



## Technology driven World: A study on Digital Youth

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With the advent of technology, the world is witnessing a makeover of the lifestyles of people in general and youth in particular. With the use of technology especially internet, the youth is well informed, well connected. They are performing array of activities and internet has become an integral part of their lives. Earlier food was an essential part to live but now internet has become the lifeline or blood of people. This paper deals with the use of technology and its impact on today's youth. It shows the insights how it is used, by whom and what threats it poses. This paper traces some of the barriers to usage and some measures to be taken to combat the over usage.

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### Introduction

Technology has been interesting with long standing patterns of human behavior. The increasing use of technology is affecting people's lives dramatically. Technology is the emerging part of digital interconnected media.

Since the various aspects of technology has been adopted and integrated into the daily lives of an increasing number of young generations, the impact of these new media on the activities, social relationships and world views has undergone a drastic change. This generation can also be termed as "Net Generation", "Tech Savvy Youth", and "Digital world". These terms attempt to identify youth who grew up during the inception and expansion of the technology especially internet from early childhood have been emerged in a media rich environment using mobile phones, computers, laptops and playing online games continuously communicating and connecting with their friends by electronic devices. This generation creates and uses digital space for interacting with people, expressing themselves, production and consumption of media.

Youth have started using more and more media tools which has moved from the public spaces to the private places of homes like mobile phones, internet activities and games. Technology itself exercise causal influence on social values and practices, induces the change in social organization and culture irrespective of the social desirability of the change.

Technological change is a process and does not move in a single direction. Due to technology, youth is empowered in different social aspects. The limitation of geography has been overcome by online media "User generated content" like MySpace, Flickr and YouTube wherein

- Youth share videos, photos and information with likeminded people.
- Youth upload and share minute to minute pictures and online games.
- Teen's record and upload video to the internet and video live for others to watch.
- Youngsters are using some form of social media and have profile on social networking sites.

### Technology and youth

The youth has witnessed a tremendous transformation in not only sharing the information but they have come up as the producers of equally valuable knowledge with innovative presentations to one and all.

Youth have an opportunity to share a common platform to express their real and inner selves with the rest of the world.

However much of what happens in electronic space is equally influenced by the offline culture. The material practices, imaginations, educational qualification, experience and income slabs which falls outside the electronic space.

Earlier the youth used to do multi tasking by reading newspaper, watching television, gossips with peers and listening to music.

But with the exclusive use of technology, multi tasking has changed its face from physical activities to totally technological driven activities. So technology has an integral part of the youth to manage their busy lives. Media multitasking can be defined as engaging in more than one activity at a time switching constantly between such activities such as E-mail, web search and text messages.

The technology can be broadly categorized into internet activities such as

Internet activities- Instead of referring to books, magazines and publications and newspapers, the youth surf the search engines to accumulate and gather the information and knowledge of different studies.

The commuting of youth has reduced to a great extent as they are shopping online, filling the forms online, reservation online, bill payments online and even the bank transactions are undertaken by them through a click.

Games – From the kindergarten age, the teens start playing video games and online games which restrict the physical and mental movement of the kids which was the integral part of lives.

Mobile phones- The ownership of smart phones among the youngsters have increased manifold and with that chatting, photos sharing, text messages and online communication has also multiplied. People are using mobile phones for phone calls, text messaging and sharing pictures and videos.

### **Bright side of technology**

Technology provides the various opportunities for the development of values and skills of digital world.

- Mobile phone enhances the personal security.
- It fosters the development of technological skills and media literacy.
- It facilitates social communication and the development of relationships among social circle.
- It enables staying in touch with different groups of the society
- It enables everyone to communicate with all on the matters in a confidential way.
- It helps in enhancing the knowledge and assist learning.
- It supports and develops the creativity.

### **Dark side of technology**

Youth are exploited through emails that are sent to them offering special deals, free memberships, gaming or prizes. They may be encouraged to pay for these by giving details of their own debit card to make them.

- People are exploited by wicked salespeople who try to sell them expensive.

- Services are marketed by text messages.
- A single text message is sent to others that contains rumors, private information or vicious comments about someone.
- Someone's text message containing private information or image is sent to others without consent.
- Most of the threats, insults and attacks that can be delivered via phone call, text message or email.  
Screen names can conceal a person's identity.
- With the use of internet, young people spend money to access inappropriate images or buy the memberships for gaming opportunities or for gambling purposes.
- Some websites are designed to attract young people to provide their personal details and a photo for exploiting people.

### **Conclusion**

As every coin has two faces, technology has also positive aspects but, if misused, it can become disastrous. Technology is a valuable tool but is misused to a large extent by "Tech savvy generation".

The three main forms of technology affecting the youth – cell phones, the Internet and the games – have brought about major changes in their lifestyle. This technology has allowed young people to have intensive digital communication which sometimes divert them from their actual goals. They spend more time corresponding with their friends on cell phones and the Internet than they participating in activities which explore and challenge their minds.

Technology is becoming an addiction in today's era.

In the modern-day world technology is no longer a tool for survival but it turned to a means of communication and entertainment. Mass communication technology has made it easier than ever to connect with people.

The primary threat to this digital communication behavior is whether it made direct interaction between people nonexistent. This holds true in many cases as it creates a virtual world that only includes interaction of people through texting and social networking.

To conclude the above discussion, it's not that technology is all bad, but it has a big downside. If we rely too much upon it, it can destroy us. If we over-use it, it can turn our bodies into immobile, lethargic disease-ridden hulks. If we let it dehumanize us, we run the risk of neglecting others and becoming robots.

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