



The impact of social media communication on society: A study on India

Dr. Balbhadra Prasad Dewangan

Principal & Head, Department of Economics, Ashoka College, Sarangarh, Chhattisgarh, India

Abstract

The researcher has emphasized how individuals utilize social media in general in this study report based on observations. The researcher has offered suggestions backed by pertinent reasons regarding how social media might be utilized in a creative and constructive manner for the good of both individuals and society as a whole, while also elucidating the methods of social media use. The researcher has also talked about how some people with a negative mindset utilize social media in a clever and dangerous way.

Keywords: Social media, communication, india, artificial intelligence, creativity, risks, communication, cybercrimes

Introduction

The age of digital technology is upon us. Social media is now widely used for communication worldwide. The days when people communicated by sending letters and post cards are long gone. According to research, there are a lot of people using social media worldwide, but particularly in India. The researcher presents his case in this study paper by first outlining various social media usage patterns and then offering proposals to turn social media into a tool rather than a liability.

Major players

There is a vast array of social media programs accessible for usage, but when viewed broadly, particularly in the Indian context, we see that some are far more widely used than others. The main participants in the industry, Facebook, What's App, Twitter, Instagram, and YouTube, are utilized by millions of individuals for various objectives.

To impress or to express

These are the two main categories under which users serve social media material, among many additional objectives. Our social media accounts, particularly Facebook and WhatsApp, are teeming with information when we get up in the morning. The majority of the material is completely pointless and superfluous. People have made it a habit to send anything to their network without considering its usefulness or the significance of the information for other people. It is OK if someone posts quality material sometimes or on significant days, but it gets rather annoying when individuals have made it a practice to say good morning and good night every day. Unfortunately, there is nothing you can do about these posts. One important issue that must be underlined is that even highly educated people make careless blunders. It has been noted that people upload nearly useless stuff on social media in an attempt to attract attention and impress others. There is a ton of such video on YouTube. Almost every day, a large number of YouTubers share their food, activities, travel destinations, and other wasteful stuff. The fact that people follow, like, and subscribe to channels that are nothing more than a waste of time and effort is really odd. Using social media as a trash can without considering or caring about other people is what this type of movement is all about. The similar pattern may

be seen if we look at what people share on Facebook and What's App. It has a lot of pointless forwards. A lot of individuals frequently share pointless personal images online. Such articles might occasionally feel novel, but if the same pattern is used frequently, it can become annoying. On this premise, one may object that it's not required to view every post. The reader's personal freedom determines this. However, since it is a complete waste of time, skill, and energy, the argument is not just about other people but also about oneself. There is a prevalent pattern among these social media sites: an excessive amount of information that has been shared by many users and belongs to someone. One is astonished by how much knowledge is physically dumped over people after reading such quotes and lengthy letters. On these networks, a minuscule percentage of users produce original content. People have made it a habit to share pointless information on these social media sites, which is the worst aspect of the system. It is well known that incomplete knowledge may be extremely harmful. We see a lot of individuals posting videos that are completely garbage and created without any real research, especially on YouTube. Many gamers publish videos with incorrect material even when they lack the requisite understanding of that field, such as politics, music, etc. Although India is a vast country, many of its regions are situated in isolated, rural areas. Many amenities, such as competitive lessons and music instructors, are unavailable in these places. Therefore, younger pupils of this kind may be affected by YouTubers who present their videos in a professional manner. If a student who wants to learn a musical instrument tries to learn it from a dumb YouTuber, his foundational knowledge of music will stay incorrect, and he will squander many of his valuable years learning pointless material from professors who are both incorrect and redundant. Expressing oneself is a fantastic creative endeavor that brings delight and inner satisfaction. There is nothing wrong with enjoying someone else's happiness when they produce something new, such as a poem or artwork, or when they accomplish something noteworthy in their lives. However, if this type of behavior is consistently displayed without any noteworthy or important substance, it indicates a lack of depth in the individual's personality. Since these kinds of actions are typically committed by our loved ones, many remain silent. Therefore, many would

rather remain silent than leave comments on such blogs in order to prevent needless conflicts.

The use of profanity on social media platforms is one of the main issues that is being noticed these days. Many people use unparliamentary language on social media sites when they disagree with others, especially when it comes to politics, rather of properly expressing their opinions. Such verbal exchanges are common on Twitter and Facebook. Nowadays, every member of the family watches social media. However, some people use their social media platforms to share offensive and pornographic information, which is bad for mankind. The development of artificial intelligence has presented mankind with a number of difficulties. The introduction of really high-quality AI websites has caused a radical change in how people think. This is particularly noticeable among the younger generation. They prefer to employ artificial intelligence (AI) to find the answers to their problems rather than human brainstorming. It is noted that many You-tubers have produced really powerful and striking video by utilizing a variety of AI technologies on social media sites. Conversely, a large number of users on social media networks have created offensive, obscene content using AI techniques. It has been noted that some people have altered the appearance of celebrities and defamed them by using deepfake and other technologies. There is little doubt that this goes against societal standards. These days, individuals have begun using AI to create music and other audiovisual material for social media, which sometimes stifles human originality. A youngster or student who has been utilizing AI tools at a very young age will become very reliant on them, which is quite risky for the development of the students' creative ability. As a result, all academics and humanitarians must figure out how to address the pressing problem of artificial intelligence, which has been presenting several risks to the next generation. Although technology provides numerous benefits, there are also many risks associated with it. The growing incidence of psychiatric disorders brought on by overuse of social media and artificial intelligence is a serious issue that has to be addressed.

The researcher makes the following recommendations in light of the aforementioned explanation:

1. What we see, read, and observe shapes our thoughts. This is a point that every reasonable person should consider carefully. He is more likely to refrain from posting pointless content on his own social media accounts if he can fully comprehend the meaning of this statement.
2. One needs to understand that since we use smartphones, we must become smarter. Individuals are not dustbins to be thrown over. As a result, one should develop the practice of pre-checking before submitting anything.
3. As times change, it is only normal for our communication style to evolve as well. As a result, we must adjust to these changes more intelligently without compromising our happiness and mental calm. We should also be smart enough to understand that others feel the same way. As a result, each individual must determine how much time he should spend on social media.
4. Humans are sophisticated creatures. We are all born and raised differently. As a result, people have different ways of thinking. Therefore, having different

viewpoints is perfectly acceptable and should be viewed as such. Extreme criticism must be avoided while communicating on social media. Instead, one should use suitable language to convey his differing views on a certain issue. At all costs, one should refrain from using profanity.

5. It has been noted that people frequently make phony Facebook profiles. One should stay away from it as it is more detrimental to the individual who creates such accounts than to others.
6. People of all ages, from the very young to women and the elderly, utilize social media sites extensively. Therefore, it is not appropriate to share any excessively offensive or obscene stuff on social media.
7. Social media is a fantastic way to display your artistic abilities. As a result, anything innovative or very unique may be shared on social media sites like Facebook and YouTube. Numerous anecdotes on YouTube demonstrate that your work may be recognized both locally and internationally if it is unique in both substance and presentation. There is a good potential that individuals from all around the nation may utilize your unique poetry or welcome song on different occasions, which will demonstrate your skill.
8. It is definitely forbidden to waste memory on other people's mobile phones and to say good morning and good evening every day.
9. Security holds great significance. As a result, one has to be on the lookout for scammers that request money or extremely private information.
10. It's best to refrain from sharing really private images on Facebook.
11. It should be possible to recognize information created with AI techniques. As a result, it is imperative that everyone be informed about the many cybercrimes committed with AI tools.

Conclusion

The researcher has therefore methodically presented and expanded his article on what one should do and what one should avoid when using a mobile phone through the explanation above. Furthermore, he has underlined that it is imperative that everyone who uses social media platforms for communication, entertainment, or digital marketing stay acutely aware of the various tactics and strategies used by scammers to defraud unsuspecting people, as technology is a double-edged sword.

References

1. Boulianne Shelley. "Social media use and participation: A meta-analysis of current research." *Information, communication & society*,2015:18(5):524-538.
2. Carr Caleb T, Rebecca A. Hayes. "Social media: Defining, developing, and divining." *Atlantic journal of communication*,2015:23(1):46-65.
3. Kaplan Andreas M, Michael Haenlein. "Users of the world, unite! The challenges and opportunities of Social Media." *Business horizons*,2010:53(1):59-68.
4. Miller Daniel, *et al.* *How the world changed social media.* UCL press, 2016.
5. Whiting Anita, David Williams. "Why people use social media: a uses and gratifications approach." *Qualitative market research: an international journal*,2013:16(4):362-369.