Impact of Social Network Use on Deviant Behavior of Young Workers

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ABSTRACT: Social networks have emerged as a widespread social phenomenon in recent years, reflecting the desire for entertainment and social interaction. Social networks have created a social community that consists of both friends and strangers, as well as a variety of social settings and the ability for anybody to freely express their thoughts, feelings, and other information. On social networks, discussions about jobs and money are commonly addressed. Generally speaking, social networks have progressively evolved into a vital social tool for a large number of individuals, particularly the youth. However, there are advantages and disadvantages to any societal issue or phenomenon. The issue is that every individual's usage of this social networking tool frequently has the opposite effect on both themselves and society as a whole. Thus, one of the current concerns is the study of social network usage, particularly among young employees in industrial parks (IPs).

KEYWORDS: youth, workers, social networks

METHOD*: methodology, observation, material analysis, in-depth interviews, referendum at Ha noi and Ho Chi Minh City industrial parks

1. OVERVIEW OF SOCIAL NETWORKS

Danah M. Boyd and Nicole B. Ellison (2007) state that social networking sites (SNSs) are services that let users do three different kinds of tasks: Within a restricted system, users can: (1) create a public or semi-public profile; (2) specify the list of other users they are connected to; and (3) access and peruse their friend lists as well as those of other users.

The management, provision, and use of Internet services and information on the network are governed by Clause 22, Article 3 of Decree 72/2013/ND-CP (modified and supplemented by Decree 27/2018/ND-CP dated March 1, 2018). This section states that: "SNSs (social networks) are information systems that provide the network user community with services for storing, supplying, utilizing, searching, sharing, and exchanging information with each other, including services to create personal websites, forums, online chat boxes; to share audio, images; and other similar forms of services." Additionally, Tran Huu Luyen and Dang Hoang Ngan (2014) established the idea of social networks as a grouping of people connected by bilateral or lateral ties.

The study of social networks is based on the interactions between individuals and communities, emphasizing human elements and their social context. A collection of connections among social elements, such as actors, is referred to as a social network. This type of social network is known as virtual when it is created and grown using online media. In this way, social networks may be seen as a kind of online service that links users with similar interests but distinct goals. Gender, age, time, and place boundaries become irrelevant when people engage in virtual communities.

From the perspectives and definitions of the two authors mentioned above, as well as the overall features of social networks, it is clear that: "Social networks are websites where users can create their own content to connect and interact with people through the specific functions of social networks." Direct phone calls, video calls, emails, videos, blog sharing, and editorials are just a few applications available on social networks. Social networks were developed to facilitate easier communication between individuals, and now hundreds of millions of people worldwide rely on them for daily needs. Through these sites, users may look for friends and companions using a variety of criteria, such as group names like school or city names or personal details like nicknames or email addresses.

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2. THE CONCEPT OF DEVIANCE

According to the psychology dictionary, "Deviant behavior is a framework of behaviors or individual behaviors that defy the accepted legal or ethical standards in society." Mistakes and immoral actions (theft, drunkenness, etc.) that are not yet punishable by law are the basic forms of wrong manners. Deviant behavior is frequently seen to be the initial step to unlawful behavior.

The general sociology textbook states that "deviant behaviors of an individual or of a social group that do not comply with the system of rules and standard values confirmed by the whole society" constitute a departure from social norms.

Deviant social conduct is defined by Luu Song Ha as follows: "Social deviance is behavior that deviates from the rules and social or group norms." Deviant conduct is related to culture and history.

Deviant social behavior is understood in terms of social norms and can be described as follows: "Behaviors that do not adhere to the standard operating procedures accepted by the organizations, or that are explicitly stated in written documents or through implicit definitions. Both good and bad effects may result from these actions." Deviance may be classified into the following classes based on its actions, degrees, and reasons:

Positive deviance is proactive deviation. It is an expression of an attitude or action that rejects a part or the entire system of rules, social norms, and current laws. Individuals or groups act consciously and intentionally.

Negative deviance (recession) is a type of deviation whose consequences have a more or less negative impact on society on a large or small scale. It is a change to unapproved, inferior, and inappropriate manners.
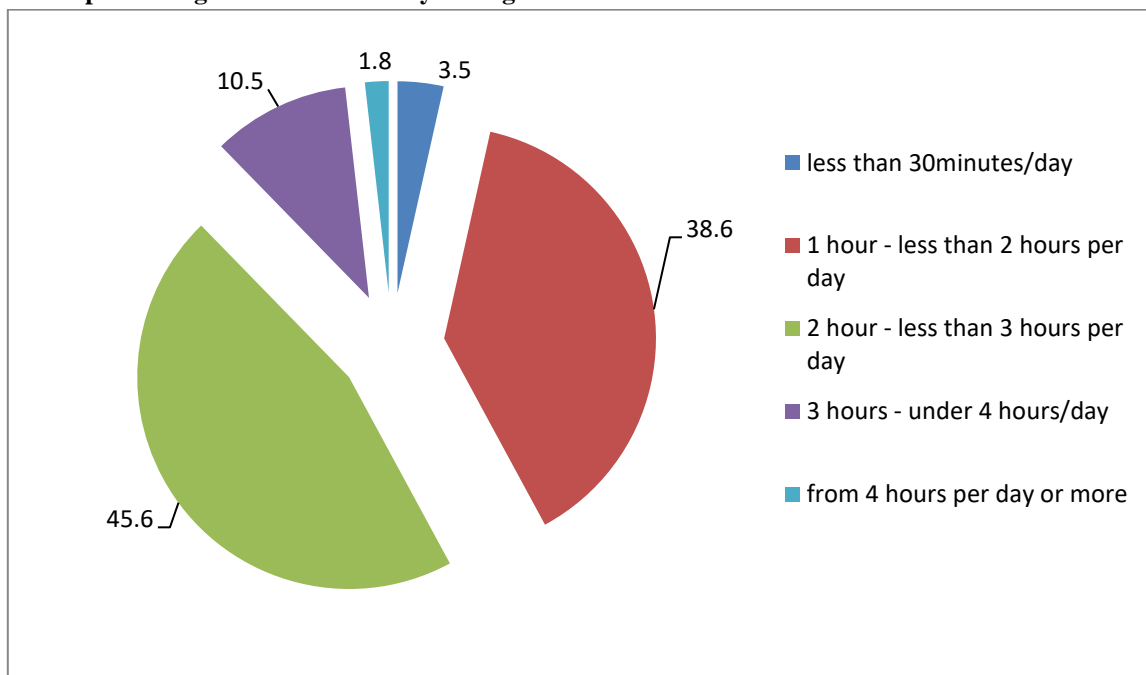
Individual deviance is individual deviant behavior that usually involves two individuals together. The form of abuse is considered common in personal activities and no person can rule out the occurrence of such behavior.

Organizational deviance or group deviance is a group of members acting contrary to the rules confirmed by society.

3. CURRENT SITUATION OF SOCIAL NETWORK USAGE AMONG YOUNG WORKERS

Electronic gadgets are becoming more common and play a key role in human life these days due to the rapid advancement of science and technology. They are created and gone through at an unprecedented rate. People are using cell phones every day, utilizing computers for constant work and study, or wearing headphones wherever they go at any time.

Table [1]: Time Spent Using Social Networks by Young Workers

Pie chart values: 3.5 (less than 30minutes/day); 38.6 (1 hour - less than 2 hours per day); 45.6 (2 hour - less than 3 hours per day); 10.5 (3 hours - under 4 hours/day); 1.8 (from 4 hours per day or more)

Source: Survey results in August 2023

According to the survey's findings, 45.6% of young workers' social network usage falls into two categories: those who use social media for one hour or less each day and those who use it for two hours or less each day. Relatively considerable consumption time is shared by a limited number of individuals. Fewer people utilize three to less than four hours per day and four hours or more per day. There are very few professionals who use social networks for less than half an hour a day. Nowadays, Facebook applications account for the majority of young people's social network usage. These are followed by apps like TikTok and YouTube.

"When I have free time after work, I surf social networks. Every day, I probably spend about 2 to 3 hours on average. Actually, due to the convenient conditions of the means I use, I use my phone, registering for a monthly service package from 120,000 VND to 180,000 VND. And that is enough to use the network comfortably"

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(Male, worker, 20 years old, Hanoi)
"I spend about 1-3 hours a day on social networks for entertainment and keeping in touch with friends. I often read posts, watch photos and videos from friends, and follow pages of interest. Social networks provide me with the opportunity to be updated on the lives of people around me and share my experiences.
(Female, worker, 22 years old, Ho Chi Minh City)

To "entertain" and "contact friends, and family, or update information about social life and friends," young workers nowadays commonly utilize social networks. They get relief from tension, mental clarity, and renewed vitality from these activities the next day. Likewise, social networks make it simple for young professionals to communicate via phone-calls, videos, or text-messages with distant friends and family members. In addition to updating everyone on the lives of their loved ones, they may share joyful moments and their own accomplishments. They can preserve and strengthen significant ties in their lives because of social networks.

4. THE IMPACT OF USING SOCIAL NETWORKS ON DEVIANT BEHAVIOR OF YOUNG WORKERS

Young workers nowadays engage in a wide range of social media activities. The kind of material that young workers are typically exposed to these days include: sharing violent, sexy, pornographic, or stolen images; stealing, abusing, protesting, and destroying factory machinery, swearing, and showing contempt or disdain for others; defaming, slandering, or disparaging the reputation of people, groups, or agencies; promoting bad customs, superstitions, or heresies through videos; extensively detailing acts of terror, murder, accidents; encouraging violence, crime, social evils, gambling, or serving gambling; information about illegal goods and services, to mention a few.

A lack of awareness and self-control is commonly seen by users who follow seductive and obscene photographs or videos on social media. Young guys may become less capable of reacting appropriately and distinguishing right from wrong due to the allure and enchantment of this stuff. A lack of understanding and accountability on the side of users is also seen when they utilize social media to examine photographs or videos of theft at work. Social media's growing ubiquity has made it simpler to uncover and disseminate pornographic content, particularly in today's quickly evolving IT sector. Some young guys may become excited by this, particularly if they are still experimenting with their emotions and sexuality. Young workers' usage of social media to see pornographic information is mostly fueled by social pressures and environmental factors.

Young men's opinions on sexuality and body image may be influenced by the overwhelming presence of seductive and pornographic images in the media and entertainment industries. To satisfy these needs and desires, this may cause people to look for and consume pornographic content on social media. Other important factors are psychological variables. Young males may look for sexual content on social media sites out of curiosity and a desire to experiment with sex. Watching this video may become addictive because of its thrill and stimulation, which encourages excessive viewing.

They could come under scrutiny from the police if they are interested in or share content about illegal activity, which is not only detrimental but also annoying. Additionally, disseminating information about thefts could cause fear and anxiety in the neighborhood, which may contribute to the development of an unstable and, consequently, unsafe living environment.

Communities are becoming more concerned about *Negative deviations* in young people's usage of social networks. Unhealthy social media influences young people's mental health as well as their social lives and family ties. This is a problem that must be handled and addressed quickly and completely.

According to the study method, young people's actions and behaviors are greatly influenced by their usage of social networks in addition to their deviant behaviors. The behaviors that young people engage in that lead to deviant behaviors are significantly influenced by actions that stem from seeing deviant information on social media.

First, the majority of deviant behaviors are associated with young people who have uploaded and shared content on social networking sites that incites riots, compromises security, and upsets public order. It is a major deviant conduct and a legal crime to post and distribute content on social networking sites that encourages rioting, compromises public safety, and disturbs law and order. These activities have major repercussions for the community and society in addition to having a negative effect on public order and national security.

Second, deviant behavior by young workers includes purposefully listening in on, recording, and illegally filming other people's conversations as well as publishing and sharing content online that breaches the privacy and confidentiality of others. Cybersecurity and online community violations of privacy and confidentiality constitute serious threats to society at large. Not only can this go against personal ethics, but this also breaks the law on the protection of personal information when someone intentionally records, listens to, or films someone else without permission. It is specifically illegal to upload and distribute something online that violates the privacy and personal information of others. This is considered a serious deviant action.

Positive deviance is defined as actions, perspectives, or attitudes that deviate from the norm while yet having a good social influence. Positively "deviant" people frequently serve as catalysts for societal advancement and growth. Young employees are starting to exhibit these positive deviant behaviors, which is a novel and exciting development. This is a symptom of how the

younger generation is changing in terms of thoughts, opinions, and way of life. They no longer adhere to conventional frameworks and instead constantly strive to innovate and create.

For many young people nowadays, sharing or commenting on pornographic movies is more than just endorsing and supporting the aforementioned pornographic behaviors (which are acts of disseminating events and content that should be discussed with their friends, family, and other close relations). positive deviance may include acts like leaving comments on offensive and abnormal content to voice one's thoughts and counsel the community on what steps to take to stay out of circumstances like these. A novel and exciting development among youthful employees is the emergence of positive deviance. This is an indication that younger people's perspectives, way of life, and way of thinking are changing. Comprehending this phenomenon and possessing the appropriate perspective will aid in the future growth of the younger generations.

5. CONCLUSION
Social networks, in general, are becoming more common and are significant in the lives of young workers, particularly when it comes to connecting, entertaining, and updating information. Social networks have a significant influence on how today's young workers live, communicate, and have fun. Social media has improved leisure time and fostered more interpersonal connections. Social networks may have certain unfavorable effects in addition to beneficial ones, such as encouraging young workers to engage in deviant and harmful conduct that harms their communities. To distinguish between harmful and unfavorable information, young employees must thus be able to filter it. Toxic and harmful content may be blocked, filtered, deleted, "reported" (bad), etc. on social networks with the use of basic IT abilities. Finally, while exposing oneself to material on social networks, students should be prepared with logical, analytical, and critical thinking styles.

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