

## Marginalization and Social Media

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### Abstract

This research article sheds lights on the concept of marginality in the life of youths. Social media is the emerging power among adolescents and youth adults. The role and function of the social media in the life of the youths have socially marginalized them. Youths have faced many different types of challenges than their mainstream peers. The outcome of these situations brings the serious obstacles among their friendships and relationships. It is important to explore the significance of relationships during adolescence and adulthood. Emerging adulthood is defined as the period of development where there is “relative independence from social roles and normative expectations. Analysis on social media and relationships perfectly represent the experiences of youth who have experienced social marginalisation. Many themes emerged after the analysis. Themes included positive and negative influences, awareness of risks, suggestions, and also break-Ups. Conclusions provide the information and an understanding about how youth experiencing marginalization by social media and how suggestions and counselling can be developed to suit their mental health needs and concerns.

**Keywords:** Social Media, Marginalization, Youth, Relationships, Emerging Adults and Social Networking.

Twenty-first century born with a lot of inventions in the field of communication or it is called a ‘Satellite World’. The wide range of communication and social media has placed its existence in this world. In the past ten years social media and communication technology live in the lives of adolescents and young adults. There is profusion in the life of the young people. A wide change in the lifestyle, difficulties and experiences faced by the youth and it socially marginalized them. There is need for counsellors, researchers, and mental health professionals to better understand this process as there are many challenges and also essential benefits associated with social media which are unique from the experiences of their mainstream peers. These youth often face different obstacles, than their mainstream peers when it comes to the development and outcomes of their relationships. Therefore, a need for scrutiny of these experiences of youth, considering the broader landscape of rapidly developing communication technologies and the general discussion of the social media’s impact on young psychological prosperity. Social media has been defined as “*Digital platform that facilitate information sharing user-created content and collaboration across people*” (McFarland 2015 p.1654).

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**Language in India** [www.languageinindia.com](http://www.languageinindia.com) ISSN 1930-2940 19:9 September 2019

**Prof. Dr. S. Chelliah, Editor: Select Papers of the International Conference on Paradigms of Marginality in Literature - Exploring the Nuances**

The whole mobile based technologies developed the distribution of digital contents and communication (i.e. photos, texts, videos, messages, texts, memes, emails etc.). SNS social networking sites are varying types of social media platforms. Facebook, Instagram, YouTube, Snap chat, and micro blogging sites like twitter and tumbler are the varying social media. Boyd and Ellison defined SNS as, “*It allows the people to create their own public profile which makes a system*”. Privacy setting helps the people to secure their profile and also their data. Use of social media among young people and adolescents became omnipresent. There are around 3.010 billion internet users in the world and the estimated global internet penetration is 42% as compared to 84.2% in US.

Internet usage in India has exceeded half a billion people for first time, pegged at 566 million, driven by rural internet growth and usage. The report found that 97% of users use mobile phones as one of the devices to access internet. It is now estimated that there are 251 million internet users in rural India, and this is expected to reach 290 million by the end of 2019. The portion of young people aged (15-24) using the internet, (71%) is significantly higher than the proportion of the total population using the internet (48%) young people represent almost one-fourth of the total number of individuals using the internet worldwide. If an individual not using any social media, it is virtually impossible. There have been mixed feelings about these networks which created an impact in the lives of youth. It has both positive and negative impacts in their life. Social media has reduced the world to a global village, as youth can interact with people from other parts of the earth by just a click of the button. Young people share their ideas, collect information, make new friends and maintain their old friends.

Social media is also an avenue that they can use to showcase their talents. Even they can run business through social media. As it is a cheaper means of communication, it is just internet bandwidth and users can communicate virtually with anyone on the earth. It made possible to from anywhere on the earth.

On the flip side, the internet is growing as an unregulated world that has no moral or laws. Young people are exposed to gore images of murder victims, rape cases, and video footages of gun shootings, violence, nudism, and explicit sexual content. These kinds of content are among young people and when it is consumed for a long time it can lead to serious mental breakdowns. They will start having anxiety attacks and fear of the world. Everything they see is registered in their minds and they predict and believe that the world is a bad place to live in.

Dr. Uma S. Singh in the book *Social Media and Indian Youth* has detailed that majority people spend their time using social media. The addiction can be seen mostly in boys more than the girls. Half the teenagers use social media daily about two hours a day checking their profiles in the networking sites and the participation mostly takes place between 9pm-10pm. They update their profiles regularly and this shows that such activities will stimulate the neurological problem; it shows their addiction and indulgence in social media. The interrupt of the sleep pattern and several health issues would start causing trouble to them. Often people

are busy with their phones and they won't talk to each other, but they stare at their phones. Mostly youths are spending their time with their social media friends than with their families, friends and loved ones. Every day they wake up they check up their social media accounts. Due to sleepless nights they have too many distractions that they cannot concentrate on their day to day activities in their lives. If we take away social media for a day and the effects will start to kick in, like drug addicts they will be moved to the darker side of their life. They fell as if they are severely marginalized.

People now a day's obsessed with getting likes and comments for their posts in the social media. Some people adopt fake profile and misuse other user's profile, collecting data, photos, and videos. Discovery of applications increases day by day. People who love taking photos and posting in the social media use many different kinds of apps like Beauty plus, B612, YouCam Perfect, etc. Some apps receive data from the user's phones, and it would be backed up in the app creator's data. There might be chance to rob primary photos and videos from the users mobile through these kinds of apps.

Suicide is a leading cause of death worldwide. According to WHO in the year 2019, approximately 1.53 million people die by committing suicide. There is a great change in the behaviour of the teenagers. They are desensitized to the mental and emotional issues. The First social media suicide in Paris is on Tuesday 29 Aug 2017, a teenager in a dreary suburb of Paris live-streamed her own suicide. Oceane Ebem, an eighteen year teenager from Paris, explicitly said, "I want to communicate a message, and I want it to be passed around, even if it's very shocking" (The Guardian, Rana Dasgupta). Another risk that has been more prevalent over the years been suicide challenges from different "games" such as 'momo', 'the blue whale challenge'.

People who are excluded from the society and also from resources, they need to participate equally as others do in the society. People who are bounded with social media have excluded themselves from other resources. Young people they make themselves to be as slaves to their mobiles and mostly they are thinking about their posts. Sharing posts and spreading news are necessary but also they have to participate in all resources in the society. In recent time tik-tok becomes most popular among the people, and young people have been addicted to that spending most of the time in dubs mashing. The main thing behind all these things is that they look forward for the fame to become famous. It is also same in the case of 'Oceane Ebem'. People who use these kinds of apps in wrong way have lost their respect in the society. Though social media is beneficial in many other ways, it becomes a great barrier to the young people now on its flip side. The term to '*marginalize*' is define by Merriam Webster dictionary "to put or keep someone in a powerless or unimportant position within a society or a group.(Merriam Webster 2016).in the review of the literature the social media can enhance belonging, identity development and psychosocial wellbeing, but at the same time young people are exposed to the negative outcomes. A study says that Facebook makes the young

people lonelier, but another says that makes them more socially connected. There are many problems which have been aroused by Facebook.

Adolescent is a time of change in social and relational areas of life. There is a relative from social roles and from normative expectations. Youth have to know their roles in this society and should be responsible to everything. Spending more time with family, friends, is more significant than spending their time chatting with the social media friends. Using phone in night time increases many serious issues both physically and mentally and also it reduces the concentration power. Social media has both positive and negative faces; we should be aware of the risks in the social media and should be in control in everything. Many sites are there to hack our data and we should shield ourselves from these kinds of sites. The worst thing now a day is that if a person is met with accident some people use to take photos rather than helping him. Saving a human life is more important than getting more like and comments to our posts. We should know how to use social media and make use of it for education and for many purposes.

A wide range of communication has both positive side and negative side. We have seen many people losing their mental health, good conduct, and also humanity. There are many impacts on using social media in a wrong way, the breakdown of relationships; excluding us from society, loss of humanity, loss of mental health are the worst results of social media. Saving our relationships and spending time with our beloved ones is most significant. We should use social media in the perfect manner, using the knife in the perfect way is the right thing. We have to look before we leap.

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