

A study of impact of social media on Indian society

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ABSTRACT

Indians use internet for various purposes such as surfing, gathering information, shopping mailing, chatting and on social media. Now-a-days due to significant changes in internet culture there is an explosion of social networking websites and users of the same are expanding at never before rate. Earlier there were very minimum web portals who offered social networking services amongst which orkut was the most famous. After orkut's popularity many other jumped into this sector of internet and became the game changer of the internet world. This includes Faceboob, Twitter, Instagram, Linkedin, Youtube, Pinterest and the list is endless. These social media portals have affected the Indian society on a larger scale. There is both positive and negative impact of it on the Indian Society. Thus this paper covers the overall impact of social media websites on Indian society.

1. Introduction

When it comes to connectivity Indians today are far more ahead, better and aware than what they used to be few years ago. The major credit for this transformation goes to the wide wed of social media. Social media gives a easy way to connect with people around the world. Social networking websites such as Facebook, Twitter, Youtube etc have millions of users which are connected with each other and the world thereby keeping them updated about the whereabouts. As every coin has two sides so does the social media. On one side it is extremely effective in spreading of information and news it also is a major source of frauds, thefts and misleading the crowd.

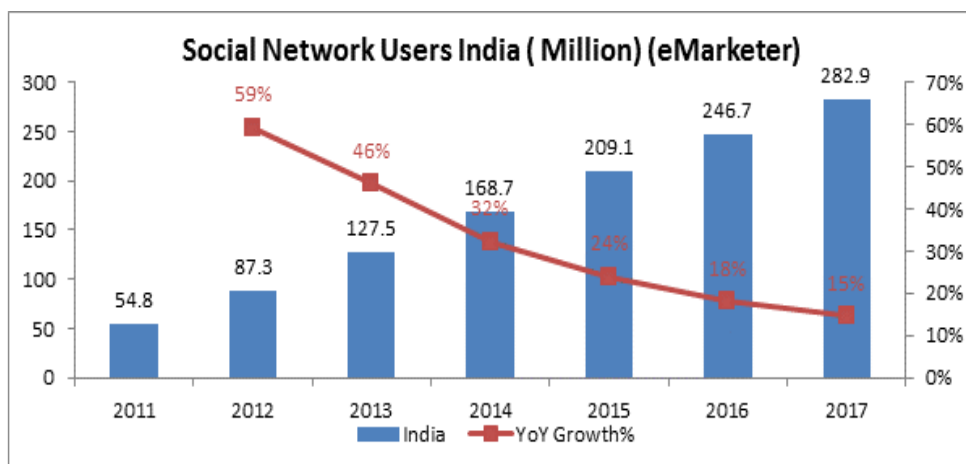
Social media includes social networking sites and blogs where people can easily connect with each other. [1] The trend is flourishing as many companies are coming big way for Social Media Optimization for their Product or Services with an objective of increased awareness about the company and the brand, lead generation and increase in loyal customers. [2]Companies like Facebook, MySpace, and Twitter have struggled to balance an inviting interactive environment with the ultimate pursuit of profit. [3] With more people joining the social networks like Face book & Twitter, brands are finding it easy to spread the word about them over the web as

consumers find it easy connecting with each other by using these sites. [2] It also helps people to make new friends, share content, pictures, audios, videos amongst them. Social media also changes the life style of a society. [1] Social Media have a huge potential to attract and retain people but the impact vary from person to person. Thus there is a need to study the impact of social media on Indian society.

2. Social media in India

Social media users in India are growing at never before rate due to easy availability of internet. The main reason for the faster growth of the digital media is its contribution to the rapidly growing economy like India. Due to extensive increase in the usage of mobile phones internet has become a very common thing. Hence more and more people are using online medium. Most popular social media websites in India are Facebook, Twitter, Instagram, Pinterest, Youtube.

Around 462 million of India's 1.3 billion people are online. And while this is a relatively small proportion of the population – 34.8 % – India has the second largest number of internet users in the world, and has experienced 30.5 % growth since 2015. In 2017, 1.06 billion individuals (or 79 % of the population) had mobile subscriptions.[4]



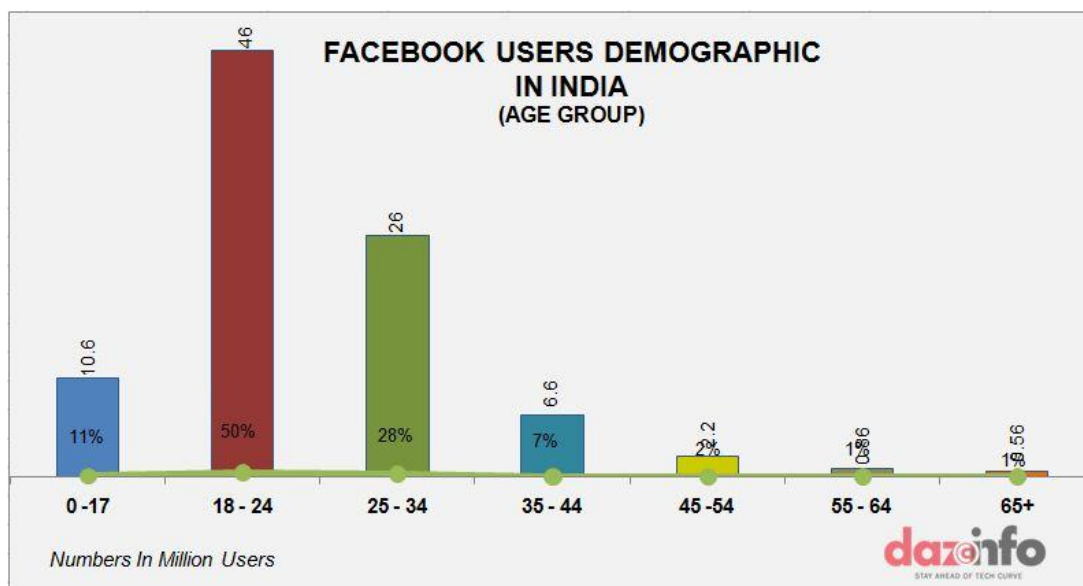
Source: <http://socialmediacases.blogspot.com/2013/07/social-network-users-statistics-india.html>

The above chart shows the steep increase in the social media users in India in past few years. Indians are becoming more and more aware about the usage of internet. They are using internet on a daily basis such as mailing, ticket bookings, payment of bills .etc. Due to this increase in usage more and more companies are making use of internet as an advertising medium. Many youngsters are using social media platforms for creating good content and reaching out to public at large. The social media websites such as Twitter, LinkedIn, Facebook have millions of users. These portals are helping Indians to not only connect to their friends, relatives and well wishers but also enabling them to join community groups of their interests there by giving them the scope to showcase their talent to the world.

3. Various aspects of social media impacting Indian society

The impact of social media on Indian society can be concluded with respect to following categories:

- 1) **Impact on Youth:** There is both positive and negative impact of social media on Indian youth. As it can be seen from the below chart Indian youth are the ones who make us of social media the most. Many youngsters make use of social media for productive purposes while many gets easily trapped in frauds, fake news and rackets .etc.



Source: <https://dazeinfo.com/2014/01/07/facebook-inc-fb-india-demographic-users-2014/>

- 2) **Impact on Education:** Social media has a positive impact on Indian society. Students can search and obtain information regarding their studies. Many students who cannot go for regular education can opt for distance learning which is easily possible through internet. Social media helps in spreading the word about awareness of education thereby facilitating quality work instead of paper work. Promoting educational awareness has become very easy and affordable because of social media.
- 3) **Impact on Family relations:** Due to globalization world has become a small place. As it is commonly seen that at least 2 from a family are settled outside India or at least in some other part of the Country. Here social media plays an important role in keeping them connected and making it easier to keep the family members informed about the happenings around them. Social media is a biggest platform of advertising. Family members can make purchasing decisions together through the advertising on the social networks. Housewives are becoming bloggers by expressing themselves on various blogging websites.
- 4) **Impact on society as a whole:** Thus social media has a positive impact on the Indian Society and it is benefitting the societal values as a whole. Spreading

of important news has become easier. It is easier to inform others about some important decisions and occurring around them. Meeting new people through online communities is also proving to be very beneficial.

4. Conclusion

Thus, it can be concluded that there is a huge impact of Social media on today's Indian society. More and more members of the family are making use of social media to stay connected with their near and dear ones. The social media is impacting the Indian society in a bigger way by changing their purchasing methodologies and choices through advertising. Social media is also playing a major role in education and recruitment sector there by impacting the youngsters in the society. Social media is playing a major role in spreading awareness about various social issues in the society. As every coin has two sides social media has also some negative impact on the Indian society.

Social media is being used by some disturbing elements of the society for spreading rumours and fake news. Many people use social networking for luring money and other confidential information. The content shared on the social media such as photos, videos and articles are often vulnerable and have chances of being misused. Many youngsters get

addicted to the use of social media there by affecting their studies and career. Thus social media has both positive and negative impact on the society. A sense of responsibility while

reading or sharing information over the social network can prove to be very beneficial for the betterment of the society.

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