

Exploring the Role of Social Media on Socio, Political and Economical dimensional Approach of Development

Abstract**

Media is a fourth pillar of government it also assumes as a social vocal and reflected as a pillar of democracy. There are two types of Media Electronics and printed. In recent scenario using of Social media is favorable channel of users to share ideas, thought and emotions through the social sites such as face book, twitter and what sup etc. It is eminent to mention here various research has come with conclusion that media may be reflected as boom and bane because it gave mixed best result in its advantages and adverse effect. Significance of media is utmost because it can contribute in social ,economic and political development of Country but sometimes it also looked at case of addiction when its use is heavy and notion with halo effect of media .It is culled fact that threat of Media in the form privacy and security of data has created lot of complexity in the system in the form of hacking, cyber attack, criminal activity, cyber bullying, suicide ,cases of harassment and adverse excitement of users in religious and communal matter and in recent time incident of Mob latching and articulation of Socio, political and economical behavioral of people, may become appropriate example of it because it has an impact of Mental health of the people. In this study attempt has been made to check impact of Social media on development in Socio, Political and Economical dimension.

Key Words: Development, Hacking, cyber attack, criminal activity, Cyber bullying¹

1.1 Introduction

Social Media has transformed the entire world into a global village where people can interact freely with their ideas with someone located remotely via merely few clicks or taps. It is significance to mention here that this abruptly rising trend not only has affected every single one

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and miscellaneous, but it also impact on the lives and times of the modern day youth has been maximum. However, group of a majority of younger much prefer being the part of social media uprising for their benefit, there are many who have unfortunately got fantailed to it. And it may cause to innovative mind set as well as destructive one, but it depends upon usage of knowledge and surrounding situation of unrest and peace or¹ background particularly for development.

1.2 Review of Literature

For making the study in effective manner several component of literature has been culled out

Arnett Jensen² Jefferey (1995)

Arnett in his study highlighted that social media contributed positively for the Development. So, he suggested that proper regulation of Media would channelize the energy of its users to nation building.

Marlney Maheu and Rona³ Subtrik (1999)

Maheu and subtrik in their study found that social media much contribute in breaking the social relation of users and cases of divorce due to isolation and breaking of privacy were the important cause to it .So ,they opined that proper regulation of Social media and control of concerned authority on it would definitely enhance the social bonding.

Gaudian,⁴Sharon (2009)

Sharon in his study found that Twitter and face book were the prospect full social sites to enhance Social, Economic and Political behaviour of users. He further stresses that business activity and social building can be enhanced in efficient manner with two important sources. He

¹Bhatt, Jagdish (1985, July 10). *How Social Media is Impacting the Modern Day Youths*. Retrieved from <https://www.finoit.com/blog/social-media-and-modern-day-youths>.

²Arnett, Jensen. Jefferey.(1995). Adolescents' uses of media for self-socialization. *Journal of Youth and Adolescence*, 24(5), pp-519-533. doi:10.1007/bf01537054. Retrieved from http://www.jeffreyarnett.com/articles/articles/ARNETT_adolescents_use_of_media_for_self_social.pdf.

³ Maheu, M. M., & Subotnik, R. (1999). *Infidelity on the Internet*. Newyork, Source Book ,p28.

⁴Gaudian, Sharon. (2009, October 6). *54 percent companies ban Social sites at work place ban*. Retrieved from <http://www.computerworld.com/s/Article/9139020>.

suggested that effective regulation may enhance the articulation of behaviour of users in positive manner.

Shukla (2011)⁵ Teens tweets and tension are the major risk for the younger by the effect of Social media but it can be also push the users particularly teen in positive direction if awareness and parental supervision would support to it.

1.3 Significance of the study

A review of literature reveals that the social media can contribute positively or adversely, in the present study attempt has been made to assess the Legal and Legislative aspects regarding the functioning of Social Media. In addition, the study also focuses on measuring the influenced level of the Social media in the context of Users s towards the various factors (Such as Social, Economic and Political) of Social Media.

1.4 Research Methodology

The study is based on both secondary and tertiary sources, data were collected from various sources which included Legislation regarding social media in India and the official documents related to Impact of Social Media from the Ministry of Broad Casting and Communication. The secondary data was also collected from, Books, Journal and Various reports of different institution relating to Social Media .The study is also meta analysis compiled from various study conducted in this regard and related with Impact of Social Media on different sects of the society. As per tertiary sources various automation glimpse taken into account.

1.5 Objective of the Study

For the conducting study different objectives has been made to:

1. Study Social, Political and Economic impact of Social Media on Development.
2. Examine the Influence of Social Media On user Business Mindset.
3. Analyse Hurdles of Social Media in contribution of Development

Paper has been divided in to four parts.

⁵ Shukla. (2011 August 28) .Teen Tweets and Tension, *The Tribune*, p7.

Part I

Conceptual Frame Work

1.6 Concept of Media

Media is actually derived from the Latin plural form of word Medium therefore it becomes tradition that it should be always used with plural noun in English.⁶, which in broader terms described as any channel used for communication. It includes everything ranging from printed paper to digital data, and also encompasses art, news, educational content and numerous other forms of information.⁷

"Media" refers to various means of communication. **For example**, television, radio, and the newspaper are different types of media. Sometimes the term can also be used as a collective noun for the press or news reporting agencies. In the computer world, "media" refers to different types of data storage options.⁸

1.7 Dimension of Media

It is also defined as the communication channels through which we disseminate news, music, movies, education, promotional messages and other data. It includes 1-Physical and online newspapers and magazines, 2-Television, 3- Radio, 4-Billboards, 5-Telephone, 6- Internet and 7- Fax and billboards. It describes the various ways through which we communicate in society. Because it refers to all means of communication, everything ranging from a telephone call to the evening news on television can be called media.⁹

⁶*Definition of media by Lexico.* (n.d.). Retrieved from <https://en.oxforddictionaries.com/definition/media>. [Available on February 6,2019]

⁷*What is Media.* Definition from Techopedia. (n.d.). Retrieved from <https://www.techopedia.com/definition/1098/media>. [Available on 11 January, 2019]

⁸*Media Definition.* (n.d.). Retrieved from <https://techterms.com/definition/media>. [Available on December 30, 2018]

⁹ Nordqvist, C. (2016, August 9).*What is media.* Retrieved from <https://marketbusinesnews.com/financial-glossary/media-definition-meaning>. [Available on November 25, 2018]

A medium is a 'channel of communication' - a means through which people send and receive information. The printed word, for example- newspaper or magazine, something is communicated to us in some way. Similarly, electronic forms of communication – television, telephones, film¹⁰

1.8 Social Media

Social media is sum total of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. **Different types of social media-**Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation , and wikis

1.9 Status of Various Users of Social Media

Social media refers to forms of electronic communication (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)¹¹. **There are some prominent examples of social media: There are different forms of media and details of this describe in Table 1.1 underneath**

Table no 1.1

Different Form of Media

Types of social media	Number of global social media users in (millions)
Facebook	901
You tube	800
Twitter	230
Google plus	170
LinkedIn	161
Four square	15
Pinterest	6

Source: pewinternet.org

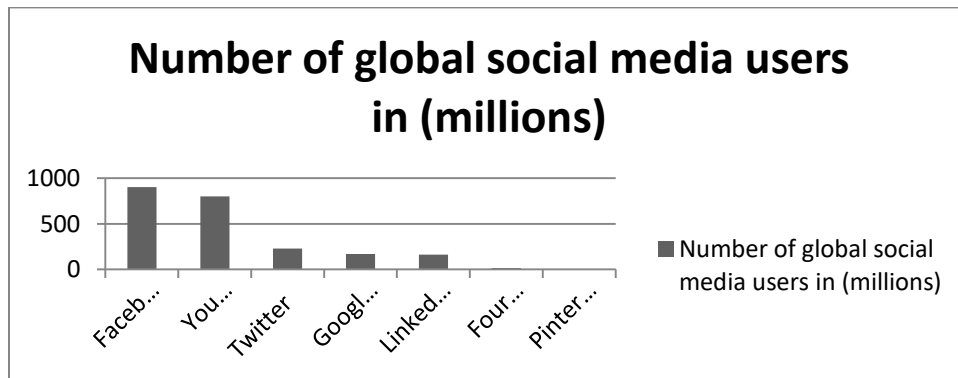
¹⁰Livesey, Chris. (2005-2010). *Sociology Central The Mass Media* [PDF]. Retrieved from http://www.sociology.org.uk/notes/Media_Intro.pdf.

¹¹*Definition of Social Media*. (n.d.). Retrieved from <https://www.merriam-webster.Com/dictionary/social%20media>.

The above table shows that the no of users of Facebook are around 901 million whereas the sum both the twitter and you tube exceeds the no. of users of Facebook, and also the share of Google plus as well as LinkedIn is very small as compare to other social media platform.¹² The details of this given in figure 1.

Figure no: 1.1

Component of Social Media



Facebook is a free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues and facebook is among highest used social networking website all over the world.

Twitter is a social networking and micro blogging online service that allows users to send and receive text-based messages or posts of up to 140 characters called "tweets." Twitter is also referred to as the SMS of the Internet because of its unmatched popularity and its similarity to the SMS text messaging system used on cell phones. Twitter has been used to inform people about various TV events such as the Oscars, MTV Video Music Awards, etc. Because of this, Twitter is sometimes called the virtual water cooler or social television.¹³

Google+ (pronounced Google plus) is a Google social networking platform. The Google+ design team sought to replicate the way people interact offline more closely than is the case in other

¹² <https://www.picswe.com/pics/media-users-e5.html>

¹³ *What is Twitter.* Definition from Techopedia. (n.d.). Retrieved from <https://www.techopedia.com/definition/4957/twitter>. [Available on April 25, 2019]

social networking services, such as facebook and Twitter. The project's slogan is "Real-life sharing rethought for the web."¹⁴

Wikipedia is the name of a large website that provides free information in many languages on many subjects, and can be changed or added to by anyone. These are experts who watch for errors, and pages on which disagreements about subjects can be discussed. Wikipedia was founded in January of 2001.¹⁵

LinkedIn is the world's largest professional network with more than 610 million users in more than 200 countries and territories worldwide. Is a social networking site designed specifically for the business community. The mission of LinkedIn is simple to connect the world's professionals to make them more productive and successful.¹⁶

Reddit is a social news website and forum where content is socially curated and promoted by site members through voting. The site name is a play on the words "I read it." Reddit member registration is free, and it is required to use the website's basic features. For a monthly fee or yearly subscription, redditors can upgrade to Reddit Gold. This service provides a set of extended features not available to non paying users. Features of Reddit Gold include access to members-only communities and the ability to turn off sidebar ads.¹⁷

Pinterest is a social network that allows users to visually share, and discover new interests by posting (known as 'pinning' on Pinterest) images or videos to their own or others' boards (i.e. a collection of 'pins,' usually with a common theme) and browsing what other users have pinned. Using a visual orientation, the social network is very much focused on the concept of a person's lifestyle, allowing you to share your tastes and interests with others and discovering those of

¹⁴ *What is Google Plus*. Definition from WhatIs.com. (n.d.). Retrieved from <https://whatis.techtarget.com/definition/Google-plus>. [Available on March 16, 2019]

¹⁵ *Meaning in the Cambridge English Dictionary*. (n.d.). Retrieved September 3, 2019, from <https://dictionary.cambridge.org/dictionary/english/wikipedia>. [February 21, 2019]

¹⁶ *LinkedIn*. (n.d.). Retrieved from <https://about.linkedin.com>. [Available on February 15, 2019]

¹⁷ *What is Reddit*. Definition from WhatIs.com. (n.d.). Retrieved from <https://searchcio.techtarget.com/definition/Reddit>. [Available on February 15, 2019]

likeminded people. The social network's goal is to "connect everyone in the world through the 'things' they find interesting." Users can either upload images from their computer or pin things they find on the web using the Pinterest book marklet.¹⁸

1.10 Findings of the studies conducted on social media in recent periods

1-Social Media Surpasses Traditional Newspapers as a Primary News source- recently pew research center of USA, found that 20 percent of the youths read news from the social media, on the other only 16 percent of youth use newspaper for the purpose of reading the news which proves that slowly social media becomes the fourth most popular source of news. Television is still the most popular source of getting with a huge margin but its share is over decline over the past few times.

Websites are known considered as the most popular source of dissemination of news, but the most surprising finding is that the share of radio in the area of news dispersion is on increasing side.

The gap between social media and website as source of news provider is very less. In USA 43 Percent will get news from combined source of social media and 49 percent news from the television. Around 9 percent agrees that they get news from the streaming devices on TVs. The study shows the results on the basis of age groups, revealing that older adults are more likely to get news from TV, while younger adults are more likely to get news Online. A detail of this has been provided in Table 1.2.

Table 1.2

Percent of USA Citizens who regularly get news from television

Age group	Percentage of viewers
65+	81
50-64	65
30-49	36
18-29	16

Source: Research Centre of U.S.A

¹⁸*What is Pinterest, and How Does it Work.* (2019, January 14). Retrieved from <https://www.infront.com/blog/the-blog/what-is-pinterest-and-how-does-it-work>. [Available on March 13, 2019]

The above table shows that have aged people are dependent upon television as source of getting the news.

1.11 Percent of USA Citizens who regularly get news from social media:

In USA the most of the people use social media as source of get resembling of Society. The Details of this has been provided in table 1.3.

Table 1.3

Percent of USA Citizens who regularly get news from social media

Age group	Percentage of viewers
65+	8
50-64	14
30-49	22
18-29	36

Source: Research Centre of U.S.A

The above table shows that young people use social media to get the news as compared to other age groups.

1.12 Percent of USA Citizens who regularly get news from websites: The social Medias are best sources to get news as a component of Web sites. A detail of this has been offered in Table 1.4.

Table 1.4

Percent of USA Citizens who regularly get news from websites

Age group	Percentage of viewers
65+	28
50-64	28
30-49	42
18-29	27

Source: Research Centre of U.S.A

The above table depicts that young people gets news from the websites. The notable about above data is that young and middle-aged adults are try to get the news from more than once sources, whereas traditionally people gets news from the single source.¹⁹

¹⁹*Social Media Surpasses Traditional Newspapers as a Primary News Source.* (2018, December 14). Retrieved from <https://www.searchenginejournal.com/social-media-surpasses-traditional-newspapers-as-a-primary-news-source-study/283361>. [Available on February 12, 2019]

1.13 Commercial use of social media

The numbers of users on Facebook is more than 1 billion along with millions of active users on sites such as Twitter and You Tube, A details of this has been provided in Table 1.5

Table 1.5

Important facts about the recent studies Usage of Commerce

Type of social media users	Percentage of active users	Percentage of user uses the media for getting news
Facebook	64	30
Twitter,	16	8

Source: pewinternet.org

Above table depicts that out of 64 percent active adult users of facebook, around 30 percent will get the news from it, whereas in case of the Twitter 8 percent will get the news from the tweets as compare to 16 percent Twitter user.

Social media is also used as platform for sharing of stories on their profiles and also used for the discussion about news.²⁰

1.8 Users of Social Media: The users of different component of Social Media has been provided as under Table 1.5

Table 1.6

Few Interesting facts about the Users of social media

Total population	7.210 billion
Active internet users	3.010 billion
Active social media accounts	2.078 billion
Unique mobile users	3.649 billion
Active mobile social accounts	1.685 billion

Source: World key digital statistical indicators.

The above table depicts that the share of social media is increasing at very fast rate and the use of mobile phones for social media is common phenomenon now a days. Another common use of social media is during the period of crisis people use social media for transfer of news from one

²⁰Is social media a good source for news. (2019, June 26). Retrieved from <https://www.isentia.com/news/blog/viewpoint/is-social-media-a-good-source-for-news>. [Available on May 12, 2019]

place to another and also makes people aware about the happening of the events all over the world.²¹

1.14 History of development of Media Laws in India.

Development of media can be traced in the era of civilization to modern time in the same and other form. In India development of media in the form of suppressive in the pre independence period and turned with a symbol of freedom of expression with Constitutional development and limited regulation. Enactment of Press (Objectionable Matter) Act 1951, the Objective of the act was to give much freedom to the press. But during the National emergency, which was imposed in 1975, censorship was introduced that time. Prasar Bharti Act was enacted which leads to formation of Prasar Bharti as an Autonomous corporation in the year 1997 after notification of the act. With the purpose to provide freedom to media and also to bring transparency Right to information was introduced in the year 2005.

1.15 Reports Regarding Impact of Social Media

Research has been conducted regarding the habit of users while using the media and the main²² findings included:

Mobiles: Mobile phones emerged as the favorite gadget of the youths. and 18% of the youths access internet through mobile phones, which is only next to their internet use at home (72%). Further, One in every four youngsters access internet for more than 60 minutes on daily basis while above 50% do so for 30 plus minutes every day. Moreover, it is also believed that 73.65% youngsters use internet for academic research work, more than 62% use it for social media activities such as chat/connect/blog. In addition, A staggering 73.68% of the respondents

²¹Schaap, J. (2016). *Social Media Changed the Way Millennials Consume News* [photograph]. Retrieved from [http://23. https://www.crowdnews.com/wpcontent/uploads/2016/01/wearesocial.jpg](http://23.https://www.crowdnews.com/wpcontent/uploads/2016/01/wearesocial.jpg). [Available on April 10, 2019]

²²George Vincent .(2013,May 13). *Tata Consultative Service Gen Youth Survey Report 2012-13*. (targeted the 'Post-Millennial' generation. It included responses of more than 17,000 students of age group 12-18 years from urban high schools spread across 14 cities all over India).

all over India use Facebook/Twitter as their communication handle, leaving SMS, Voice call, email and instant messaging way behind.

Facebook: Facebook is the most important blog to interact one to another it is estimated that 5 million Facebook users are aged under 10. In addition, 58% of the Facebook users among children are from the age group 13-17. Further, 50% of teens login to their FB account at least once in a day. Again, Girls aged 16-17 years are most prone to cyber bullying attacks. And 10% teens have had their embarrassing photos being posted on social media sites without²³ permission.

1.16 Significance of Social Media

Social media is a significant aid to facilitate knowledgeable society. It may endorse collaboration, creativity, communication, technological proficiency and leadership qualities amongst people. The usage of social media may give mixed best result because users put social media in a good perspective and its excessive use contributes to downsize the efficacy of the group.

Usage of social media at Fruitful

The usage of Social Media have many kinds and users may take the benefit for it and it has been identified as follows: Sharing of Ideas and expression, Remote Connection, Social Bonding, Research and academic Development, Economic Development and to Strengthen Democracy

1.17 Adverse effect of Use of Media

Besides many of its advantages, social media has impacted the youth of modern times adversely as well:

(a) Neglecting of Family By users - Excessive use of media by social users leads to individual isolation.

(b) Privacy-Most of the young users are not even 10 years old; this could cause severe concerns to their privacy over the web as well the security of device data.

²³ *Youth and Social Media :what,s hot , What,s not Cindee case Director Office of Youth and adult* , Retrieved from <https://www. Searchenginejournal. com/social-media-surpass es-traditional-newspapers-as-a-primary-news-source-study/283 361>. [Available on April 17, 2019]

(c) Cyber Bullying- Parents have their own busy schedule, which leaves them with little time to control browsing habits of their young ones on the social media. Incidents of cyber bullying and electronic aggression among grownup teens have been on rise.

(d) Isolation-Kids may develop a feeling of isolation in their real life while they are hyper active online.

1.18 Social media threats- Criminal Activity, Suicide and Harassment.²⁴

1.19 Measures to Control Social Media Threats

Responsibility of parent: Effective Parental guidance and emotionally therapy of users while their behavior is changed adversely.

Maintaining of Privacy: Privacy is the main concerns of users and it can be controlled through legal Act.

Maintaining of Secrecy: Secrecy is primary facet of users who usage Social Media and it will be tackle through deterrent and restitutive theory of punishment.

Electronic Education: Education related electronic media definitely help users to overcome the threat of media.

Protection: Protection of working of users while they making any Files and other valuable material.

Filtering: Active filtering system in electronic gazette will definitely overcome the Social threat of Media and blocking the unwanted sites and numbers may be more effective action for in this regard.

Awareness: Awareness regarding fraudulent sites and matters in regular basis will be proved effective measure in this regard.

Application of Safety app: For the protection of interest of users some apps may be utilised to enabling them to enjoy use of media, without getting exposed to security threats.

²⁴Daniel J. Flannery.(1988).*Social Media and its effects on youth*. England Oxford, p35.

social media is definitely a boon for all of us, especially the younger lots, as it makes up for an accomplished dose of fun, entertainment and leisure, perfectly blended with important news you can use about the things happening around you. However, when it comes to safeguarding the interests of your young ones over the web, it is essential to follow certain effective steps so that they may not fall prey to fraudulent or illicit acts happening across the social media.

1.20 Real Impact of Social Media

Social media has played a key role in transformation of Information and communication technology. ICT has changed rapidly over the past 20-25 years with a key development being the emergence of social media the pace of change is very fast.

The rise of the social web coincided with a period in the world economy when a lot of people had time on their hands during 2009. So it may be the reason that the growth of social media will slow as the economy improves and people have less time for social media and entertaining themselves with YouTube videos.²⁵

The factor which leads to shaping the impact of social media change is the development of mobile technology. Mobile phone has been a prime reason behind the great upsurge in the use of Social Media. All over the globe mobile devices dominate in terms of total time spent online. People spent a large share of their time on mobile devices. Mobile phones help to connect anywhere, at any time with device in everyone's hands.

Part II: Impact of Social Media

In this part impact of Social media on development has been culled out in the consideration of Social, Political, Economical dimension.

1.21 ECONOMIC

Economic and social impacts of the media stress five themes which are the following-

²⁵ *Good News for the Economy Might be Bad News for Social Media.* (n.d.). Retrieved from <https://www.business2community.com/social-media/good-news-for-the-economy-might-be-bad-news-for-social-media-0193185>.
[Available on February 11, 2019]

1- **Demand for entertainment** -The demand for entertainment plays a key role, with the economic impacts emerging largely as by-products.²⁶

2- **Direct versus substitution effects** -To understand the media effects one cannot just focus on the direct effect of exposure but also needs to take into account the crowding out of alternative activities such as substitution effect.

3- **Identification and time horizon**- The sources of identification play a critical role in determining what is known: credible estimates of short- and long run effects are available for some topics and some media but not for others.

4- **The role for entertainment media** -Most of the evidence on social and economic impacts is for exposure to the entertainment media such as television, as opposed to the printed press.

5- **Policy impacts**- The policy impacts both the substitution effect of media exposure and the demand for entertainment play an important role.²⁷

1.22 Training and Development

Job candidates who developed Skills on the latest and most advanced social media techniques are in condition of far more employable.

A 2013 survey conducted by Pearson Learning Solutions reported that there was significant increase in the use of social media in learning. Over half the educators who were interviewed by them agreed that social sharing encourages interaction, providing an environment that fosters learning. Common tools for learning in many educational institutions are the following: Blogs, Wikis, LinkedIn, Twitter, Facebook and podcasts.

²⁶Aguiar, M., Hurst, E., and Karabarbounis, L. (2013). "Time Use During the Great Recession." American Economic Review 103(5), 1664-1696.

²⁷Stefano Della Vigna Eliana La Ferrara. (2001).*Economic and social impacts of the media*, Retrieved From <http://www.nber.org/papers/w21360https://www.digitalvidya.com/blog/impact-of-social-media>. [Available on May 2,2019]

Along with this the Social media has contributed a lot to the increase in long-distance online learning. Despite great issues of lack of privacy and some instances of cheating among long-distance learners, this has not reduced the use of social media platforms from being used in education.

1.23 Social

Around one fourth of the world's population is now on Facebook. In the USA nearly 80 percent of all internet users are on Facebook the reason for this is that social networks feed off interactions among people and they become more powerful as they grow.

This is the blessing of the internet, each person with marginal views can see that he's not alone even they can do things create memes, publications and entire online worlds that bolster their world view, and then break into the mainstream.

Without social media presence -social, ethical, environmental and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses worldwide.

The flipside is that Social media is slowly killing real activism and replacing it with new phenomenon of slacktivism. The social media use brings an increased awareness about issues related to society, but a question remains same whether this awareness is translating into real change or not. Most of the people view is limited up to like or comment on content and not beyond it.

According to University of British of Columbia's Sauder School Business in the year 2013 found that when people are presented with the option of 'Liking' a social cause, they use this to opt out of actually committing time and money towards a charitable cause. On the other side , when people are allowed to show support in private they are likely to show meaningful support in term of making a financial contribution.. The conclusion of study is that found that a public endorsement is an action meant to satisfy others viewpoint whereas people who give in private do so because the cause is aligned to their values and ethics.

1.24 Personal Relationships

One of the notable effects of social media is encouraging people to form and cherish artificial bonds over actual friendships. Friends found on social media lacks the intimacy identified with conventional friendships where people actually know each other and want to talk to each other or have an intimate bond and frequently interact face to face.

It is truly said that information is power. Without a means of distribution of information, people cannot harness the power. One of the positive impacts of social media is in the distribution of information in today world. Platforms like Facebook, LinkedIn, Twitter and others have made it possible to access information at the click of a onetime button.

1.25 Trade and Commerce

With the rise of social media organizations and businesses use this platform to connect with their customers and it has become really popular among organizations. Can use social media to Generate insights, Stimulate demand, and Create targeted product offerings. This is important both in traditional brick-and-mortar businesses as well as in the world of e-commerce. Interesting findings of study conducted by Taloon.com, an e-commerce retailer from Finland, found that conversions rose by 11.9% when they removed share buttons from their product pages.

(i) Increasing Brand Awareness

Companies have earned profits by promoting their business through social media marketing tools and techniques and you can also do that because it is the only platform that can make business reach a huge number of potential customers in very short period. And more than 60 percent of the people say that they discover new products on Instagram, this proves the essence of social media for business.

(ii) Staying in Mind

Most of the social media users log in to their account minimum one time in a day whereas a majority of people do this multiple times in a day. Hence social media can be used as opportunity to stay on top of customers mind.

(iii) Showing the Human Side of Brand

In order to increase business, organizations will have to show the human side of their business with the help of social media hence social media platform can be best used to humanize particular brand and answer all the obvious questions raised by users.

(iv) Increasing the Website Traffic

Organizations want to increase the traffic on their website and social media platform can be best used to help out this process. With the help of different types of social media posts along with ads, organizations can drive traffic to their website.

(v) Increasing Sales

Irrespective of the type of product you are willing to sell, you can effectively use social media to sell it in the wider market. Social media account plays a major role in increasing or decreasing the overall sales. Organizations can reach to new customers through this platform.²⁸

1.26 Politics

The research conducted by Pew Research shows that 62 percent gets news from the social media and remaining 38 percent from the other sources of media, which shows that the impact of social media in the field of dissemination of news.²⁹

Another finding of the research shows that in comparison to other media social media influence in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics. According to report in New York Times social media are helping to fundamentally rewire human society because social media allows people to

²⁸What are the Impacts of Social Media. (2019, May 10). Retrieved from <https://www.digitalvidya.com/blog/impactt-of-social-media>.

²⁹Shearer, E., & Matsu, K. E. (2018). *News Use Across Social Media Platforms*. Retrieved from Pew Research Center website: https://www.journalism.org/wp-content/uploads/sites/8/2018/09/PJ_2018.09.10_social-media-news_final.pdf.

communicate with one another more freely, they are helping to create surprisingly influential social organizations among once marginalized groups of the society³⁰.

The Factors that Influence Social Media use for Political News and Social Media use Influencing Political Participation are the following

Political participation is an important part of democracy that has been long studied from the past times. Democracy is not absolute till citizens go out and vote, but it is very unfortunate in the recent times that the voter turnout is on decreasing side, that people do not cast their votes, the following factors influence political participation race, education, age, family background and others factors.³¹

In the political context, social media will be defined as any websites or applications that we can use to receive political information for example: Twitter, Facebook, CNN and others.

Social media has become a vital part of our daily lives and recent studies suggest the argument that young people are at the helm of this shift in our modern society. Most of People seem to assumed that young people of age group, 18-24 use social media for everything, but would that be true when it comes to how they get their political news and would that then influence this age group to cast their votes.

Casting Vote: Few interesting facts about social media impact on casting of the votes are the following: 18 to 24 year olds had one of the lowest voter turnouts out of all the different age groups except for the 79+ age group, but social media should have an effect on this particular age group political participation. Political information is one of the factors that can predict political participation of people, which is one of the method that social media in general can help increase political participation because citizens can have access to news and information easily which can

³⁰ Simplilearn. (2016, February 23). *What Is the Major Impact of Social Media*. Retrieved from <https://www.simplilearn.com/real-impact-social-media-article>.

³¹ Wolfinger, Raymond E., and Steven J. Rosenstone (1980), *Who votes?*. Media Review Vol. 22.28(2).p23-24.

then have a larger effect on the outcome of the election, because if social media can influence political participation this could have an impact on voter participation also.³²

Race, ethnicity, and class influence people political participation which is important to understand given that these are individual characteristics that cannot be change other than class. Different factors that influences whether someone is more interested to participate in the political process and education is one of the most important factor that effects political participation.³³

Choice of Candidate

The strategic choices of candidates, parties, interest groups, and activists, political, economic, and social change has tipped the balance of political participation all over the world. E.³⁴

Awareness

Education is the most important factor for political participation, followed by age and income. Social media just adds another layer to the recent studies that already conclude that these are important factors on whether someone goes out and votes. Social media regarding political participation comes down to individual experience and personal qualities of the voters.³⁵

Self efficacy

Social media and political self-efficacy does not have a direct correlation. Attention to social media for campaign information was not significantly associated with political self-efficacy and situational political involvement. .³⁶

Part III: 1.27 Challenges of Social Media

The Moral Challenges of Social Media has been also blamed for promoting social ills such as:

³²Verba, Sidney, Kay Lehman Schlozman, & Henry E. Brady. (1995). *Voice and equality: Civic voluntarism in American politics*, USA, Harvard University Press, pp60.

³³Ibid., p58

³⁴ Rosenstone, Steven J. Hansen, & John Mark. (1985). *Mobilization, participation, and democracy in America*, U.K ,Macmillan Publishing Company. P34.

³⁵ Wolfinger, Raymond E., and Steven J. Rosenstone. *Who votes?*. Vol. 22. Yale University Press, 1980.

³⁶ Gottfried, Jeffrey, et al. (2016).*The 2016 presidential campaign–A news event that’s hard to miss*. USA ,Pew Research Center, pp34-35.

Cyber bullying is the use of technology like the internet, email, cell phones, social media or pictures to harass, threaten, embarrass, or target a person. Most of the times it occurs among young people. But when an adult is involved, it may mean cyber harassment or cyber stalking, a crime that can have legal consequences and also include imprisonment.³⁷

Lack of Privacy

Social media sites utilize mobile apps and the location based services to allow users to check in at their current location place. This normally reveals the user current location to all of the people they are connected with in their particular social media networks.³⁸

1.28 Adverse Effects of social media

Some time use of Social media impacts adversely such as: Fear, Addiction, Lack of Authenticity³⁹, Spreading Fake News.⁴⁰ Life expectancy-The life expectancy of a story posted on the web is around 2.6 days, compared to 3.2 days when a story is shared on social media which depicts⁴¹ and Adverse socialization.⁴²

Part IV: 1.29 Conclusion and suggestion

Media is the fourth pillar of the society, in any country media has important role to play in the growth of the society along with change in the perception of the citizens regarding political, social and economics dimensions. Social media users are increasing day by day and it has been

³⁷*Cyber Bullying Is Rampant In India? Know How To Report Cyber Crime/Bullying.* (n.d.). Retrieved from <https://thelogicalindian.com/good-to-know/government-awareness/report-cyber-bullying>.

³⁸*Privacy Risk with Social Media.* (2017, November 17). Retrieved from https://www.huffpost.com/entry/privacy-risk-with-social_b_13006700.

³⁹*Negative Effects of Social Media on People and Users.* (2018, October 31). Retrieved from <https://www.makeuseof.com/tag/negative-effects-social-media>.

⁴⁰Suhasini. (2017, June 3). *Impact of Social Media on Society.* Retrieved from <https://the-socialrush.com/impact-social-media-society>.

⁴¹Venugopal, R. (2018, March 26). *Interview Questions and Answers for SEO Analysts and Managers.* Retrieved from <https://www.simplilearn.com/seo-interview-questions-and-answers-article>.

⁴²*Social Networking's Influence on Socialization Essay.* (n.d.). Retrieved from <https://www.bartleby.com/essay/Social-Networkings-Influence-on-SocializationF3WQAEYTC>.

increased to about 7.210 billion. From the total 4.2 billion user's internet users, Social Media has 3.03 billion active users. More than 90% of the global brands use at least 2 Social Media Accounts for the purpose of marketing and publicity. Social media namely Face book Messenger and Whatsapp is responsible for handling around 60 billion messages every day worldwide. The process of change is not over yet and changes are very dynamic in the sector of social media. However, Social media has been also blamed for promoting social ills such as: Cyber bullying, Lack of Privacy, Depression and Anxiety, Fear of Missing Out, Addiction, Unrealistic Expectations. Further, it has tremendous impact upon Social, economical and political dimension of Country. Moreover, for the positive change in the society media can play better role in tune of if followings the suggestions adopted related to the study- The laws related to media are traditional mainly made by britisher's during their rule in India and there is need to make changes in them according to the requirement of the recent times. The users of the social media are increasing at very growing rate, there is need to check their authenticity while using social media with the help of social media, big business houses promote their product thus affecting the business of local and small organizations. There are threats related to social media in the form of cyber bullying, lack of privacy which needs to be resolved. Spreading of fake news is common phenomenon which needs to be checked and stringent laws must be implemented against the offenders.

Attempts will be made by Govt. in the direction of creating awareness among the users to use in right manner, ignoring the dark side of social media. Use of social media is done with the purpose to increase the voter turnout during the elections. Social media will be used by organizations in order to reach the potential customers by providing them true and fair picture regarding the products and services. Social media will be used in field of education and developing good relationship with friend, family and near – dear ones. Social media must help in developing the right attitude towards the society among the people.

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