

ROLE OF SOCIAL MEDIA AND ITS IMPACT IN THE PRESENT INDIAN SCENARIO

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ABSTRACT- Social media plays a huge part in our modern lives. Social media is a forum for citizens to analyze concerns & perspectives. Social media is among the simplest ways that involves newspapers that social media platforms such as facebook, Twitter, Google+, respectively. Before understanding the aspects of social media, social media offers a forum for conversations for such topics. This paper explores the influence of social media on policy, customer & business, which will address all facets of social media with positive & negative consequences. Emphasis is on a particular area, such as industry, education, community & youth. In this article, we explain how such media can have a large influence on society.

KEYWORDS- Social media, Role of social media, Impact of Social media

INTRODUCTION

Social media is a form of internet media that accelerates discussion as compared to conventional media that provides information but will not enable readers / viewers / listeners to partake in the production or advancement of material. There is a broad spectrum of social networking, spanning from social network platforms like YouTube, Twitter, Facebook, Whatsapp, LinkedIn, respectively. Social media is used by the government sector to reach out to individuals, business owners to boost promotions, political parties to connect out to the government, customers to learn more about products & services accessible, too. As with mainstream media, social media focuses on user-generated content that applies to all material that has been rendered accessible to the end consumer or the general public as contrasted to experts. Traditional media, like radio,

books & network television, was mainly structured to be a transmitting medium (one-to-many), while social networking is built to be a forum (many-to-many interactions). Such many-to many connections enable large numbers of geographically scattered users to generate useful knowledge services, to solve a problem by tapping into specific and unusual skills through conversation. Social networking applications are already utilized on a daily basis by the bulk of Internet users. In the fourth quarter of 2015, facebook reported that it had 1,04 billion users, and as of March 10, 2016, Facebook's user base has risen to 142 million in India. As the number of users has increasing, there has been a rising trend in utilizing social networking to tackle national goals, not only for entertainment or commercial purposes. Prime Minister Narendra Modi used Twitter to campaign during election period. He had millions of social media fans. Most political action is already centered on social networking, with social media being a core component of eGovernment in a very short amount of time. Modi's administration is also actively urging organizations to utilize social media to provide information, interact with representatives of the public and deliver resources. Democratic usage of social media to vote in policy has also been a focus. Most recently, when the flood reached Chennai, several people were saved via social networks such as Whatsapp, Facebook, Twitter, and so on.

THE ROLE OF SOCIAL MEDIA

Social Media

Social media is a virtual contact network as just a superset of traditional communication. Social media has taken geography and philosophy separate individuals to a growing shared forum. Online social media platforms are among the most common resources these days, in which the rewards of knowledge are exchanged. Users connect across various components of social networking sites creating connections, new acquaintances, information sharing, video sharing, etc., rendering them the gateway to product buying decisions, online shopping, and so on. SNS is a strong tool for linking students, and emails are deemed essential for correspondence, students see advertising online and are motivated by SNS internet marketing. The superset of social media encompasses social networking platforms, instructional resources and information

distribution pages, user-sponsored forums, company-sponsored websites, industry networking sites, interactive websites, social bookmarking and more. It involves internet forums, weblogs, social blogs, micro articles, wikis, videos, images or photos, video, reviews & social bookmarking.

Social Media in Indian Politics

Social networking is indeed limited to you and me, but also to leaders. Online and electoral developments in India have taken social media to the fore. It is predicted that social media would have a significant part to play which would have a big effect on the forthcoming general election. The research by the IRIS Information Foundation and sponsored by the Internet & Mobile Association of India (IAMAI) suggested this fact. Social networking can be a potential game changer, including government figures boasting millions of Twitter followers & Facebook & Google+ backers. In order to create a certain profile, most politicians do have their own portals.

Some few instances: most the latest lectures by Gujarat Chief Minister Narendra Modi have gained a great deal of social media coverage. He also held a international conference on Google+ hangouts, rendering him the world's third-largest leader to do so after Obama & Australian PM Julia5-007. Ajay Degan held his Google+ Hangout, where the common man was able to ask him live questions. This has a good profile on YouTube, Facebook & Twitter.

Shashi Tharoor is very influential on Twitter, & posts are published in mass media. A few months ago, you may have seen a Facebook page calling for Dr. Abdul Kalam as President of India. There is the Anna Hazare Social Networking Movement against Corruption in India. Many studies have suggested that social networking should be better and more convincing than broadcasting to affect viewers.

Social Media & Business

The role of social media in the Indian sector & global market can not be eroded. It is the shift in customer behaviour that is shifting the position of social media in India. Over time, the usage of social media has seen a drastic transition from being used for entertainment to entertainment, plus awareness and marketing. For commercial purposes, Facebook is the most relevant social networking site in terms of consumer interaction, preceded by Twitter, YouTube & blogging. Social networking is used by marketers to create communities to connect and share news.

Not just people, but any company, whether big or small, has an online presence on Facebook, Twitter, Pinterest, YouTube channels & other similar social networking sites. 95.7 per cent of companies in India use social networking to create communities, 76.1 per cent to highlight brand content, site unique metrics such as amount of shares, retweet, feedback, company-based people are considered 81% of companies to evaluate their performance. As far as the target is involved, most companies make a budget below INR 10 million for their social media expenditures, which makes up 1-5 per cent of their overall marketing expenditure. Social networking engagement offers valuable knowledge on the actions of consumers to the company on a daily basis.

Social Media & Recruitment in India

Social media & recruiting go hand & hand to social media being an important part of the employment of companies. Such businesses use LinkedIn, Facebook & Twitter to locate potential hires & skills. So, the days are gone where both workers & employees used to focus on work markets and classified advertising in the newspaper. Hiring by conventional media was focused on intestinal sensation, while by social media, it is centered on contact, connectivity and immediate reaction. Most companies had well-planned plans for talent acquisition via social networking.

Social Media & IPL

Social media also plays an important role in the Indian Premier League (IPL) by offering up-to-date & live updates on platforms such as Facebook, Twitter, Google+ & Youtube. Teams are in direct touch with their followers via social networking, so there's a lot of conversation. To IPL

partners and labels, the engagement and presence of social media is a positive thing. There is no way to avoid social media for industry & entertainment purposes[1].

IMPACT OF SOCIAL MEDIA ON VARIOUS FIELDS

➤ **Impact of Social Media on Education**

According to recent study studies, 90% of college students utilizing social networks. Technology has seen rapid growth by developing tiny communication devices & we can use such tiny communication devices to reach social networks at any moment, as such gadgets involve pocket computers, tablets, iPads and also basic cell phones (that help the Internet) etc.[4] For educational purposes, social networking has been used in an creative tool. Students should be trained to utilize this resource in a different manner than they can know how to use such platforms for good[2], just by utilizing the internet in education classrooms for calling or texting. Social media has improved the productivity and communication levels of students. With the aid of social networking, students can easily connect or exchange details instantly with each other via different web platforms such as Facebook, Orkut, Instagram, so on.[3]. So it is necessary that students do any meaningful research instead of doing paper work. They may also write blogs for students, as well as for themselves, to develop their communication skills[3]. Social networking platforms often administer online tests, that play an significant role in improving students' awareness.

Purpose of Internet Usage	
User	Percentage
Mail	33
Surfing	26.8
Chatting	18.7
Social Networking	17
Other	4.5
Total	100

Fig. usage of social media on education[6]

In Table 1 above, it is obvious that 33% & 26% of respondents were using the Internet for mailing & browsing on the site. Mostly two typical explanations for accessing the Web, that is. Mailing & surfing, please. In India, social media platforms are increasingly increasing in importance, but they have not fulfilled the standards of a global scenario. Only 17 per cent identified social networking sites as their primary purpose for utilizing the Internet. Alternating responses involved uploading internet material, purchasing online products, learning & reading e-books[5].

Membership in social networking sites	
Member of SNS	Percentage
Yes	95.7
No	4.3
Total	100

Fig. Membership in social networking sites for education [6]

In Indian youth, 95.7% of members are related to social media. Such numbers are rising on a regular basis. While just 4.3 per cent of participants are not linked on social media[6].

Positive Effect of Social Media on Education

- Social media offers a means for students to easily reach out to each other in terms of class activities, school projects or homework task assistance[11].
- Many students who do not regularly take an interest in the classroom can find that they can easily share their thoughts on social media[11].
- Teachers can post on social media about class exercises, school events, homework assignments that will be very valuable to them[11].

- Social media marketing is seen to have arisen as a job choice. Social networking marketing is training young employees to become effective marketers.
- Access to social media offers an incentive for educators to teach positive digital citizenship and to utilize the Platform for productivity[12].

Negative effect of Social Media on Education

- The first question regarding the adverse impact that comes to mind is the type of disruption with students in the classroom. Teachers have not been able to identify who is paying much attention in the classroom[12].
- Privacy problems such as sharing sensitive details on web platforms was one of the major breakdowns in social networking in school.
- In certain of the cases, a ton of relevant material has been shared and may bring students on the opposite hand.
- Because social media students lack their opportunity to participate in face-to-face contact.
- Most authors and writers share false details on web media, contributing to a breakdown in the school system.

➤ Impact of Social Media on Business

Social media is a modern marketing phenomenon field that involves companies, organisations & products that can generate content, make contacts, build links and build followers. Businesses utilize social media to improve the organization's efficiency in a number of areas, such as meeting business goals and through the organization's overall revenue. Social networking has the advantage of a contact medium that enables two-way communication between a business and its shareholders[6]. Company may be marketed across a number of social networking platforms. Many of the companies advertise their company through posting on social media in order to gain the highest amount of consumers or clients. Customers may communicate and engage with company on a more intimate basis through the usage of social networking. If a brand has been developed by an entity, social networking will help the corporation grow an current identity and

offer the company a voice. With the support of social networking organisations, they will build their campaigns to promote their organization. Limited education scheme.

Social media use in a number of market functions. There are plenty of them:

- Marketing-Marketing is among the most significant & popular applications of social media in industry. This works as any company today has an online consumer goal segment.
- HR-Is useful at recognizing and recruiting employees directly. HR lets businesses highlight their workplace compensation & business values to the outside world.
- Creative-sharing encourages creativity, duplication and production departments to create creative concepts that are valuable for the organization to accomplish its target.
- Operations / strategy-Many places including LinkedIn are supporting the company by communicating with experts who can discuss any strategic strategies.
- Market Development-Professional networking platforms should be used to link to customers.

Positive Effect of Social Media on Business

- Social media allows to fully appreciate the preferences & dislikes of their audience[13].
- Helps the company with advertising events.
- Social media platforms help to create potential clients by offering helpful services.
- Aims to gain business knowledge and reach past the online networking rivals[13].
- This also helps to raise recognition between brands & hit the target with little to no budget[13].

Negative Effect of Social Media on Business

- Within enterprise-filed social media, since many fans and supporters are free to post their opinions on a specific company, derogatory feedback can lead the company to failure.
- Some of the major corporations have fallen prey to hackers.
- The wrong online marketing approach will destroy the business & position it at a massive viral social disadvantage[14].

- Being active in Social Media is quite time-consuming. As an entity, you will always appoint a individual to improve your pages & profile with such a relevant substance[14].
- Many businesses have trouble assessing the impact of ads on social media.

➤ **Impact of Social Media on Society**

As we already know, social media has a major effect on our society[6]. Some of the social network platforms seem to be the most common on the internet. Some social networking platforms have changed the way people connect and socialize on the internet. Social networking platforms offer an forum for users to communicate with their former friends, acquaintances & employees. It also lets people create new friends, sharing material, photographs, audios, videos among them. Social networking is now transforming the culture of a community.

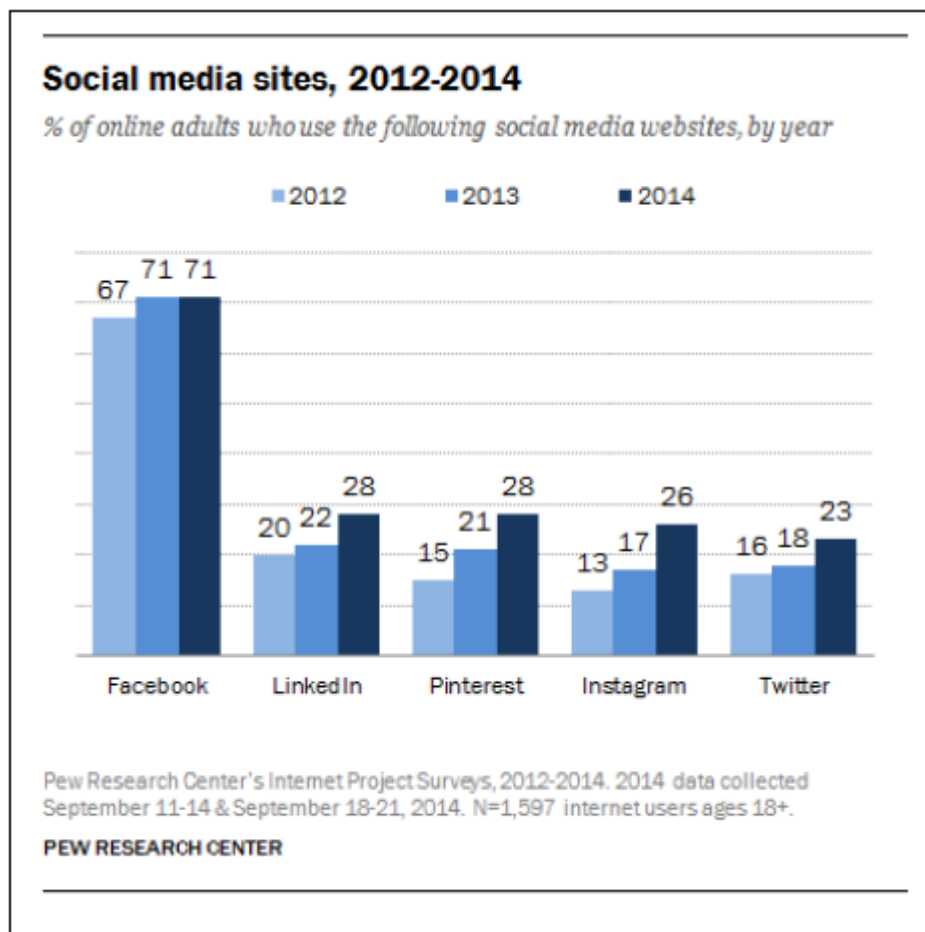


Fig: Usage of social media in the society [8]

According to several study performed by the Pew Research Center, 52% of online users using two or more social networking platforms in September 2014. About half of online elders aged 65 & over use 60 per cent of Facebook, that constitutes 31 per cent for all elderly. Part of the internet – young people aged 18-29 use 53 per cent of Instagram & part of Instagram apps (49 per cent) visit the app every day. The number of Web users in higher education utilizing LinkedIn exceeded 50 percent. 42 per cent of online people are already utilizing the site, relative to 13 per cent of online men[8].

Positive Effects of Social Media on Society

- Social media allows you reach individuals who might not have communicated outside the social media networks.
- This also can exchange thoughts across national borders.
- Offers an accessible forum for both authors and blogs to communicate with their customers.
- A further beneficial impact of social networking platforms is to pull individuals together on a global forum to accomplish common goals. This introduces meaningful progress to society.
- Social media creates visibility to community, such as ads, promotional posts, advertisements that allow community to stay up-to-date with current knowledge.

Negative Effects of Social Media on Society

- Some of the detrimental consequences of social networking is that it makes users hooked. People invest a lot of time on social networking platforms that can distract attention & concentrate from a particular mission.
- Social media can potentially influence children, the explanation is that often users post images, videos in the media that include aggression and unpleasant items that may impact the actions of children or teenagers.
- It often undermines democracy by interference into people's information.
- Social myths, including family myths, often decline as individuals invest more time talking to other people.

- Many people using their photos or videos on web media that can allow others to make maximum use of fake pictures.

➤ **Impact of Social Media on Youngsters**

Today, social networking has been a modern generation of interesting resources for including young people. Most young people's day-to-day lives are shaped through social networking. Youth participate in everyday interaction and contact with their peers and communities through the usage of various platforms and devices[15]. In recent years, young people have been shown to be in touch with just peers and their families in schools and universities. Nowadays, though, young people are in touch not just with existing peers but also with unfamiliar people via social networking platforms, text messages, etc.[15]. According to BBC News 2013 study, 67 per cent of Facebook users are very popular and well-known social networking platforms made up of young people and students, which celebrates the fact that young people & students have a greater emphasis and relationship[10]. Across the world, teenagers often use the internet, cell phones, online games to connect and gather knowledge with each other. According to the California study, the following table illustrates how social media have an effect on the mental wellbeing of adults in California[17].

TYPE	EXAMPLE	%TEENS WHO USE SOCIAL MEDIA NATIONALLY
Text Messaging	Cellphone feature	75% of all teens own a cell phone, 88% of cell phone- owning teens text, 72% of all teens use text messaging
Social networking sites	Facebook, MySpace	73% of online teens have used a social networking site
Online video sites	Youtube.com	63% of online teens watch online videos
Online gaming	SecondLife.com	61% of online youth play games online, including multiplayer online games
Blogging with in social networking sites	Facebook or MySpace feature	52% of online teens have commented on a blog

Fig: usage of social media by youth [16]

Positive Effects of Social Media on Youngsters

- Social media lets young people remain linked to each other.
- Valuable knowledge may be shared via social networking platforms.
- Social networking sites that encourage teens to find online support that they may miss in traditional relationships, particularly for teens[16].

- In the Crucial Growth Era, young people often go to social media platforms for advice & information.
- Young people should turn to social media to find solutions to their job goals.

Negative Effects of Social Media on Youngsters

- It is not obvious today which one the "strangers" are, in fact, in the area of social networking.
- Abduction, rape, burglary will quickly be achieved by exchanging social media information.
- There are several instances reported at the police department that adults approach small children and invite them to visit them.
- Many young people spend a lot of time on networking media, such as texting, which often impacts their wellbeing.
- Certain pointless forums have a great impact on young people where they are aggressive and may take any unacceptable action.

CONCLUSION

As technology is that, social media has become a habit for any individual, people are shown to be addicted to this technology every day. Its effect on citizens is different in various fields. Social networking has improved the productivity and communication levels of students. Company utilizes social media to improve the organization's efficiency in a number of areas, like meeting business goals and growing the organization's overall revenue. Youngsters are seen in touch with social outlets on a regular basis. Social media has many benefits but still certain demerits that adversely impact individuals. False evidence may contribute to a collapse in the school system, a loss in attention in an organisation may harm profitability, social media may exploit society through interference into people's privacy, certain pointless posts may manipulate young people who may become angry & taking any unacceptable action. The usage of social media is helpful, but can be done in a restricted manner without getting hooked.

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