Impression of Social Media on Civilization: A Journal Study

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Abstract: *This present paper discusses the social media usage by the various population of civilization in India based n recent reports. Today, the use of the Internet by the general population with Facebook, Whats-Up, Instagram, etc. has increased significantly, ultimately impacting job performances and indeed social personal relationships. A detailed study is presented of how social media use in civilization has increased and as a byproduct of its usage, Stress is increasing in people's minds and stress addiction is increasing.*

I. INTRODUCTION

The increasing growth and popularity of social media has created a new era of collaboration and communication. Social media is an online interaction site where people interact to build, share and change their idea and comments regarding any information. Social media contains a wide range of online communications including blogs, company-sponsored discussion boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, moblogs and Social Networking Sites (SNSs). In short, social media can be classified into five groups, which include blogs, SNSs such as Facebook and Twitter, communities' content such as YouTube, collaborative projects like Wikipedia, and virtual worlds like Second Life. Engaging in various types of social media has become essential activity for most people and research has shown that such activity is beneficial as it enhances communication, social connection, and even improves technical skills (Ito, Horst, and Bittani, 2008).

More than a billion people around the world connect, network, create knowledge and wisdom, collaborate and contribute. Young people, especially students, also use social media as a platform for finding new information and connecting with friends. Despite the importance of social media, it also brings disadvantages for those who abuse this technology.

Facebook, Twitter, Instagram and YouTube are the typical examples of social media sites. These social media sites are important part of students' lives and are often accessed multiple times daily (Junco et al., 2010). Over the past years, social media have been transforming how individuals, communities, and association create, share and seek information from each other. Most of the students also have become so familiar to social media that the types of communications, self-expression, community building, and other forms of online engagement are now parts of the only reality they know.

In today's world, social media plays a vital role in influencing our culture, our economy, and our global landscape. SM & SNS sites allow students groups interests such as: Students work on collaborative group projects outside of class. Encourage creativity and collaboration with a wide range of commentators on a variety of subjects including education, business, politics, race, health and relationships. Despite the many benefits, it makes it easier to connect with friends and family online. You can connect with the world and overcome borders and cultural barriers.

OBJECTIVE OF THE STUDY

Considering the current trend of usage of social media the main objective is to check the cause and effects of increase use of social media.

• To explore the impact of social media on people's relationships, especially family and friendships.

CURRENT SCENARIO

One of the most popular social media sites, Facebook has 2.9 billion users worldwide, nearly one-fourth of the world's population, who understand, learn and share information instantly. It is useful for Social networks have removed all barriers to communication and interaction, allowing us to share our perceptions and thoughts on various topics. Students and professionals have the opportunity to exchange and communicate with like-minded people and to solicit their opinions and opinions on specific topics.

Another positive effect of the social networking site is to unite people on her one huge platform to achieve a specific goal. This is very important to bring about positive change in civilization. Social media is used to capture memories, learn, explore, promote you and make friends. For example, they argue that communication via internet-based services can be more private than real life.

According to research conducted by Pew(2011) Internet Research and described in Lee Rainey and Barry Wellman's Networking: The New Social Operating System, "connected individuals" are has been shown to be likely to be active in Content creation and the number of "connected individuals" has increased over time.

These are some of the content creation activities that networked individuals take part in:

1. Writing material, such as text or online comments, on a social networking site such as

2. Face-book: 65% of Internet users do this

3. Sharing digital photos: 55%

4. Contributing rankings and reviews of products or services: 37%

5. Creating "tags" of content, such as tagging songs by genre: 33%

6. Posting comments on third-party websites or blogs: 26%

7. Taking online material and remixing it into a new creation: 15% of Internet users do this with photos, video, audio, or text

8. Creating or working on a blog: 14%

Another survey conducted (in 2015) by Pew Internet Research shows that the Internet users among American adults who use at least one social networking site has increased from 10% to 76% since 2005. Pew Internet Research illustrates furthermore that it nowadays is no real gender difference among Americans when it comes to social media usage. Women were even more active on social media a couple of years ago, however today's numbers point at women: 68%, and men: 62%.

India had over 700 million active internet users aged 2 years and above as of December 2022, according to Nielsen's India Internet Report 2023. Of these, rural India accounted for 425 million users, which was almost 44% higher than the number of active internet users in urban areas, with 295 million users.

The report showed that rural areas outperformed urban areas in terms of growth, with a 30% increase in the number of active internet users compared to urban areas' 10% growth. Female active internet users grew by 27%, whereas male users increased by around 18%. Additionally, the report found that the lowest population strata of below 100,000 towns and rural areas were the highest growth drivers.

Nearly 90% of internet users were daily users. The gap between urban and rural narrowed compared to the previous year, with 93% of urban and 86% of rural daily users using the internet daily.

The report also found that there were over 450 million smartphone users in the country, with video watching and video calling being the top two online activities among those aged 12 and older. Digital news also saw significant growth, with nearly one out of five Indians watching digital news now, a 20% increase from the previous year.
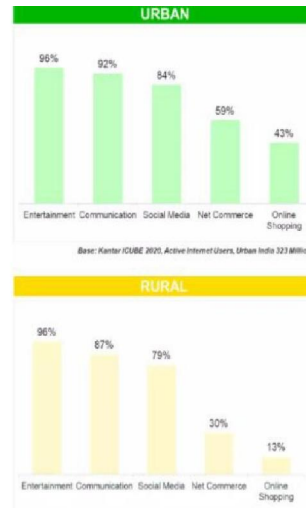
There were 467.0 million social media users in India in January 2023.

As per a recent report published on www.economictimes.indiatimes.com on 16th March 2023, which says that, rural India had more than 425 million internet users, a whopping 44% more than urban India, which had 295 million people using the internet regularly, according to a report by Nielsen. The report titled 'India Internet Report 2023', also mentioned that nearly half of rural India was on the internet, with strong growth of 30%, and more headroom for growth in the future.

Internet and mobile users projection as per IAMAI-Kantar ICUBE 2020 report. "By 2025, rural India internet users numbers shall overtake the in urban India internet users. Given this, the digital ecosystem will need to evolve to address the specific needs of this emerging demography. Vernacular, voice and video will emerge as game-changers for the digital ecosystem over the next few years," Biswapriya Bhattacharjee, executive vice president, Insights Division, Kantar.

Source: Kantar ICUBE 2020 report

The report further goes in deep research and mentioned that the ratio of male to female active Internet users is almost the same in rural and urban India. About 57% of active Internet users in urban India are men and 43% are women. In rural India, 58% of active Internet users are men and 42% are women.

As per Kantar-ICUBE 2020 report, the findings suggested that about 96% of users access the internet for entertainment, while 90% use it for communication and 82% to access social media platforms. About 45% have made some form of online transaction and 28% regularly shop online. That said, both these activities are far more common in urban India. Other key activities include video streaming, gaming and learning.

ASPECTS OF SOCIAL NETWORKING

There many features about the social networking. It provides many positive aspects but equally many negative aspects too. Few of the social networking sites available are Instagram, Facebook, Twitter, LinkedIn, and Pintrest. sSome of the positive aspects of social media are listed in table 1 and negative in table 2[AkashdeepBhardwajet al.2017]

Table 1. Positive effects of Social media usage

Education Benefits	➢ Students and their mentors use social media to do collaborative assignments or project. ➢ Social media such as Pintrest provide students creative ideas and plans for their projects. ➢ Social media acts as an educational resource, for example you tube through which the students as well as their mentors seek information.
Politics	➢ Social media have increased voter participation. Most of the youth have voted seeing their friends post on Facebook. ➢ Online sites provide social movements in quick and cheap manner.
Job Opportunities	➢ It is a great platform for marketing purpose ➢ Social sites have created thousands of ways for online job and income avenues. ➢ According to search, 89% youth have been recruited through LinkedIn, 26% through Facebook and 15% through Twitter.
Awareness	➢ Most of the youth get their news via social media. ➢ It is been noticed that information spread faster on social media than any other medium. ➢ Social media sites inform and empower people to alter themselves and their communities
Social benefits	➢ 68% of teenagers say that social site have helped them in their difficult times ➢ 57% of teens believe in making new friends on social media.

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Table 2:- Negative aspects of Social Media[AkashdeepBhardwajet al.2017]

Lack of privacy	➢ Most of the youth share their personal details socially, without even reading the privacy clauses carefully. ➢ Many of the insurance companies take information from peoples profile for targeting advertising. ➢ According to search, most of the cyber-crimes begin by hacking personal details through social media.
Users vulnerable to crime	➢ Sexual predators realize, stalk, and assault victims through social media. ➢ Social media also provide a platform many of the cyber-attacks such as hacking, identity theft. ➢ Unauthorized sharing and infringement of copyright threatens belongings and causes loss of financial gain
Social Detriments	➢ Many children suffer from depression due to less time spent with people face to face. ➢ Spending time more online have higher risk of getting attacked by brain disorders and poor social skills.
Waste of time	➢ When there is a new tweet or a post on social, it takes nearly half an hour for returning to the original job. ➢ 20% of youth spent time on social media than with their parents.
misinformation	➢ It been noticed that rumors and false messages spread faster on Social media than any other medium. ➢ Seeking health advice or self-diagnosis can be dangerous and also life threatening.
Detriment to work	➢ Social enables students to cheat in assignments. ➢ Employee's productivity is harmed because of social media. ➢ Research also mentioned that students surfing social media while they are studying, secured 20% lesser grade than usual.

REVIEW OF LITERATURE

Dhiman, D. B. (2023) The researcher compared the ups and downs of the usage of SNS and New media and concluded that, these are just some of the many issues and challenges that are associated with new media, and it is important that we continue to work together to address them in order to ensure that technology and digital media are used in a responsible and sustainable manner.

Dr. Sukriti Chauhan and Shireen Yachu, (2022).Young Indians' mental health and social media usage are being studied. Systemic and current concerns with social media regulation must be addressed, especially when limiting access for pre-teens. Young people between 18 and 24 spend so much time on social media apps—Facebook and Instagram alone have

97.2 million and 69 million users in India from this age group, respectively. Continuous use promotes exposure to dangerous information, behavioral changes, inferiority feelings, and cyber bullying, all of which affect mental health and can lead to problems.

Dhiman B (2019) Several factors contribute to addiction and overuse of new media. One is the constant availability and accessibility of these technologies, making it challenging to disengage from them. Another is their instant gratification, which can make them highly rewarding and reinforcing, leading to a desire to use them repeatedly.

Bhardwaj, A., Avasthi, V., & Goundar, S. (2017). Concluded that the Social Networking patterns shown by people in the study are largely consistent with those recorded in previous research studies with respect to impact of popular social media sites on Indian culture and the extent of the use, purposes, mode of access when using these sites. The author also reviewed benefits of the social networking sites in culture development, building self- identity, developing relationships and acquisition of social, communication, and technical skills.

Mittal et al. [2016] analysed the effects of online shared sentiments of emoticons, interjections and comments extracted from posts and status updates. The authors also conducted a survey on the responses on the World Wide Web as an extensive large virtual space with users sharing and expressing views and opinions. Communication with the known and unknown residing anywhere on the globe at any point of time with the consumers being influenced by the social media whether intentionally or unintentionally.

II. CONCLUSION

In summary, despite the positive benefits of sharing information quickly, social media gives people the opportunity to form false identities and superficial connections that lead to depression. In this study, I explored the damage wrought by this new uncensored and uncontrolled medium of communication. Unless we take responsibility for understanding social media and ensuring that its impact is always in line with what is happening in the world, we will all face a gradual disintegration of social cohesion and a shift away from traditional value systems. exposed to destruction.

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