ABSTRACT

There has been a lot of changes in the way of communication especially when the technology has become so advent. Now a days it is not mandatory to be physically present somewhere even when the person wants to communicate face to face. For all this the virtual world is there. The line between the real world and virtual word has become blurred. We all are living in a VUCA (Volatile, Uncertain, Complex and Ambiguous) world which is so dynamic. Things are changing in a rapid speed so is the technology. The main way to communicate with your friends and family is through social media.

Individuals love to communicate in quite unorganised chaos which is through these social networking sites. With the changing world which is always fast paced the GenY or millennial cannot find time as like earlier generation hence keep in touch through such sites. As it is always said and proved as well that extreme of anything isn’t regarded as good, so is the case of Internet addiction. The psychologist describe it as a disorder in which an individual becomes too impulsive and is not able to control the same though in this kind of addiction no drug which has an intoxicating effect is involved but it is always compared to something similar to pathological gambling.

The individual who are the regular and frequent users of Internet tend to develop an emotional connect to people whom they meet online and become friends. The main factor which makes people to come frequently to Internet is that it helps them to meet new people, socialise with them as a result there can be a lot of virtual communication. The other set of users have varied interest like searching for news and various other topics which in turn helps them for blogging. Another facet for which the individuals get captivated to Internet is that it makes them go away from the real world in which they might be suffering and join in the virtual world where they can have feel good factor which they might be missing in their real life.

Individuals who are addicted to web 2.0 (Internet and specially the social media) show varied signs such as:

1. In order to feel satisfied they use Internet for a longer duration of time.
2. They are not able to curb their usage of Internet which in the other hand keeps on mounting.
3. Whenever the individual tries to stop or control his time on Internet they start having withdrawal symptoms which are associated with anxiety, impatience and at times depression.

4. Individuals at times hamper their real world friendship, relations, job etc. because of the tremendous usage of Internet.

5. Whenever an individual feels anxious, depressed, or lonely he/ she tends to stopover Internet as a scapegoat.

Internet earlier had a web 1.0 version in which one can only view content and was not interactive but with the initiation of web 2.0 which is the current stage, the web has become very communicative. The most important point of differentiation between web 1.0 and web 2.0 is that here the different users and content creators are in huge alliance. Earlier the information/content would be just posted on the website which the user could read or download but now the things are different users apart from these things can do several other things like editing the content, sharing and even commenting. Another important nature which typically came with web 2.0 is its social nature. It is very communicative, in which the users interact with each other through sharing the content, liking, commenting, and collaborating. There are varied forms of social media sites like blogging and micro blogging wikis, social networking, etc.

After the advent of social media all the hassles towards the communication and interaction were reduced and now individuals can converse and communicate with each other over a numerous topics. People who have similar tastes and likings can exchange their ideas with each other individuals are able to make new relations with similar minded people; likewise they form group and communication. Social media also helps in bringing people together in order to achieve something concrete which they are aiming for, this helps in an effective way in order to bring in some positive change is the society.

Explain individual had talent but there was death of platform to showcase and in cases where platforms were available but they seemed to be out of their reach, here again the social media played a big role it helped people to portray their talent through different web pages, blogs and social networking sites. Social media has the power to unite people for social cause against any societal evil etc many cases were found where children who were lost could
reunite with their loved ones because of how masses came together for it. That is the kind of power of social media

Millennial also known as generation Y are the ones who were born between 1980 and early 2000s. Social networking sites are a very imperative ingredient of the lifestyle of Millennial as they totally thrive on digital world. For them connection may not mean meeting face to face interaction it might be through social networking sites where they connect on personal and professional front of like-minded individuals. Individual now want to be more associated with people through social media, spend more time and desire to obtain additional power over social media. Along with the brighter side there are some dark facets as well as when asked some questions to these millennial they articulated a sense of aggravation specially in the cases where they used Facebook for divulging a great deal of information, captivating more of their time and having a lot of substance which could not be entrusted.

Millennial employ a range of social networks for reports, news, etc. particularly Facebook. The study calculated the use of seven diverse social groups as trail to reports and news. That study presents a backdrop of social media and news. One remarkable verdict is that each one of these social networks, to larger or smaller degrees, have now more or less become like a news platform. Millennials have seen the maximum shift in the culture as well as the technology; they now thrive on the sharing culture. As per the data given by eMarketer it has been stated that about 90 percent of Millennials are using the social media platform as compared to 76 percent of generation X users and only 59 percent from baby boomer users. Diversity, excitement and keenness are the strongest traits of Millennial’s. The most admired notion amongst millennials is peace, love, unity and respect.

The reason for social media being so popular amongst people is that it helps them to custom made the manner in which they want to practice and communicate on the web. Social media web pages like Instagram, Youtube, Facebook, Twitter are used to take some split from work and studies but now things have changed, this social platform is also providing a lot of academic know how for people who are tech savvy. It serves as an extra advantage for students that they can study as well as bust their stress over these social media platform. One may be much engrossed in their mobile phones in which they are doing nothing but looking at their social network profiles. This kind of behaviour when shown it may cost them on their social communication. The existence of portable technologies is likely to distract people from
face-to-face exchanges, by this the surveys proved that millennials end up spending more time on social networking sites which in turn is taking away their social quotient from the real life. It is been observed that individuals now are days are too means deteriorating the temperament and profundity of these relations." Such kind of behaviour has given rise to lots of issues which shows the negative effect of mobile technology because of which the individuals have become more fascinated in their online lives and less involved in their real life scenarios.