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Impact of Technology on Human Being and It's Behaviors

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Abstract:- Presently the world is completely technology driven where various application and technology are created to make our life better easier and safer than before and it allow us to share and communicate better, faster and efficiently than before. Nowadays we can't have good life without technology because people are completely dependent on technology. In the last few decades technology has grown rapidly and contributed into many aspects of human life. Technology enables us better solutions of many problems and leads us to fully automation era in the world. Day by day technology changed human behaviors and made human life easier and improved can be seen and felt by various industries. In many Industries production costs have fallen, the network of goods and services has become easier, employment levels have been increased, and we have definitely become more efficient in many complex tasks and processes. Recent and rapid development of technology leads to modernization of the whole world in many fields like medical, engineering, industry, healthcare business and service industry. This paper will explain various positive, negative and socio-economical impacts of technology on human being and how the complete scenario of society changed with change in human behavior.

Keywords:- Quality Innovation, Global Pandemic, SME, ICT, WFH, Gig Economy, AI&ML, IoT Digital Surge.

I.INTRODUCTION

The recent advancement and developments in technology support that the 21st century is the era of technology which affects almost every aspects of 21st century life from transport and safety access to food and healthcare access, socialization, accessibility, security, productivity, approachability of various resources which is required for human being to live a comfortable life with full dignity and divinity. The power of technology enables us to connect with global communities sharing ideas, quality innovations and enormous resources to make lives easier and comfortable. Technology doesn't changed only human behaviors but also changed our daily routine. Often we type in Google and ask when we need to know any unknown and check something quickly in our phone. These phenomenon show the dependency on technology which is evolving day by day. From early morning to

late night we all surrounded by many technology and technical devices like Smartphone, smart watch etc. The journey from Smartphone to artificial intelligence, Technology has changed the entire modern workspace. People have become so much on technology that even now, businesses are developing their strategies around it. The traditional way of interaction between a seller and buyer has changed drastically with the e-commerce industry's establishment. When we go to a restaurant, we take a picture of the dish first to upload it in our social media handles before tasting it. The same is when we travel. We try to capture the moment rather than living in it. That's the extend technology has become an integral part of our personal and social lives. In a way, we are becoming addicted to it. Addiction to gaming among children is a fine example of this, reflecting very poorly in their school grades.

II.VARIOUS IMPACTS ON OUR LIVES

Technology has changed not only our powers of thinking but it completely transforms the way we live in our society. Think about how the internet changed our social behavior. Now we interact more on phone calls, emails which have replaced the traditional way of meeting face to face. We can't ignore the fact that the social bond that we humans share has been affected by technology advancement. The times when we used to hang out with our friends and families have become memories. In a way, we are trapped in a digital cave from where we need to get out and start living in a healthy environment. But these are the only ways in which technology has impacted our lives. The answer is No. Every other day we hear fake news in some form or the other.

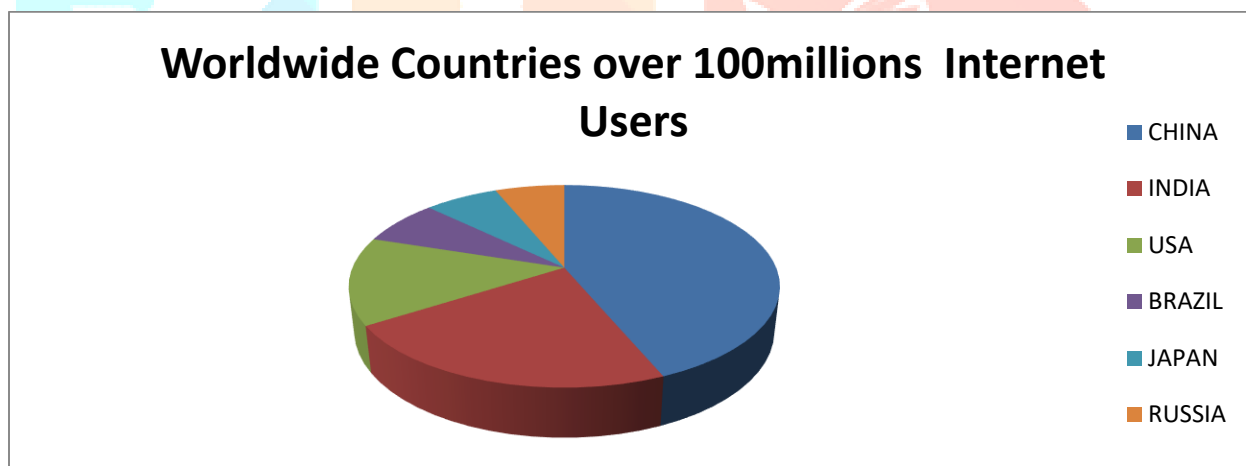


Figure 1:- Worldwide countries over 100millions Internet Users

Sources:- World Telecommunication / ICT Indicators Database - International Telecommunication Union

Social media platforms have become a hotspot for these people for spreading fake news. It affects society at large. People tend to believe more in such misinformation than following print media that provides genuine and verified information. Content available in media molds the opinion of the society. Sometimes it brings a change in how we behave with others and how we judge them. People need to figure out the correct source of information. Copyrights issues are also increasing nowadays, all thanks to malicious websites. At times we hear that movies get leaked on these sites before their official release. It de-motivates the artists working hard to create something and bringing it to the society. On many occasions, we encounter a situation when we start shopping online for one thing but end up buying something else due to a better discount on the last item. We do

it because we fear that we may miss the exciting deal on that product. In this way, e-commerce companies manipulate consumer behavior. Just introspect within yourselves, how much time we spend on social media apps or binge-watching a series in an OTT platform. That's how people's behavior is being hijacked. We need to utilize our time efficiently.

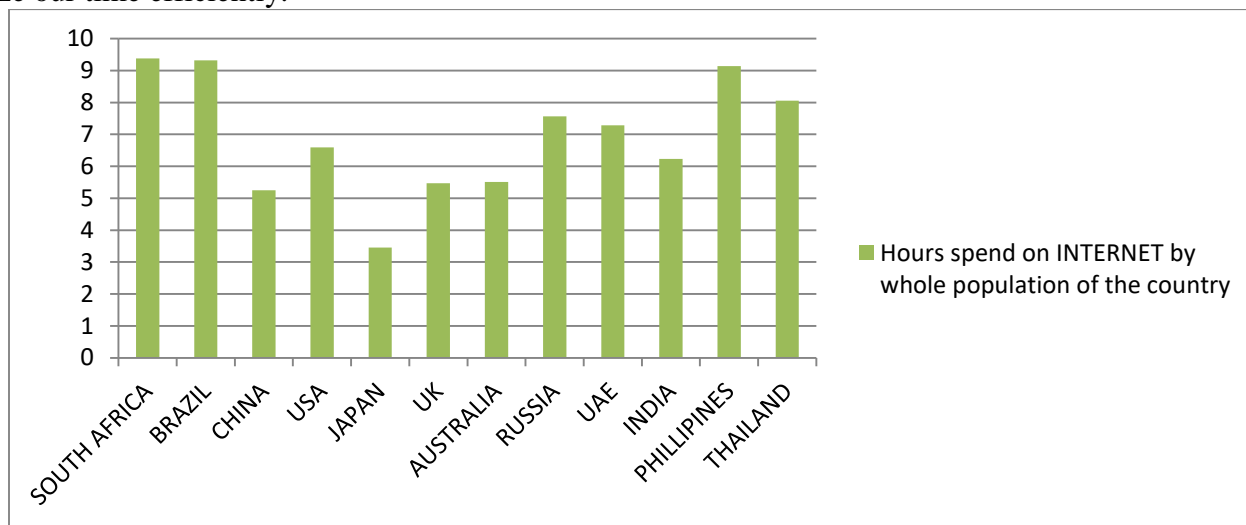


Figure 2:- Time spend by people in Hours per day.

Source:- <https://www.statista.com/statistics/1258232/daily-time-spent-online-worldwide/>

Above we found the country like Japan which is culturally rich and its citizen has more patriotic value than other have less number of internet user. It proved that modern technology like internet and social media affect the human thinking and behaviors. In these ways, we allow technology to govern our behavior, be it emotional, social, societal, or personal. But we must aim it to use effectively to improve productivity in our daily routine in the long run. It must act as a supplement to our lives instead of being the controller. There are various factors which impact and affect the human beings and their behaviors like Socio-economical impacts, digitalization impacts, global pandemic impacts, standardization impact etc.

II (a) . SOCIO-ECONOMICAL IMPACTS

In everyday language, technological advancement means some change allowing the production of more goods and services. The familiar connotative meaning of the term centers on the use of machines, new lathes, robots, computers, and the like. However, any better, faster, or more efficient way of producing is a technological advancement. Technology is the story of innovation of techniques and tools that made the work of human beings significantly easy after 20th century, when human face technology evolution their lives were affected in various forms. Technology took its place among people and effected their relation significantly. Even now almost everything is solved by technology. However technology were a new way of living, it made life for some group of people difficult. In the modern era people need is overlapped by their wish. Consumer consumes not just they need but what they want. E-commerce technology creates a shop on demand. A survey tells that 13% of computer user purchase product online and 2% people share their card information without reading term and condition and 11% users' uses cash on delivery for online orders.

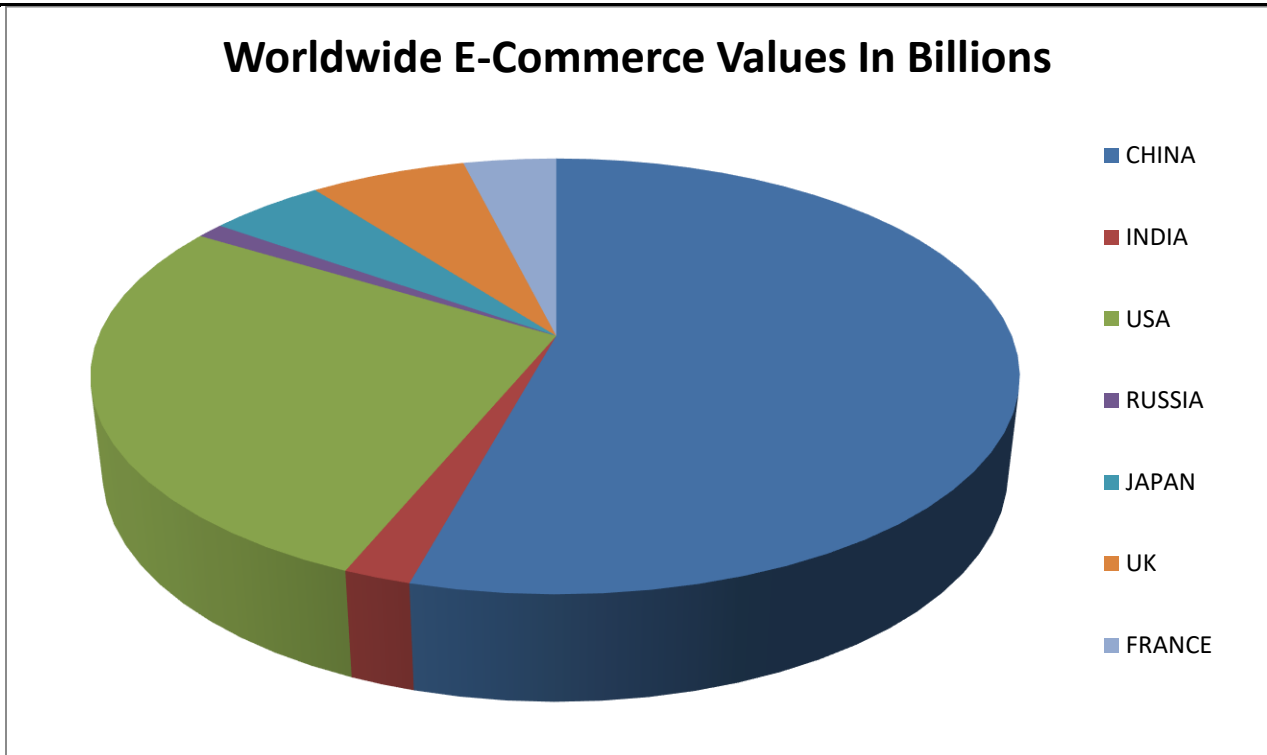


Figure 3:- Worldwide E-commerce values in Billions

Source:- Google search

Human behaviors has changed people don't wait and invest a lot just to buy from local reachable market. Online shopping becomes a habit for computer users.

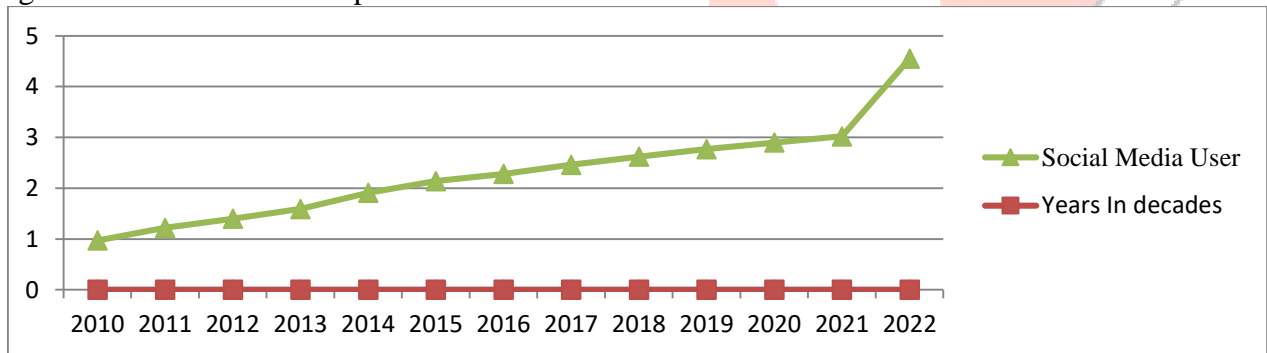


Figure 4:- Social Media Users worldwide in Billions year 2010-22

Source:-Digital Marketers

People with less awareness of technology have no chance of getting a job even some times it is impossible. Moreover it affects the relationship among the people. Nowadays Social Media like YouTube, Face book, What's App, Instagram, Messenger etc are not only connecting people of our society but also best platform for e-marketing and easily approachable multimedia platform where users are increasing very rapidly. Since above data show that in year 2021-22 the users of social media increases exponentially so the worldwide share of some multimedia platform is shown of year 2022.

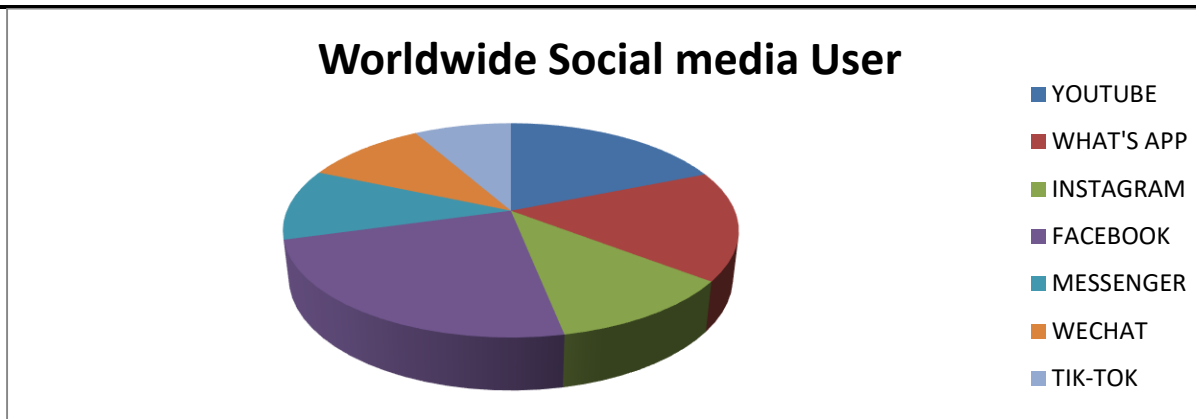


Figure 5:-Different Social Media platform Users in Percentage worldwide in Year 2022

Source:-Future market Insight

The communication and relation become more unreal and the deals become trustless. Due to increasing development and the implementation of various new technologies such as cloud technology and market intelligence solution based on IOT and ICT with artificial intelligence are creating more opportunity for the growth in digital marketing. Based on application the markets are divided into following types and the share in world market is shown.

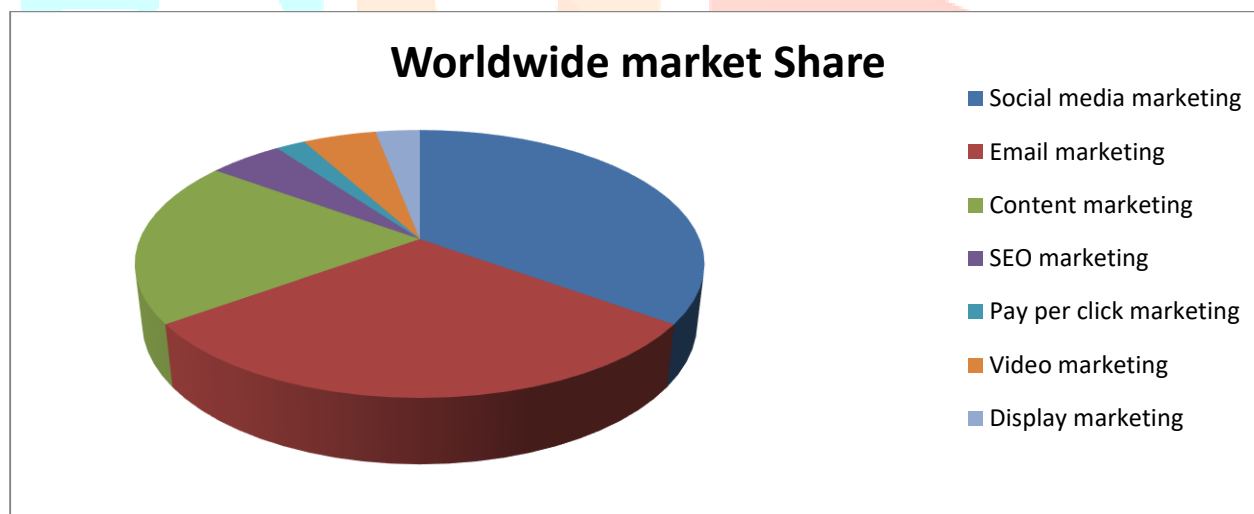


Figure 6:- Worldwide Market share in percentage

Source:-Future market Insight

They are Social media marketing, Email marketing, Content marketing, SEO marketing, Pay per click marketing, Video marketing, Display marketing etc.

II (b) . DIGITALIZATION IMPACT

Digital technology affects the various aspects of human being and behaviors in more fundamental way to human development such as the way children parented and the way they learn and act in society. Many of these issues are directly or indirectly related to the impacts of digitalization on individuals, the economy and society.

Mental Health level:- Digitalization may causes globally. Most developed countries are facing a growing mental health burden reaching crisis proportions and emerging disproportionately in young people. It

may be due in part to significant demographic changes and the changing social context in which we live where expectations do not meet reality. Many youngsters in developed countries are facing problems of mental health illness. They are immersing themselves in the virtual reality of social media and forgetting reality. This causes anxiety, nervousness in the youngsters. It is often a possibility that these problems are affecting them in an indirect way.

Social Changes level:- Due to digitalization and social media, the impacts of the transformation on various collective groupings in our society that can form within societies and affect social anxiety and social incompatibility. Social media has helped new groups and communities of interest to form and grow, but it has also enabled more polarized and entrenched views to take root, and among the groups that form are anti-social morally objectionable or illegal behaviors.

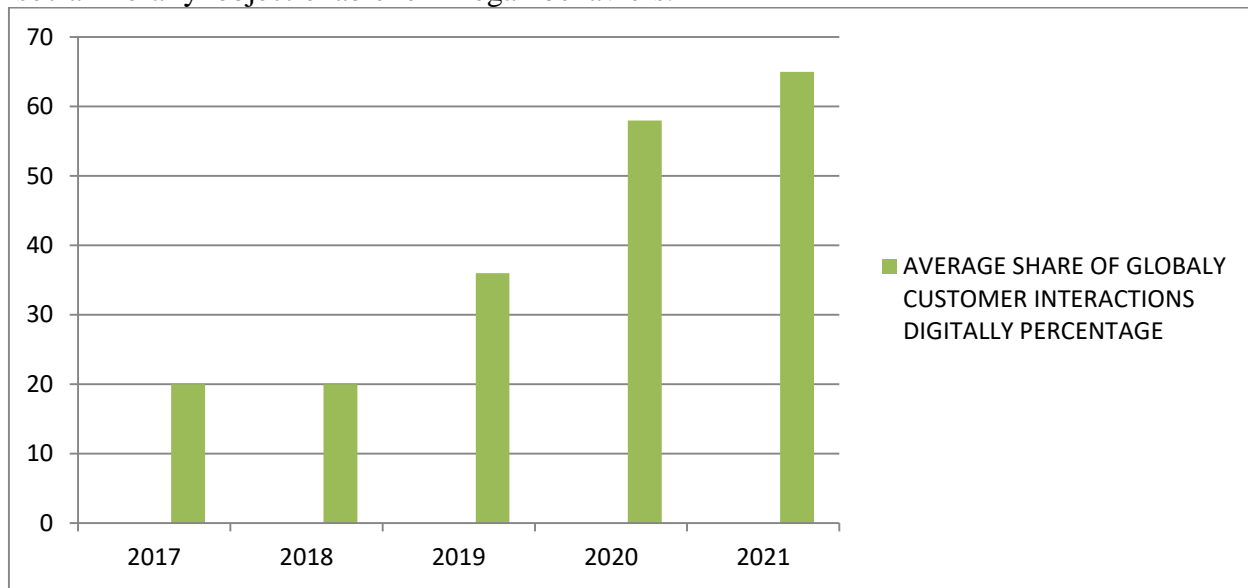


Figure 3:- Average Share of Customer Interactions Globally (%)

Security level:- For individuals or groups, one emergent issue of personal and public security relates to real and immediate impacts from various forms of virtual, online and remote surveillance. The concept of surveillance of public spaces may make people feel safer, but in practice is it also limiting personal freedom. Cyber bullying and misuse of social media increasingly can polarize and fragment societies and threaten our sense of well being. The problem may occur as conflicts if they spill over into real-world action which is not good for social harmony. Cyber Security has become most important and significant aspect of security at all – national, organizational, social and individual level. Nowadays Mobile Apps are the most common and latest threat to security at individual level.

Governance level:- The concept of governance includes democratic processes like public representation, electoral integrity, trusted public institutions, independent and reliable 4th estates as well as fair and just delivery of government core services. While these two meanings of governance must be distinguished, they none the less both affect well being and are themselves affected by the impact of digital technologies. Cyber Security has become part of National Security.

II (c) . IMPACT ON GLOBAL PANDEMIC

The global pandemic like Covid-19 has led to an inevitable surge in the use of digital technologies due to the social distancing norms and internationally nationwide lockdowns occurrence. People and organizations all over the world have had to adjust to new ways of work and life. The lockdown has resulted in most people taking to the internet and internet-based services to communicate, interact, and continue with their job responsibilities from home. Internet services have seen rises in usage from 40 % to 100 %, compared to pre-lockdown levels. Video-conferencing services like Zoom have seen a ten times increase in usage, and content delivery services like Akamai have seen a 30 % increase in content usage (Branscombe, 2020). Cities like Bangalore have seen a 100 % increase in internet traffic. The lockdowns across countries have entailed a rise in the use of information systems and networks, with massive changes in usage patterns and usage behaviors. In global pandemic digital transformation technologies such as Cloud, Internet-of-Things (IoT), Blockchain (BC), Artificial Intelligence (AI), and Machine Learning (ML) are being used and adopted by various organizations as part of their transformation effort. The gig economy is driven by online platforms like Ola, Uber, Swiggy etc that hire workers on an ad hoc, short-contract, and mostly informal basis. During the lockdown, workers employed by these platforms have suffered heavily, as the demand for their services, taxi rides, rentals, or skill work has disappeared and they lost their jobs as well as source of livelihood.

II (d) . IMPACT ON CULTURAL AND EDUCATION REFORMS

The culture of society is reflected in the values, norms and practices as well as in the individual's behaviors. Technology has a crucial impact on all fundamental aspects of our cultures including language, art, mobility, education and religion. The standardization for perceiving, judging and evaluating the technology acts as culture of a community. Technology not only affects the various components of culture but also determines the direction of culture development where technology should be in harmony with social and culture condition of community otherwise there will be always conflicts between technology development and preservation of cultural values. In present scenario classroom education is multicultural and it is experiencing a rapid growth in cultural and ethnic diversity so our classroom needs a technology which integrates and interact the multicultural classroom. Technology is revolutionizing and transforming education by making it as easier as possible to learn, teach and evaluate by modern method of learning like SMART classes, Language Lab, Virtual and recorded classes. From PowerPoint presentations to simulations and 3D visualization tools, technological developments have opened up a variety of educational resources for educators to help students understand concepts effortlessly. Effective use of digital learning tools in the classroom increases student engagement and helps teachers improve lesson planning and promote individualized learning.



Globally, technology is changing education and it offers several new possibilities for today's educational institutions of all kinds. Technology is now used to enhance traditional teaching methods, supplement traditional teaching methods, and provide digital resources for students. Technology can also be used to provide interactive learning opportunities such as online conferencing and digital teaching materials. Technology can also be used to improve the way information is conveyed, making learning more efficient and effective. The rapid expansion of online courses and the extensive use of mobile devices to support a wide range of children's programming tutorials and mixed learning programs (partially online, partially classroom) are one of the best examples.

III. STANDARDIZATION IMPACT

With the development and innovation of IoT AI and ML technologies, both domestic and international people in the industry believe the development of IoT and AI are the new points of technological innovation and economic growth. It is more difficult to learn these technology if the standardization is not done globally. Standardization has important role in connecting the technology to industry and industry to human beings. Technology's standardization is not only necessary for innovation but also for the development of it. Based on the process of technology standardization competitive behaviors of innovation are categorized. Also standardization makes the human being to act as per the standardization of the industry and innovation of the industry. Standardization makes innovation into machine and machine into reality use for human applications.

IV. POSITIVE IMPACT OF TECHNOLOGY

Today's world is completely technology driven which help to bridge the gap among different countries in the era of globalization. Technology has both positive and negative impact on human being and its behaviors. Some are discussed below in this section.

Develop future technological Leaders:- Globalization is expanding day by day so our technology is also changing how to work together understanding the multicultural team to bring all human values and support strategic decision making with utilizing our diversity to boost innovations and discoveries. Leadership not only

increases one's individual morale and retention but also improve productivity to promote better decision making in making future leader.

Improve and Enhance learning Skill:- Our traditional way of learning takes longer time than modern learning technologies available. Modern learning enrich the classroom technology like smart classroom, virtual classroom, Augmented reality(AR), videos etc provide better comprehensive learning, sharpening critical thinking mind, better interactivity and engagement, time saving effective learning technique and personalized learning opportunity for all human beings. Technology like internet and web media enables continues access of information and knowledge.

Foster problem solving skills:- Technology like artificial intelligence, deep learning and machine learning are problem solving technology. It determines the source of problem and finds effective solutions. Problem solving skill includes research analysis, active listening, creativity and dependability, decision making and team building. Problem solving skills are very important at every career at every level so technology play a vital role in human development and it decides the human behaviors in our society.

Leads to innovation in various fields:- Day by day various researches leads to new technology and a multi-disciplinary innovations. The advance cognitive technology and low cost digital assistance powered by artificial intelligence help in innovation in many fields. In every field ICT plays a crucial role in innovation so IT professionals are reinventing themselves developing their own capabilities and finding a new way how technology are moving from firefighting to delivering innovations and technology leads to another new technology this way.

Ease of mobility:- Technological innovation brings many benefits to citizens of whole world though the mobility of technology and also mobility become easier through technology so an integrated technology integrates every mode of transportation and it offers every service provider, stockholder and end user with a common operating image across the entire transit ecosystem. So we get conclusion that mobility improve technology and technology improve mobility and both play a vital role in human development and its behaviors.

Cost efficiency of product and services:- Due to mobility and technology the whole world is treated as home. Transfer of technology creates every product available nearby your place. The company like Alibaba, Amazon Flipkart, India-mart, Swiggy etc are selling services as well as goods at affordable price and they are very near reachable from buyers. The distance between buyer and seller is just one click away and payment and banking system also improved in such a way that people rarely think about the security and safety of payment process.

Improve banking skills and facility:- Digitalization and transformation of the services leads to improve the banking facility and all customers are skilled in such a simple way that even a literates well as illiterates can operate the banking services very fluently. Now banking not only matching up creditors and borrowers but also they provide service of payment of international and domestic needs and making money. In fast changing market banking changed the understanding of human being and also predicting the financial needs and services which changed the human behaviors against the banking services. Nowadays people usually visits bank and banker visits the people if they need themselves and created a healthy ecosystem in our society. Due to

technology advancement all banking services in our hand even for small financial needs people don't go to bank. They served themselves.

Save time:- A survey in UK claims that a modern technology saves the people average time of two weeks in a year. Technology has given us various devices like Smartphone, Laptop, and internet which save at least 20 to 40 minutes time in shopping and banking with respect to physical visits of bank and shop. Not only online banking and shopping save time but also transportation and various services save too much time of human being. Technology completely change our way of thinking and doing.

Globalization of services and goods:- Globalization not only brings together human being but also various product and services. It is the process of international influence where the diffusion of goods, services, capital, technology, and people across the national border. Globalization has also influenced the human behaviors which look at how some cultural value, customary and habits changed over a period of time. Some people believe globalization means westernization. The spread of westernization influenced human behaviors for example western values made people more competitive and individualistic lack of skill to establish a strong friendship. The disorder of eating habits of people of India especially in youngsters is a change in human behaviors. Globalization is influencing behavior through the spread of Western ideas to other populations.

Better understanding of human being across the Globe:- Through internet and social media like Facebook, WhatsApp etc the world is interconnected and there is huge communication across the world. People from one place get interact with other place to understand the various cultural activities and also try to understand their civilization through internet technology. Due to globalization people are moving across the globe physically and virtually, it helps to understand the different culture and people of the world.

V.NEGATIVE IMPACT OF TECHNOLOGY

Technology has also some negative impacts on human and its behaviors. These impacts are crucial to change the human behaviors. The excess use of technology and social media changed the behaviors and level of thinking with more significant impact on children as well as teenagers. It also creates some harmful habits with technology.

Decreases the privacy level:- Due to frequent use of internet and information technology tools we share much more information which get access by some other user is common problems these days. Sometime during e-commerce marketing people even we share very confidential information like bank account, Aadhar number PAN number etc which may be monitoring by some other people and often fraud may occur. So our privacy gets affect by it. We get habits of unnecessarily go through various marketing website in the name of fashion. In Social media we also share our private information like picture and other stuffs which affect our private life. It also impact on our medical and genetic privacy, internet privacy, workplace privacy and mental privacy

Virtual social lives:- Nowadays people has made a virtual world around themselves which decreased the level of concentration and prevent us on focusing any task. Our teenagers are mostly affected by these type of syndromes which negatively teens distracting them in wrong path disrupting their sleep, and exposing them to

bullying, rumor spreading, unrealistic views of other people's lives and peer pressure also they are becoming anti-social well beings.

Health Issues:- Due to overuse of technology we faces various health issues like sleeping disorder, physical inactivity, obesity, eyestrain and poor posture. The main reason of health issues are the addiction of use of mobile phone and internet.

Physical Inactivity:- Every digital technologies are sedentary and promotes sedentary lifestyle which result into obesity cardiovascular diseases type 2 diabetes and premature death.

Social anxiety and Incompatibility:- Technology affects not only individual behaviors but also social behaviors. We interact more on phone calls and social media rather than face to face meeting. Addiction of technology also creates not only aggressive behaviors but also social anxiety and social incompatibility. It also results into low academic performance, lack of attention, low creativity, delays in social and emotional development and language development.

Environmental disorder:- Due to technology advancement there is two things which damage our environment that is pollution and the depletion of natural resources which also change our habits and behaviors. Global warming and climate change, water pollution and ocean acidification and loss of biodiversity are the consequences of technology advancement due to which people are facing various issues like heat waves and cold wave, floods earthquakes, heavy rainfall and less rainfall etc.

VI. CONCLUSION

The impact of technology on human behavior can be positive as well as negative it's all depending on how we use it for our purposes. This paper describes the various negative and positive impact of technology on human behaviors as well as social behaviors. Wisely used of technology maintains a healthy sense of well being. Changing of technology is universal and continuous and never ending process and its success depends on the social acceptances or rejections so people must aware about how technology is changing their individual behavior as well as social behaviors. Our future is our children and adolescences, this generation are spending excess time on internet and social media results a paradoxical sense of social isolation and social immaturity and also effect on traditional social face to face connectivity. In this paper I try to figure out various impact and consequences of technology. However technology innovations are making our life more comfortable and easier than before but we must always think about how negatively these technologies are changing human and social behaviors of individuals and society.

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