

# The Impact of Social Media on Social Development

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## **Abstract**

The study of this research aims to create an immense level of awareness about the impact of social media on the society. Social networking sites such as Facebook, My Space, Twitter, LinkedIn, Whatsapp and Instagram are a few such sites that attract maximum of the youth. Evaluating the amount of research that surrounds the usage of social media in the social development, it is important to determine whether or not, have these led to any impact on social development and improvement. This paper will be therefore able to review the available literature to study and present both the positive and negative impacts of social media on the most high in demand segment of our society i.e Development.

## **Keywords**

*Social Media, Social networking, Internet, Social Development, Instagram, Twitter*

## **Chapter One: INTRODUCTION**

In the last few years, technology has improved the standard of living and made easier, the human activities through a new civilization. With this, a new 'Revolution' named 'Information and Communication Technology' (ICT) has occurred in the present world [1].

ICT incorporates electronic technologies and techniques used to manage information and data, including information-handling tools used to produce, store, exchange, allocate, distribute and process information.

The most common use of ICT is through social and digital media in communication and information purposes especially with young people and colleagues, which is most frequently done through email, texting and Twitter, Instagram, Facebook and other social media.[3] Although Information and communication technologies (ICT) and social media are conceptually different, they are entwined and intricately connected.

Social and digital media has, to varying degrees, also been used to provide advice and guidance to young people and in the long run also has played an important role in social development.

Other purposes of the social media and digital media stated in the surveys and focus groups are: - learning a new skillset; training and education; animation; film making; photography and creative writing. Social and digital media has also been used by youth workforces to help young people in encouraging social responsibility and campaigning activities.

The convergence when mobilized as resources for or employed as means in social change, a process that entails altering social patterns of a society, which can involve economic development, political progress, cultural change, social revolution, etc. This paper identifies the potential of social media as one of the prospective options for social developments and prosperity.

## **Chapter Two: LITERATURE REVIEW**

### *Age an important factor of identity formation on social networking sites*

With 356 million 10-24 year-olds, India being the world's largest youth population the age related differences plays an important role in the online communication. Younger people have larger social networks. Also findings state that teenagers make more use of different media on their profile pages when compared to the older users. Keeping this in mind even the prime minister of our country implemented the digital India initiative with the vision like Government Services are easily and efficiently available to citizens on Mobile devices where Government proactively join in with the people through Social Media.

Prime Minister Narendra Modi too has mastered the skill of “mass self-communication”, using the social networking sites and other alike new media platforms to continue a dialogue with his supporters and the world.

The next most followed political leader on Twitter is our Hon. Prime Minister Mr. Narendra Modi @NarendraModi. He has not only used Twitter as an effective part of his election strategy in his and his party's landslide victory in 2014 election, but has, similar to Obama, implemented a post-election social media strategy where he uses Twitter, Facebook, YouTube and his app NM App to incessantly communicate with his followers.

Since before his election as the prime minister, Modi has been using Twitter to update his followers on his everyday activities, his diplomacy efforts, the launching of various government schemes including ‘Digital India’; ‘Clean India’ and ‘Beti Bachao and Beti Pado’. No other political leader in India has had such an extravagant online presence as Modi, who continues to use new media technologies to his advantage, in addition to the two Indian public service broadcasters, which are mainly tax-payer funded but fully controlled by the government of the day.

## **Chapter Three: Research design and Methodology**

### *Statement of problem*

Social Media has become one of the attractive platforms. The study examines how social media has become an integral part in development of country. It further studies how social media can lead to new economic avenues in the country.

### *Hypothesis*

H0 Social media is not an effective platform for Social Development.

H1 Social Media is an effective platform for Social Development.

### ***Research question***

Through the study the research aims to find the following questions:

RQ 1 How does Social Media play an important role to communicate with the mass?

RQ2 How does Social Media create awareness amongst the mass?

### ***Methodology***

Case study approach lets in a researcher to intently investigate the information within a selected context.

Case studies, in their authentic essence, find out and screen modern actual-life phenomenon through detailed contextual analysis of a constrained number of events or conditions, and their relationships. This have a look at analyzed three instances wherein social media helped in improvement of the society.

### ***Utility of the research***

Social media is a vibrant tool of communication today. Thus researcher tries to understand the potential of social media to become a prospective option for individuals, Social Development.

### ***Limitation of the study***

Several items in the research process could limit the study and the result. Due to the time constraints, only two cases are studied thus, results cannot be generalized on a larger scale.

## **Chapter Four: Case study And Observation**

In the last few years social media has also become a medium to assemble people for a cause and several social awareness campaigns run by NGO and brands as part of their social corporate responsibility leveraged social media to spread the word.

### ***Case study1***

**SelfieWithDaughter – Government of India (not official campaign)**



Actor Jackie Shroff posting his #SelfiewithDaughter

During his Radio Address to the country 'Mann Ki Baat', Prime Minister Modi, urged to protect the girl and encouraged the nation to post their pictures with daughter and in no time #SelfieWithDaughter started trending worldwide. Twitterites, Instagrammers, Facebook users from around the world, including politicians, film stars, celebrities and common citizens flooded the social media sites with their selfies. It became the top trend in India on Facebook and Twitter and Instagram and was trending worldwide among the top five positions. Over a lakh Tweets had been shared on this topic. Modi also promised to retweet the Twitter messages with the best tag line and it didn't take parents from across the world long to post delightful selfies with their daughter to support "Beti Bachao, Beti Pado". People from Africa and Europe also have shared selfies, backing the noble cause. The campaign was criticized by some but it was huge success overall among the masses. Maharashtra CM Devendra Fadnavis and actor Ashish Chowdhary too were not untouched by the craze and posted adorable selfies with their daughters.

Impact Factor: Very Good

## Case study 2

### Mahindra #SeedTheRise

Mahindra and Mahindra is a known name for their philanthropy work, this year they collaborated with advanced office "Flying Cursor" and began a crusade called #SeedTheRise to persuade individuals to give cash for the reason for financing formative ventures in rural India to help the farmers. They reserved in on-screen character Nawazuddin Siddiqui who is renowned for his ascent from an exceptionally humble foundation and made a short film to spread the message. They additionally brought in some nourishment bloggers and gourmet specialists from the country over who were requested to set up a dish out of appreciation

for the farmers and live tweet the whole method. Some city particular NGO were additionally asked for to get the message out through live talk and exchanges utilizing "Twitter" as the key stage.

Impact Factor: Very Good

### Case 3

In an article entitled "Tweets, Texts, Email and Posts," writer Tony Dokoupil investigates the story with respect to a man named Jason Russell. Russell sent a connection to a web narrative called "Kony 2012," which shared his profoundly individual web encounters with respect to African Warlord Joseph Kony. The film got around 70 million perspectives in under seven days.

While the film conveyed attention to the issues confronting African youngsters and kid warriors, the sudden popularity significantly affected Russell. Russell started fixating on the quantity of perspectives got and in the long run experienced what specialists now call a transitory insane break.

After posting a quote by Martin Luther King, "If you can't fly, then run, if you can't run then walk, if you can't walk, then crawl, but whatever you do, you have to keep moving forward," Russell took off his clothes, went to the corner of a busy intersection and repeatedly slapped the concrete with both palms ranting about the devil.

This is only one case of how Social Media can have both positive and negative effects on a person, as the distinction has caused serious psychological well-being suggestions for Russell, yet in addition conveyed attention to a rising epidemic of child soldiers.

Impact Factor: Both Good and Bad

## **Chapter Five: Discussion and Conclusion**

Social media has affected our society for better and for worse.

Looking at these initiatives, it's clear that Social media will build a distinction in people's lives. However, achieving this development or modification is not straightforward. There are matters that require to be addressed before we are able to even consider using Social media as a tool for development for the mass. So far, we've seen each what's operating and what's not. Keeping in mind the negative aspects, there's a desire



that we have a tendency to specialize in however best these challenges might be handled. Providing Social media alone would not solve the matter

It is up to us to decide how we view social media and how we permit social networking to either help or harm our lives. This chapter encapsulates the study by emphasizing the research conducted on the topic.

So from the above discussion the researcher accepts her alternative hypothesis that social media is an effective platform for social development.

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