REPERCUSSIONS OF SOCIAL MEDIA ON PARTICULAR TO SOCIAL STRUCTURE

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ABSTRACT

This paper is an analytical study of the possible effects of social media on both, particular and the social structure as an aggregate. At the top we exemplify the current site of social media in terms of facts and figures before we intensify selected aspects of new outline of virtual interaction. By keeping an explicit focal point on recent neuroscience research conclusions the subsequent main research question is to be answered: How does our brain allot with these new configurations of information technologies and what are the possible upshots for our social behaviour? There is a wide orbit of multiple elucidations related to the functionality of social media as a muscular headspring of communication and learning. After investigating several advantages and disadvantages we will pinnacle the circumstances for accountable handling of social media. The scrutiny takes place on two altitudes:

         1. Impact of social media on particular to social system.
2. The individual form of engaging and the peculiar influence of social media on the own social behaviour.
Eventually, the repercussions of social media on the two elevations above will be integrated into a gross picture. As main upshots of this study we can specify that
         ☐ ☐ social media has a great influence on our life
         ☐☐ in human communication, pivotal role is played by emotions
☐☐ along with all the beneficence of social media we must use it accountably

Keywords: social media, human communication, neuroscience research, virtual interaction, Accountable handling

1. INTRODUCTION

We all are well aware of the phrase 'Knowledge is power'. We all acknowledge this saying but very few comprehend the noticeable role social media has played. Social Media provides a platform to everyone, everywhere and anytime to add or update their knowledge bank with an unrestricted flow of information. We cannot underestimate the role of social media and its impact on our culture, economy and the comprehensive view of the world. Social media is a congregation that connects people to trade idea, bridge with, particularize to, and mobilize for a reason, in quest of consultation, and offer supervision. Social media has opened the door for everyone to participate in global communication with the removal of communication barriers and created decentralized communication channel. It is a cluster of formal, informal, scholarly and unscholarly writings to proliferate. It allows students to work in a collaborative group projects even when they have distances to cover. It encourages inventiveness and alliance with a range of bloggers on issues such as politics, economy, education, relationships, health etc. Social Media has come at a price instead of many beneficence such as easy and fast connectivity to our friends and relatives across the globe, communication beyond borders and cultural barriers. The global reach and the combination of isolation have scraped away the ingenuity of our culture. Social media is robbing us of trust and comfort we once placed in one another, replacing the human fellowship, physical and emotional support we once drew from each other with virtual connection. It kills the selfcontrol and ability to think independently and instead of this makes us credulous to join group that posts vexatious messages that tickle our senses and give pleasure. Facetiously, social media is turning us into antisocial peer group. We favour texting to phone conversations, online communication and many have taken the place of human interaction therefore now-a-days Facebook, Twitter, Instagram etc are in a great demand.

The objective of this paper is to account evidence from different researches which were done by assorted researchers in several environment that reveals the negative influence of social media in three aspects.
a)   Social media cultivates virtual connections.
b)   Social media makes us addictive of it and brings us away from family and personal time as well as shrinks interpersonal skills.
c)   Social media has become a weapon for criminals, predators and terrorists to perpetrate illegal acts.

2. FACTS AND FIGURES

28 years ago, WWW was found, only 13 years ago Facebook went online, this short time frame has changed the world fully. It has affected not only our daily life but the behaviour also. If we consider the importance of INTERNET with the right technology and the rate of penetration we can get facts and figures about the global internet environment. In 2017 over 3.2 billion people were internet browsers which is 41% of the world's population. In developing countries one third (33%) of the population is internet user whereas in developed countries the ratio is (81%). Europe is the highest internet user by 78%, followed by America by 64%, Africa by 22%. These figures show comparative usage of internet among developing and developed countries and these figures do not reveal the use of internet to communicate only but to exchange news, information and learning tools.
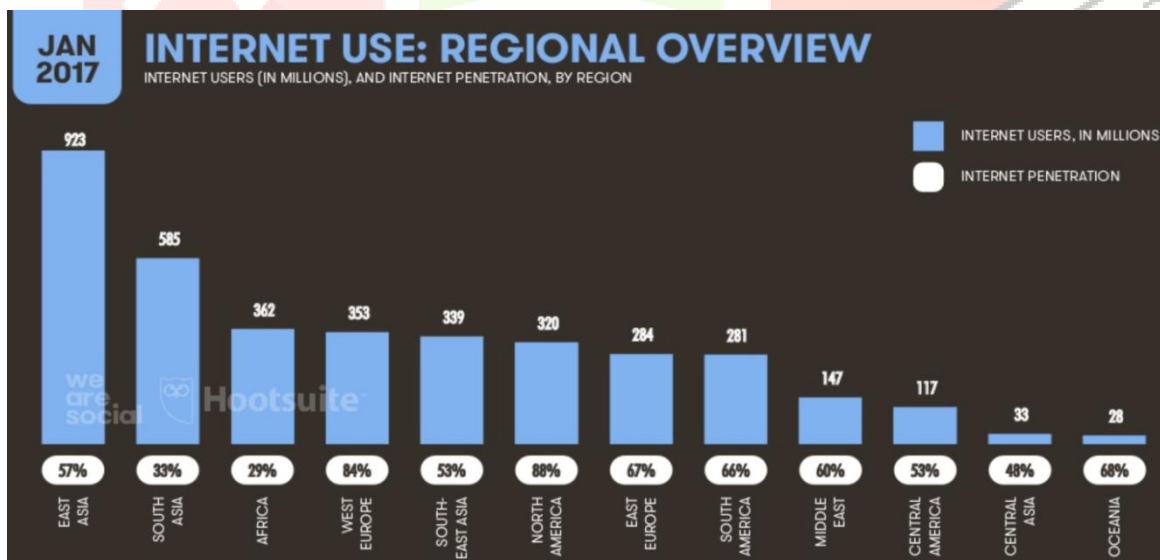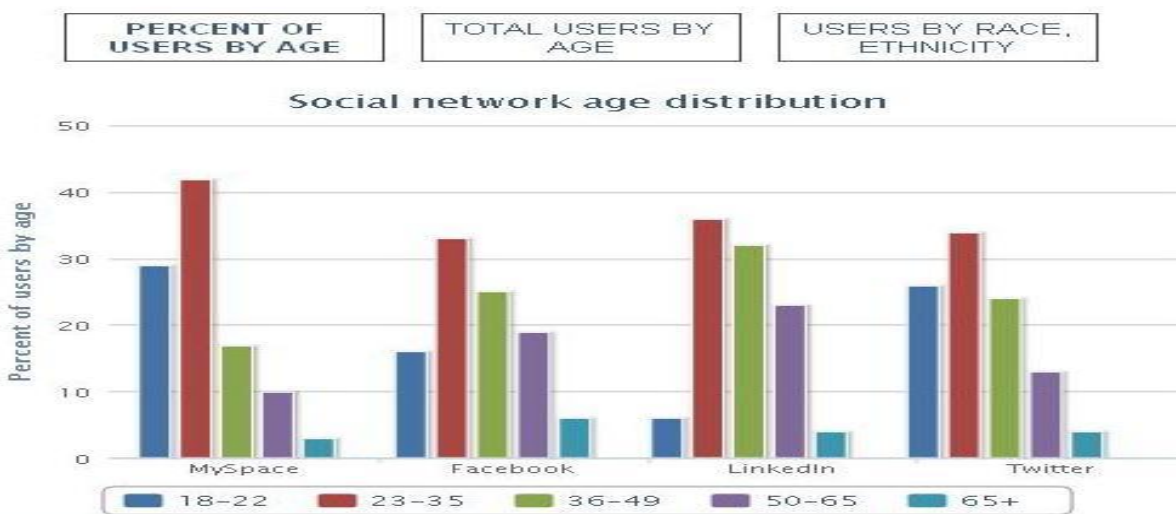
Analysis I
Social Media v/s Psychological Issues

In the following section, the paper will cover various supporting ideas showing how social media, particularly, Facebook can lead to psychological problems.

Facebook Dejection

Many researchers have given a new term called 'Facebook depression', which can be noticed when an individual spends his excessive amount of time on social media sites like Facebook. Registering friend request, seeking for acceptance and staying connected with peers is an important element of social life. Therefore due to this constant engagement it triggers depression in people. Excessive social media usage leads to depression.

Dr. Joanne Davila, her colleague, Lisa Starr and Stony Brook University researchers discovered by notifying a teenage girls' group that disproportionate use of Facebook caused a higher risk for depression and anxiety within a year. Sharing of problems frequently through Facebook caused signs of depression and anxiety. This was proven that those who are engaged on social media, texting, chatting, gaming, cell phones etc. are prone to have anxiety and depression.

Social Media and Eagerness

Social media is a common source of stress to its seekers and users. A survey was performed on 7000 mothers and it was notified that about 43% of them were using Pinterest the photo sharing site. It was observed that they were so excited towards this site and were keen to share pictures and this excitement of sharing photos reported suffering from Pinterest stress. This question many times strikes us 'How does social media cause stress, depression and anxiety?' Through two ways we can explain this. First way is being constantly observant for new messages and posts is just like being alert for predators and this instinctive nature causes a release of stress hormone 'cortisol'. The second way is projecting oneself constantly a perfect self and this craving of making perfect in virtual communication world releases cortisol hormone excessively. And the constant and continuous secretion of cortisol damages your gastrointestinal tract (gut) which opens the door to an immune-inflammatory response in the body and brain, resulting in depression anxiety.

Social Media and Catfishing

This world of Social Media is a world of illusion and due to spending most of the time on this world our important relationships with our family members and loved ones suffer. The world of social media is an illusionary and virtual world where people make fake profiles and get indulge in the process of befriending strangers. These virtual connections have ruined marriages, relationships and influenced many people emotionally. The cost of excessive use of social media is very high in terms of anxiety, depression, stress and false connections.

Analysis II

Social Media v/s Criminal Activities
With the increased use of social media the nasty people advantage themselves of freedom of these virtual platforms to cheat, attack and hurt others in a various ways. Many criminals have accessed these platforms to hide their identity and commit crimes such as cyber bullying, cyber terrorism and drug dealing activities.

Social Media and Bullying
At Social Media sites the malicious people hide their identity by posting someone else's information and allow their victims to post things in front of others and thus they humiliate them. This is the most observed crime by youths these days. It leads to deep mental scars and sometimes committed suicide by the victims. Approximately 35-40% adolescents report involvement in bullying.

Social Media and Terrorism
The another perilous aspect of social media is the swift adoption of this medium by terrorists groups. These anti-social groups have uses carelessly this virtual world for gathering information, for fund, to gather people and for schemes. According to researchers these platforms are used by these anti-social groups to recruit and train new members. These sites allow these groups to be accessible to a large group in a fraction of second.

Analysis III
Link between Social Media and Criminal Activities
After analyzing all the effects of social media on social structure and a particular it is observed that there is a link between terrorism and psychological issues caused by social media. The researchers have concluded that the people who are ready to join these radical groups are groups of those people who are isolated or sometimes those who have psychological problems. These radical groups give them the feeling of being important that is why they are prone to join these groups. Social Media has fabricated new concerns in relation to crime itself. Victimisation on social media platforms is not atypical. In addition old crimes such as harassment and threats as well as fraud and identity theft have been orchestrated in new course of action through social media.

5. CONCLUSION

So, in conclusion I can summarize my views that social media is boon and bane at the same time. It not only connects deserted areas , facilitates global communication within a fraction of second but plays a great role in e-business and e-commerce. There is a long list of advantages of social media but it cannot be ignored for its disadvantages too. Many researchers have presented their theories on both the aspects of social media and simultaneously left on us the calculative use of social media. The use of social media is on you by raising self-awareness.

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