments, insurance, sports update, fashion, beauty, GPS/ DPRS locations, literature, entertainment, license, cookery, astrology, traffic information, e-governance, e-bills, recharge activities, blogs creation and online shopping. Due to all the above works, they loss their realities and follow on modern cultures.

When youths visit various web sites, they can leave behind evidence of which sites they have visited. This collective, ongoing record of one's Web activity is called the "digital footprint." One of the biggest threats to young people on social

media sites is to their digital footprint and future reputations. Youths who lack an awareness of privacy issues often post inappropriate messages, pictures, and videos without understanding that “what goes online stays online.” (Krishner, 2009). As a result, future jobs and college acceptance may be put into jeopardy by inexperienced and rash clicks of the mouse. The indiscriminate Internet activity also can make teenagers easier for marketers and fraudsters to target.

### **Need of Parental Care**

The dissatisfaction of this generation is more to do with lack of communication than teenage rebellion. Now-a-days parents gave importance to their own peer group (society, family, etc.) than their wards’ happiness. Some parents are able to communicate their ward’s problems better than others. Today, there are some parents who openly discussed issues with their wards and helped them make careful decisions (or choices). Few parents threatened with harsh punishments, if the issue is even mentioned.

We are rather quick to blame western influence for the ‘deterioration’ of our culture and traditions. But ‘culture’ and traditions change with time. Each generation brings in new changes or a fresh perspective has the same ‘old’ values. Teenagers are as an impulsive, freedom-loving and ‘tradition-breaking’ as they’ve always been. From wishing to marry outside community, or to someone of a different caste or religion, or even the same gender, there has been always what we like to call rebels. Youth, the population aged 15—24, constitute some 222 million and represent 20 percent of the Indian population. This cohort is healthier, more urbanized and better educated than earlier generations; at the same time, they face significant risks related to sexual and reproductive health. Each generation, they have been always grandparents to complain about the destruction of our culture (Sheldon, 2008).

Today, many parents use technology incredibly well and feel comfortable as well as capable with the programs and online venues that their wards are using. Nevertheless, some parents may find it difficult to relate to their digitally savvy youngsters online for several reasons. A knowledge and technical skill gap between parents and youth, which creates disconnect in how these parents and youth participate in the online world together. Using social media becomes a risk and it fall into the following categories: peer-to-peer; inappropriate content; lack of understanding of online privacy issues; and outside influences of third-party advertising groups.

### **Online Harassments & Cyber-bullying**

Cyber-bullying is deliberately using digital media to communicate false, embarrassing, or hostile information about another person. It is the most common online risk for all teens and is a peer-to-peer risk. “Online harassment” is often used in “cyber-bullying,” and it is quite common, can occur to any young person online; can cause profound psycho-social outcomes including depression, anxiety, severe isolation, and tragic suicide. Even the youths can do in cyber crimes. Cyber crime is termed as any illegal activity that uses an internet such as stalking, hacking, bullying and terrorism.

### **Habits of Sexting**

Sexting can be defined as “sending, receiving, or forwarding sexually explicit messages, photographs, or images via cell phone, computer, or other digital devices.” It does occur among the teen population and it creates problems in mental health conditions of their lives. A research study, which investigated students’ Internet use and its impact on their lives found that Internet addicts reported more negative consequences on their daily routines (Nachimuthu, 2013).

### **Adjustments on Emotional and Sexual**

Youth is a period of life which is heightened in its emotional aspects. The sexual drive is highest at this time of life, which the youth need to be able to control and sublimate through socially approvable behaviours. This is a period where right interaction with the opposite sex is learned. It has been estimated that reproductive health problems are steeply rising - teenage marriage and pregnancy and sexually transmitted diseases. AIDS is reported to be a critical problem among the youth in major metropolitan cities and drug addicts; high rates of anemia in female adolescents after menarche; likewise, men youths were practicing in accidents and it leads to handicaps; some in addictions of smoke, alcohols and drugs.

### **Coping with Living Pressures**

Unemployment in all sections in India is increasing, particularly in the higher educated groups. To cope up with the economic demands of life, the youth experience a conflict between economic survival in a competitive society vis-a-vis pursuit of inner human interests and services to the society. A high percentage of youth, after graduation at Bachelor’s level or post-graduation levels in engineering, medicine, law, nursing, and other disciplines remain are under-paid.

The unemployment problems reduce the youth’s life expectancy. Hypertension, cardiac problems, psychoneurosis, depression, suicide are rising among youth as also other behaviours including joining anti-social groups such as terrorists, naxalites etc. Alcoholism, drug addiction, smoking, and rash driving behaviours have increased. The Tamil Nadu Police department also alarmed the increasing of suicide rates from youths.

The youth today is faced with much greater pressure of coping with living as compared with their parents. Many a youth does not wish to conform to the social and familial norms and they wish to live in the society with unconventional value systems such as remaining single; living with the opposite sex without marriage; marrying someone of the different religious, cultural, and social background (Nachimuthu, 2013). Many young girls feel that they are an economic burden on parents and commit suicide. The girls are also exploited by the in-laws to ask for continuing favours from their parents. This results in emotional conflict and psychiatric problems in the female youth.

### **Influences of Western Culture**

India is the greatest country and Indian culture is one of the richest cultures in the world. It is one of the oldest forms and has held its heritage and flavour right from its birth to the present day. India is well known for its culture and its various diversities in Indian culture. Youths are more inclined towards western culture rather than concentrating and Indian culture. Listening western music is a good one. But if they follow the western culture blindly then that is something alarming. Even 18 year youths are also called as 'kids' in Indian family. We may well argue that people above the age of 18years are free to take part in any adverts of their choice but the danger of encouraging a youthful population to drink is not a positive influence on the nation. Video games are typical example of depictions of violence (Wilson et al, 2010).

### **Imitations as Filmy**

The current films are more of action, thriller, romance, robbery etc. The youth tries to imitate each and everything which is in the films and this reflects in their dressing style, their driving, their way of talking etc. Even the youngsters in rural areas are so much affected by the movies, that they place the heroes of the film in a very integrated part of their mind. They try to change their lifestyle according to the films, starting from hairstyle, clothes & dialogues and so on. In many films, stunts are being performed, the teenagers try to copy such stunts on their bikes and cars which many a times lead to severe accidents. Harassment and rapes have increased because of the free and western culture shown in films today.

### **CONCLUSIONS**

Internet helps the youths in beneficial aspects, but it also induces to destroy their life if they misuse or overuse it. Violence in the media is one of the most important issues which could decrease moral values. Harmful behaviours are begun with the imitation of bad behaviour in the media such smoking, over-weight loss or harming people. These behaviours could ruin the one own life and also others' lives. The youth power is driving force of the nation, the instances of which may be cited from the vigorous movement of the past. But the youth of now-a day is adversely diverted which does not only influence the Indian society, but also it stimulates the coming generation of our civilization.

Consequently, we have to face an alarming and a more violent situation in the coming decades. Therefore, it is very much essential and a duty of everybody to find out the solution of this tyranny to establish India in the world of peace and Harmony. Parents are needed towards their ward's exposure to media and to provide guidance on age-appropriate use in all media, including television, radio, music, video games and the Internet. There is a shift occurred; but at the same time, it can't go beyond the limitations. We can teach the traditional values through the technological gadgets for younger generations. Through them, they can learn and obey it. We can conclude that the Internet itself is not an addict, but the specific application that allows and offer Internet user to gain more entertaining rather than real life make them to stay online longer and overuse it. Through the social media, all the youths to develop friendship and remove war and encourage the parents and teachers towards a safe peaceful learning in the world.

## RECOMMENDATIONS

The author recommends the following;

- The voluntary organizations can offer counseling services regarding marriage, family planning, drug addiction, alcoholism, STD, AIDS, etc...,
- The educational institutions should have facilities for vocational and emotional counseling.
- Both in the family and in the educational institutions, the youth should be trained in yoga, meditation, and other techniques to cope with the distress situations.
- The parents should always accept their wards, irrespective of the sex and love their wards irrespective of their performance in the colleges or in life. Acceptance and love should not be performance-oriented.
- Advise parents to talk to their wards about their online use and the specific issues that today's online youths' face.
- Discuss with parents the importance of supervising online activities via active participation and communication, as opposed to remote monitoring with a "net-nanny" programs (software used to monitor the Internet in the absence of parents).

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