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Social Media and Youngster in Modern Era

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ABSTRACT

Media is considered as the 4th pillar of democracy social media has emerged as The most powerful influence on the general public and has penetrated in most sections of society. Now with the advent of co-vid19 and lockdowns in India even the older section of the society has also been linked with social media founding YouTube and Google as a substitute for information and news Globally, social media platforms are the most efficient and successful means to run a campaign. This media is socially legalized influence the society that platform to allow its user to create and share information and content of their choice with people. Spending vacation time by scrolling newsfeed and reels has become a new activity in modern society of people. This paper trying to concentrate on Increasing public legal awareness through various media, both mass media and social media, is one of the significant assets for the government to face global challenges.

Keywords: India, Democratic, Internet, Public, Social Media, Legal Literacy, Government, Law.

I. INTRODUCTION

In all over world over 300 OTT channels and big screen reach over 112 households in India, 50,000 newspapers and magazines reach over 250 million people, around 300 FM Stations, over a thousand feature films in 18 languages are produced every year, and a electronic overloaded print, digital, and telecommunications media are available. Cell phones have become as essential to our lives as food and clothing in the modern time³.

Face book, Twitter, and WhatsApp are some of the most popular platforms for all users since they are quick, simple, and conceivably enable communication which has some benefits like it has increased legal knowledge by disseminating news, judgements, and laws on various social media platforms allowing more people to become acquainted with the concepts and laws/legislations that they would not otherwise be aware of However, on the other hand, it has also led to the circulation of incorrect information, which misleads the public by spreading hoax

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³ Akansha Negi – available at: <https://ijlrl.com/wp-content/uploads/2022/03/ROLE-OF-SOCIAL-MEDIA-IN-LEGAL-AWARENESS.pdf>

news and causing unnecessary alarm. In short the reach of social media and television media is at peak in the country and so much so that shapes the vision and mind of a lot of population their thoughts and views on topics varying on law, government, policies and even religion are being shaped by news. Thus in such an information driven time the role of media has been increased and the need for convention honest and ethical policies.

A worldwide community has emerged as a result of social media's ability to bring people together from all over the world. People can openly express themselves and their thoughts on a variety of subjects on social media, from politics to the arts. Social media has also helped businesses connect with their clients and reach a wider audience. Most importantly, it provides a superb stage for emerging artists to showcase their talent without inhibition. Social networking can also be used to discover you a career with great potential. Another benefit is available to businesses who want to promote their brands. Social media has grown to be a significant platform for advertising and gives you a variety of ways to engage with customers.⁴

Nargis⁵ said that *“building social awareness and obeying the law requires simultaneous efforts to advance the law. Because basically everyone does not automatically know the law, it is necessary to provide understanding or knowledge so that more and more people know and understand the law from day today. Therefore, the obligation to convey legal awareness messages plays a vital role in increasing legal awareness because it will support a climate of legal understanding in every generation, such as millennial youth in Indonesia”*.

II. ISSUES & CHALLENGES

One of the most crucial components of India's fundamental rights, as guaranteed by its constitution, is media freedom. India's recent year of exponential expansion in the media, industry, and particularly in electronic and satellite communication has transformed the nation's media landscape like never before. In the democratic India, media freedom is given the utmost importance. In a democratic society, freedom of the press or of the media is a crucially important fundamental right. Media is rightfully referred to be the fourth estate of the state since it plays a crucial role in educating and informing the public.

1. Social Media: The majority of youngsters are compulsively comparing themselves to their pals on social media and are self-promotionally obsessive. A constant outlet for the comparison trap is social media, which leads to feelings of melancholy and low self-worth in many

⁴ Sandra Gaile, *The Role and Functions of Social Media in Modern Society. Is social Media Worthwhile for Local Media?*, 6 ŽURNALISTIKOS TYRIMAI 43 (2013).

⁵ Nargis and Aditya, Available at: <https://www.bircu-journal.com/index.php/birci/article/download/5836/pdf>

teenagers. Because their cell phones have essentially become an extension of their bodies, teenagers hardly ever take a break from the never-ending flood of social media. To disconnect from a computer or phone is to disconnect from one's entire environment. In light of this, we as parents must be more intentional and focused on fostering their self-esteem such that it is based on accomplishments, being a decent person, working hard, engaging in face-to-face interactions, and being reminded of the importance of real life⁶.

2. Cyber Bullying: Teenagers may bully one another in a whole new way because to the internet. As parents, we have often observed the well publicised suicides on Facebook, Twitter, YouTube, etc. Bullying can also take on more subtle forms, such "sub-tweeting," which is a passive-aggressive method of calling out a buddy or someone else to your whole social media following. Direct, face-to-face conflict has been replaced with subtweeting, which quickly sets into wars where more people join in and add to the discussion but nothing is ever resolved.

3. Sexting: Both male and female youths frequently engage in sexting and send lewd images of themselves to their crushes. It is a novel method of flirting and sexual communication that is probably never going to take place in real life. Our teens can express themselves in ways through text that they would never have the guts to do in person.

Teenagers lack the maturity to deal with the situation when a picture of them in their pants is shared with a big group of people, such as the entire football team, because they focus so much on the here and now. Sexting and the sharing of nude images have the potential to become viral in ways that our kids are not ready for. A adolescent may become suicidal out of humiliation, embarrassment, or reputational damage.

4. Selfies and self-obsession: The most recent fixation is taking selfies, which is the height of narcissism. kids are naturally narcissistic, and this narcissism, when in good health, is an important aspect of their growth. However, the selfie culture is leading our kids to fall in love with their own image or get obsessed with the image of others.

Teenagers may develop a covert self-hatred as a result of taking selfies. Regardless of how amazing their selfie is, they can judge their value based on how many "likes" or "comments" it receives. As a result, taking selfies becomes an addiction and a gauge of one's attractiveness, value, popularity, and legitimacy

If a selfie receives few likes or a critical comment, the person posting it can conclude they are

⁶ Campbell, S. (2015) *6 major challenges social media creates for our teenagers, and how to parent them*, HuffPost. Available at: https://www.huffpost.com/entry/6-major-challenges-social-media-creates-for-our-teenagers-and-how-to-parent-them_b_6852614 (Accessed: 22 May 2023).

unattractive, foolish, unimportant, inadequate, or that others don't like them.

5. Inability to be alone: Being online puts our teens in constant social communication. Our teenagers hardly get a break unless they are grounded from social media, they have parental controls or rules on their phones, or they choose to take a social media break.

We must encourage computer- and phone-free time with friends and family as parents. We can also establish guidelines for turning in cell phones each night before bed or before doing homework. To help our teenagers develop the courage to be by themselves and feel good about themselves, we must insist that they spend some time alone experiencing their own emotional space, unprompted by social media.

6. Helicopter parent: Due to social media, parents have practically unrestricted and inappropriate access to their teenagers' private lives. Parents only need to follow their adolescent and his or her pals on the various social media platforms to know exactly where their children are and whether or not they are being sincere based on the posts made by their friends.

III. EXISTING LAW/ REGULATION

Social media is becoming a very powerful tool that offers a free forum for everyone to express their opinions. The best way to think of social media is as a collection of brand-new internet media.⁷ The primary law in India to govern various activities in cyberspace and on computers, including social media sites and platforms, is the Information Technology (IT) Act, 2000. In 1996, the United Nations enacted model legislation on e-commerce for the first time. Other civil and criminal law rules and statutes, such as the Indian Penal Code, 1860, the Indian Contract Act, 1872, etc., might also be used as a weapon to stop wrongdoings that might otherwise disqualify their offered ingredients. However, it has frequently been questioned whether the IT Act of 2000, when combined with the other legislation described above, is comprehensive and exhaustive enough to adequately address wrongs committed on social networking platforms. Therefore, the purpose of this article is to assess how the educated elite of society views potential dangers to and regulations of social media sites. A recent nationwide ban on the social media app TikTok was imposed by a Tamil Nadu state court in India for disseminating possibly illegal content. According to the analytics company Sensor Tower, TikTok had more than 240 million downloads in India. Social media networks are now being scrutinised more and more⁸.

The political and social activities of the general public have undergone an extraordinary change

⁷ Mayfield, A. (2008). What is social media? , iCrossing, Available from: [https://www.icrossing.com/uk/ideas/fileadmin/uploads/ebooks/what_is_social_me dia_icrossing_ebook](https://www.icrossing.com/uk/ideas/fileadmin/uploads/ebooks/what_is_social_media_icrossing_ebook).

⁸ Hutchinson, A. (2019, April 11). Facebook's Implementing New Rules and Processes to Stop the Spread of Harmful Content.

thanks to a number of new platforms including Facebook, Youtube, Instagram, and Twitter. ICT respects all people without regard to their race, religion, or nationality, race, class, or gender. Therefore, practically everyone in a society like India, especially in urban areas, uses social media in some form.

IV. SUGGESTIONS

There is immediate need of a comprehensive, effective statute or code for proper regulation of the social media to make it a safe, protected and peaceful world to socialise. The Statute should be flexible and dynamic enough to cover variety of possible wrongs over social media platforms as these evolving social media platforms daily witness new nature of wrongs, abuses and misuses. Further, the provisions and language of the law (statute) should be easy and simple to understand for a Indian layman to make it approachable and useful till last mile and least educated class of the society. Further fair, just and equitable procedure with timely remedy against breach of any right or entitlement should be the special focus while legislation as Indian courts delay of justice to common masses is a issue of concern.

It should also be taken care of that in pretext of regulation against wrongs/ crime over social media the fundamental right of freedom to speech and expression⁹ shall not be compromised or curtailed, as in the case of Section 66A of the IT ACT, 2000 has been struck down by the Hon'ble Supreme Court of India in the case of *Shreya Singhal v. Union of India*¹⁰. So transparency, accountability and non-arbitrariness should be there to ensure proper checks on any misuse of arbitrariness.

Secondly even a best law is useless if it is failed to get desired adherence and implementation due to unawareness. So, Awareness till last mile is very crucial to ensure conviction among masses for getting proper implementation and effective adherence. So it is the duty of not only government but also of civil society and Non- Government Organisations to aware people regarding regulation of social media. It includes educating people regarding provided legal provisions, advantages of regulation for in larger social and national interest.

⁹ (Article 19(1)(A)constitution of India

¹⁰ 2015) 5 SCC 1.