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Impact of Social Media on the Indian Society

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ABSTRACT

Social media is also considered as the fourth pillar of the democracy. It's one of the best tools for gaining and spreading the knowledge. The social media is evolving and simultaneously having a greater impact on the society. Awareness plays the huge role in shaping the person's perspective, attitude and behavior of a human being. The essential for success for both planned and unplanned growth of people depends on the understanding the awareness of citizens of a nation. Therefore, rising awareness is necessary, and education is one of the key ways to raise this awareness among the people. Social media can also be used to create awareness of the social media. Hence social media can be considered as the potential tool for the social change. At present social media is becoming more and more important and also creates some significant problems for the society. Social media is becoming increasingly beneficial and productive and creating sadness at the same time. In this case studying social media and its impact on people lives is crucial and necessary. Before getting into the introduction, libraries are considered as important in the institution for spreading the knowledge throughout the society. The usage of social media in the library and educational institution is increasing and it is resulting a big change in the dynamics of the change in the society. This paper is to analyze the influence of social media on the Indian society and how it affects the people daily life.

INTRODUCTION

Since the beginning of the human life on the earth from that time to now there is a need of communication for every human being. The communication is not only the exchange of words from person to person or groups it can be in the form writings, paintings, scenes etc. earlier days there were a smaller number of communication methods but there is a significant change from the ancient time to present time. Since then, the communication and media have changed their form. Presently the most common form of media is now social media which impacts society both positively and negatively. Social media influences the people, changes their behavior, attitude, interaction and relationships. Web applications, online support is some examples of social media. People use social media to share their personal, social networking, social political, economic changes in the social media. The most commonly used applications are Facebook, WhatsApp, Twitter, Instagram, TikTok, LinkedIn, Messenger, YouTube, Twitter, Google Form and other commonly used applications.

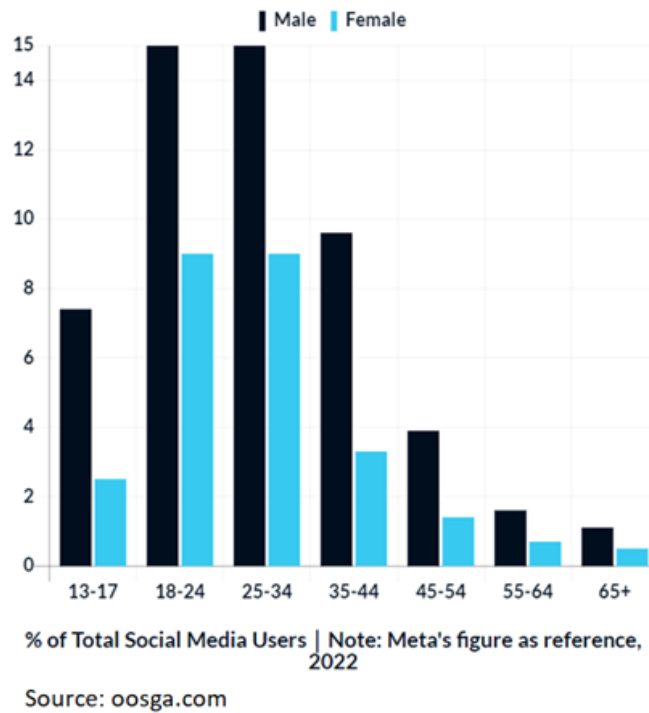
The 21st century have been the advanced technological world. Without the knowledge of how the people dependent on the technology, people solely dependent much on the technologies and advanced social media. Back then in the past there were different solutions for the different situations but now the people opt to choose use the technology as their top priority to find the solutions.

For e.g., days back to learn something people used to go to library and search for the books they need to gain the knowledge they need but now it can be achieved in the finger tips of every person using the technology. The time has changed a lot from past to now. The use of social media has been increasing in recent years and it is more providing benefits and also in some of the occasion it is also blamed for some of the instances. So, studying social media and its impact on the person's life is crucial and also essential. The purpose of this paper is discussed about the positive and negative impact on the people from the social media.

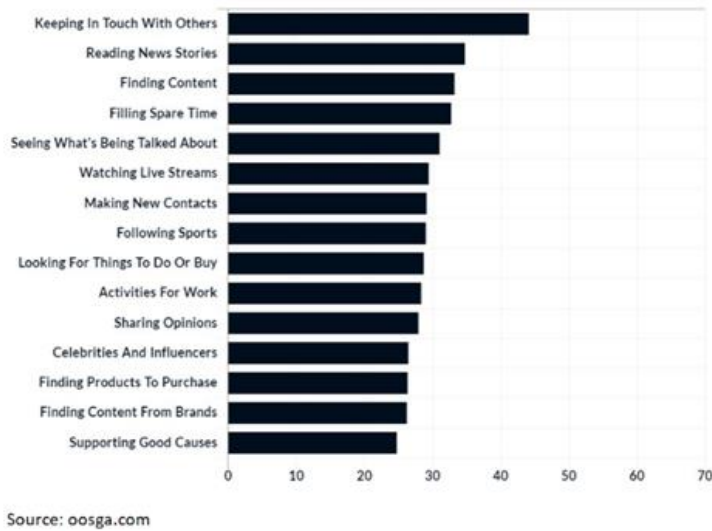
Social Media usage

Social media use is one of the most popular internet activities in the twenty-first century. Studying the fact that developing nations like India have not yet experienced the social media revolution is crucial. About 624.0 million people used Internet (Kemp, 2021). The internet is used by around 28.4% of india's population, or roughly 1.32 billion people. Only 10.3% of Indian internet users were active on social media in 2016 despite social media experiencing a growth rate of 26% from 2014 to 2015 (Yral Report 2016).

In a study it was predicted that 2.65 billion people used social media worldwide in 2018, and that number will rise to approx. 4.65 billion by April 2022, representing 58.7% of world's population (datareportal.com). now in 2023 it has achieved that landmark by reaching 4.8 billion number as of July 2023. With the 326.1 million users, India is slightly behind China in the list of social media users. This number was expected to rise to 447.9 million users by 2023 (statista.com). As of now 4.5 billion users' social media globally which is 56.8% of world's population. In this numbers the 93.33% are the active users and 99% people access the social media application through mobile (backlinko.com).



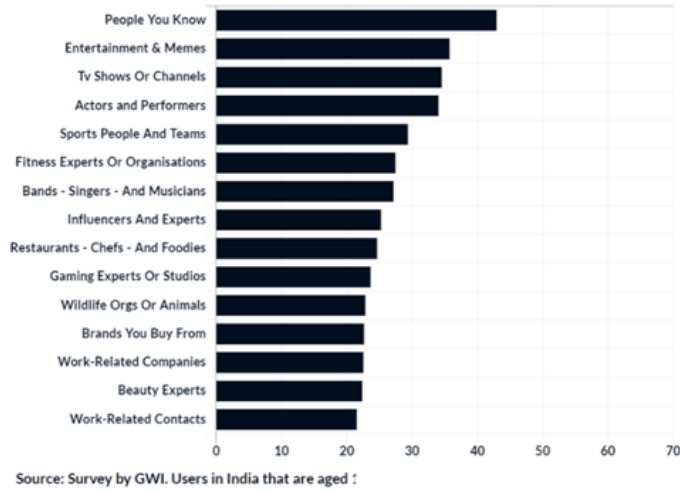
This study shows at in all the age group Male users are more than the Female users.



The above graph depicts the reason for the usage of social media.

Which accounts do users follow?

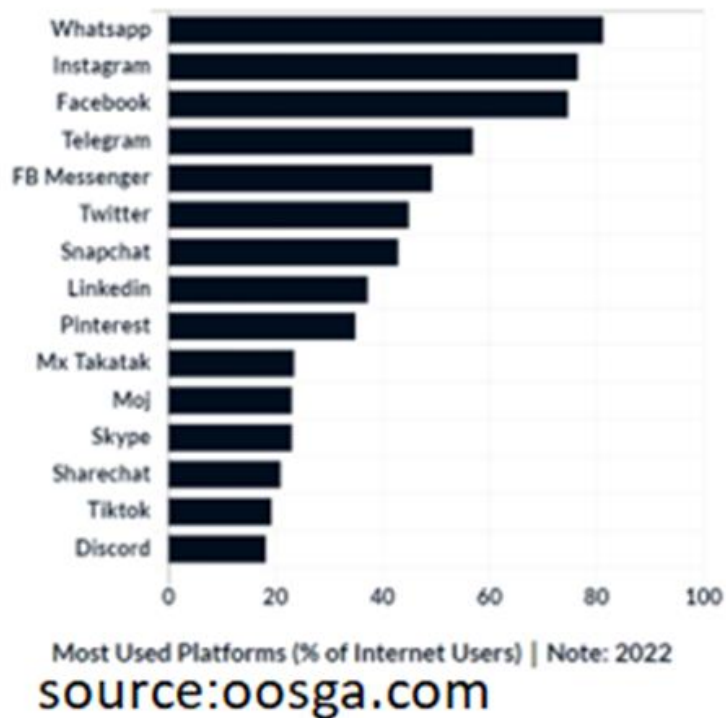
There will be a different reason for the people to follow the people on the social media. To study this a survey was conducted and the following results were:



Types of social

media

There are various famous social media applications like Facebook, WhatsApp, Instagram, Twitter and Snapchat. According to the study In 2022, WhatsApp is most used application in India.



IMPACT OF SOCIAL MEDIA ON INDIAN SOCIETY

POSITIVE IMPACTS:

Social networking is an integral element in the modern life. It helps to improve and enjoy life in a variety of ways, therefore benefiting both life and society. Social media has played a vital part in developing Indian society. The valuable effects of social media are:

Digital medium of communication: social media is a simple and easy medium of communication. It enables people to interact with the people they need. It lets us to talk with the people who are very far from us.

Reduces time for communication: there are many traditional types of media like post, telegram which takes days together to deliver the messages whereas now the same messages can be delivered within the seconds by a click. It plays an integral part in reducing time over the distance and make the communication faster and efficient.

Increase in interaction and relationship: social media helps to engage people virtually among people and communities. It also emphasizes the social interaction between individual and communities. These relationships are doesn't have any border limits.

User identification among groups and peoples: nowadays people started to post things about activities, job, vacations, food and many other things. By this they are more likely to receive attention from their friends and family. People will also encourage if it is fascinating. And they start to share their post with others and that's how the photograph and video gets start to get viral in the limited period of time and they get famous and easily identified in the social media. In any social media it is identified that like and commenting on the post or the content it is called as the type of social exchange in Indian culture (Samajik Vyvhar).

Social Media as a news media: social media is used as to spread and get the news. In a short amount of time, it might spread the news. The news may spread rapidly over the world via social media. People use social media to fight against any crimes, cause, corruption and other irregularities in the nation. People try to connect the news to the concerned department to take action against it.

Tool for creating awareness: people use this platform to raise the awareness for a certain cause and issues in the society and also, they seek to get helps for the issues such as, injustice, fighting, corruption, raising fund for the cause of natural calamities. It also creates opportunity to people to speak out against any injustice and inequality. Creating awareness in the society is essential for the humans as well as for the nation. People who are aware of all the rights and responsibilities always try to help in the different ways. So social media tool plays a vital role for creating self-awareness. As a result, Social-Media is a strong tool for creating/increasing the awareness and current happenings in the world. The only draw is it can mislead the information by spreading the fake news which can harm society.

Less Expensive Instrument: Using the social-media is vey simple also very less expensive. There are many most commonly used social media platforms. All are simple and less cost in sending in any messages to others who are geographically separated. People can also share the images, videos and stickers apart from messages. Even the Business person also use these options to send any photograph or videos of the products to their clients at a reasonable cost across the India and world.

Social media as a social change agent: societal media is a force for change in society. It aids in bringing injustice and inequity in society to public attention.. The caste system is peculiar to Indian civilization. Individuals in the upper level of society might discriminate the low-caste especially in the rural regions. Earlier they were unable to express the exploit against the exploiters due to low support and standing. But now its not the case as social media has given that void and chance for the people to express themselves. This brings the issue in the public attention and people will be seeking action against violators. Social media allows them to share nation wide without loosing any money. They have all the rights and permission to publish the photos/ videos of any related activity. Ina matter of minutes the whole world gets the news of the case and demand for proper action. As a result social media acts as a catalyst for the change in Indian society.

Social media in marketing and business: it has a tremendous impact on business development. It also has an impact on consumer market as well. There are several companies who does branding and advertising on social networks to draw customers attention. Now brands also have the official pages on the different social media markets. In order to retain the demand and interest of people in the market, social media helps businesses to identify themselves and grow increase their customer base. Every brand will be active in all the social media today, they are effectively gaining the trust of their customers.

Social media as a tool for education purposes: social media helps people to save their time and also gives them the materials they need without going outside. With the rise in the usage of social media they are less people who visit physical library to get the information they need. It also helps people to communicate with great mind also create opportunities to exchange some words with them and gain knowledge from them. In this world accessing to the sources may find difficult due to financial conditions of people. There are many academic events like webinars and conference which are held in social media which makes people to participate to them easily and also gain knowledge about them at lower cost. By using the social media, the live sessions and recorded session can be made by sitting in the home. This technology and features of social media is surely a benefit for the people who is eagerly to gain knowledge. Some people get connect quickly with what they see on social media and share their interests. By seeing this the people develop similar interests who is from far place. So Govt, non-Govt organization, brands, institutions and other businesses use social media to expand their customer base.

Social media is the platform for exploring the information about entertainment, knowledge in a different type of field and also to share the opinion of the individuals to other people. Now it has also become a wonderful area for the marketing. People are able to communicate ideas and information. (Abbas, Aman, 2019). Social media doesn't consist only positive impacts. Some times it leads to negative impact and can influence people negatively.

NEGATIVE IMPACTS:

Like every coin has two sides, even social media can impact positively and also negatively on the society. The negative impacts are:

Excess of Information, scams and privacy insecurity: there are many issues of excess of information which aren't reviewed and verified. Internet fraud is a prevalent and ongoing issue. Due to the fact that most frauds are carried out from remote areas it is impossible to investigate them. Information of others can be used to misuse by fraudsters. People have relatively little technological understanding, making them vulnerable to such invasions. As a result, there are more instances of cyberbullying, online harassment and trolling (Abbas, Aman, 2019). However, many websites now incorporate a variety of security safeguards. Despite this there are many frauds which are occurring every day.

People privacy is a concern for everyone due to social media platforms becoming open source and allowing anyone to use them. To get around this restriction, business are continuously working to protect the users Data by implementing efficient safety features.

Increase of Fake News: There are many web sources and platforms which are overflowing with the data every day, Since the only cost for using the social media for the users is the internet access other than that the social media are free so people react to all the post and that makes to trend the fake news within an hour or a day. People quickly likes and shares the post which they see than verifying it. The cause of this situations is the because of the absence of legal authority on social media. Experts always suggests people to examine before sharing or posting the sensitive content in the online networks.

Emergence of revulsion: India is the diversified community where all the people have the rights to exercise their social culture activities. Sometimes people express their resentment at a particular view by abusing others. Its effects are vey unpleasant and might cause a big conflict among groups. Any comment can be spread rapidly in the social media without any evidence. As a result, social media disrupts the calm lives of ordinary people and spread rumors.

Decrease in Physical Social Relationship: In the modern world the life has been very fast. The fact that economic motivation in society explains their intense involvement in their employment and labor. People in Indian society had a habit of participating in social events and social relationships. But now social media have decreased the social engagement between the people. The lack of physical engagement weakens the social relationship.

Spontaneous Emotions: people express their feelings and emotions quickly in the virtual environment. People's feelings are quite impulsive. People start resume their normal day to day work regularly after exiting the social media. This shows that people have not been true always. That is why people say that he/she may have thousands of friends in social network but none of them fulfil the gap of the one or two person who they need in life. As a result, there is no such social relationship that can give a better support against stress, loneliness.

Insecurity and dependent on others: it is been known that many people got scammed in the social media like online threats and fraud. People are addicted to these platforms over a period of time. People always live in virtual world and forget to live in the actual world and they fail to give the attention to the people they really need. People damages their relationships with their closed ones because of the conflicts withi9n them. The internet relationships are purely imaginary as no one are going to support it. It causes the inequality in the daily life in the society. In this world people are not independent. They rely much on the others to get over the tiny works. Social Media also increased the online services and social relationship.

Diminishing in Culture and Values: India is one of the countries which has a rick culture and values. Social media has shortened the physical gap between people and groups. It has reduced the humanity inside the people and it had reduced the exchange of communication and cultural values. The Indian culture is under a threat due to less physical relationships between peoples.

Transformation from Books, Movies, Television, Book Reading: people are utilizing the internet in a very large significant number. People spend their time in reading, watching videos and enjoyment of social content. TV, Radio and other media have been used for the entertainment purposes and news. Now most of the news highlights go viral in the social media websites. Due top growing in the internet interest and usage individuals are getting less interest on reading the books physically.

Everywhere the digitalization is happening. Everyday the people are incorporating the internet into their daily lives. Online materials are easily available to people than the physical ones. As a result, people priority in choosing the physical books, newspapers are decreasing due to quick availability in the internet sources.

Decreasing the creativity and efficiency of people: Nowadays all types of news have been shared on the social media. If any people get any new information, then first thing, they do is posting in their social media channels. This information can be sometimes a false. This spreads and can misguide many people. It has been true that many people have became lazy and reduced to show their creativity as they have no time to concentrate on their skills and creativity as people is always busy in scrolling the feed in the social media as it grab the people attention towards them. People have no time to think for a moment over the information which they are sharing. Due to this many people get harm and they have been disrespected due to lack of knowledge.

Rise in psychological and personal problems: social media is just only the virtual platform which enables the people to connect and can interact among them without the matter of distances. But now it is a trend that families who are geographically separated communicates via social media. Even they can have face-face interaction but not physically. This technology is separating the people to gets physical connection. As we know that India is a country which is known for its rich tradition and cultures where social activities are dependent on direct human contact. Due to this people may feel alone and stressed out.

People are getting addicted to social networking platforms, It can lead a harmful Impact on people. People stopped to concentrate on their goals, profession, business much. They waste their valuable times on being online in these websites. All the people need is response, likes and comments for their posts it can lead to physical and mental health issues. People without anyone on their surroundings feel lonely and they experience these many psychological problems. In Simple terms it has the serious negative impacts on the physical and psychological components.

Negative aspects of social media tool in education: in this era, there is a lot of anxiety about the reliability of huge quantities of content and data. Fake news and information spreads very quickly. According to the recent study experts says that excessive usage of social media negatively impacts on mental health more for the children. Daily people come across many news and its visuals in the form of photos and videos posted in the social media. This can help the people to lose the confidence in them regularly. There will be many occurrence-like murders, suicide events. Some people can get fear by seeing all these stuffs. Likes and Comments disrupts users' mental tranquility. Therefore, social media use can have a serious effect on users in the education sectors also. People started to use different websites to gain the information by this people can get psychological disorders, sleep deprivation, anxiety, bad health, eye pains. It decreases the face-to-face connection and for social learning from the wider community.

It can be an entertainment tool but it is also an exploitation weapon. Users who use social media to create content for free spend their time without worrying about their future as they can invest in anything else for their financial returns (Fuchs, 2021). It might be challenging to understand and use of social media platforms for libraries. Using social media is due to reduce the time, substituting the physical hard work, as it is hard to train the staff. Excessive usage of social media has reduced our capacity for knowledge retention, calligraphy, creativity, researching abilities, and critical thinking (Abbas, Aman, Nurunnabi, et al. 2019). Users who often check the accounts of social media have been a huge distraction in their life. It is a waste of time and lack of focus at work/education.

USE OF SOCIAL MEDIA:

Duty and Responsibility of social media: A society has important obligations and responsibilities. People have a history of emphasizing and attempting to adhere to societal control and censure. However, people have far less time to engage with society in the global and digitalized world. Social media plays a crucial part in the socialization process as a result. People from all around the world may connect there. They may benefit from information technology, and social media platforms offer inspiring and motivating content to a worldwide audience. It also gives people a platform to interact with the outside world through their actions. In order for readers to learn from and use the information to the benefit of society, a user must provide both positive and negative aspects of their articles.

Facts and Emotions: Since a person's mental state can change quickly, social media information is never reliable. As a result, we need to use social media with extreme caution. A person's reputation might be damaged by false information and pointless news, which will push them into the shadows. For us to be more conscious of the shortcomings of social media, we need to have strong emotional control and patience. In users' life, emotional stability and balance are crucial.

CONCLUSION

Social media is a powerful instrument for bringing a social change. All the countries in the world always aspire to develop. Social media may contribute responsibly for the progression of the country. Social media has the ability to touch the numerous aspects of society. Whether it can be social, economic or political. Social media is like everything now. It has both the advantage as well as disadvantages. It all depends on how the people use it as their strength and weakness. Social media is worth due to its worth information it provides but on the other hand if the usage is not goal-oriented then it impacts negative effects like time loss, sadness and stress.

Every social media user has to be aware of both good and bad effects of each platform they use on both individual and at the level of society. Social media's importance in society cannot be understated just because it has some drawbacks and negative impacts. As frequent users its users responsibility to be aware of these benefits and drawbacks. The basic principle of society, social connection and social solidarity should not be disturbed by the use of the social media. So, on the basis of discussion from the above paper the suggestion steps we can take are:

- There can be some awareness campaign can be conducted to make the best usage of social media.
- Some companies should work for creating more security features to avoid any data leakage in the social networking platform.
- To safeguard citizens the government should establish a legal framework and cyber-crime penalty guidelines.
- Gender issues should be taken in consideration as many women have been undergone many harassments, scams.

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