DISCUSSION ON SOCIAL MEDIA: UNPACKING THE SOCIAL, CULTURAL AND EDUCATIONAL OUTCOME OF SOCIAL MEDIA

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Abstract

Social media has significantly impacted how modern civilization is developing around the world. Social networking has evolved over the last few decades from amusement to necessity. Indian culture exhibits a spiritual sense of moral principles. The term "Indian culture" refers to all of the diverse and distinctive cultural subtleties of all of the country's communities and religions. Within India, many regions have their own languages, religions, dance, music, architecture, cuisine, and customs. Indian culture is frequently referred to as a synthesis of several cultures. India's culture places a strong emphasis on inner refinement. The utmost divinity of the Self, which can be attained by the taming of both internal and exterior nature, is the liberation that the average Indian aspires to. Norms, behaviours, beliefs, and conventions are regarded as being an essential component of a nation's people. They are one of the elements that make up the national culture. Social media links a user's profile to those of other people or organisations. Through India's national culture, social media can combine formal and informal learning. Facebook, Instagram, WhatsApp, Google+, MySpace, LinkedIn, Pinterest, Snapchat, Tumblr, Twitter, Viber, VK, We Chat, Weibo, Baidu Tieba, and Wikia are a few of the most well-known social networking platforms. These social media platforms claim to have more than 100,000,000 active users.

Keywords: *Social, Media, Culture, Integration, Education*

International Journal of Research in Economics & Social Sciences

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Social Media

Social media is become an indispensable part of our lives in the modern world. It facilitates the exchange of information, knowledge, and ideas. Through social networking sites, a powerful electronic communication medium used by millions of people worldwide, people communicate with one another. Because any information, regardless of whether it is good or harmful, can be freely spread through social media without even verifying its veracity, its effects can be both positive and destructive.

Social media largely consists of tools for sharing and debating information that are based on the internet and mobile devices. It combines technology, communications, and social interaction and offers a platform for exchanging ideas through written words, images, moving pictures, and musical compositions. Web-based and mobile technologies employed in social media turn communication into a discourse that is interactive.

Social media is any web- or mobile-based platform that allows for interactive communication between people or organisations and the sharing of user-generated content. Social media are "a series of internet-based applications that build on the theoretical and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content," according to Andreas Kaplan and Michael Haenlein. Internet platforms that enable interactive user interaction are referred to as "Web 2.0." The term "user generated content" refers to all of the methods that users might use social media. Three requirements are listed by the Organization for Economic Cooperation and Development (OECD) for content to be labelled as "user generated":

(1) It should be accessible to the general public on the internet,

(2) It should require a little amount of creative effort, and

(3) It should be "produced outside of professional routines and practises."

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Another type of social media is mobile social media, which refers to the usage of social media in conjunction with mobile devices. Mobile social media differs from traditional social media because it takes new aspects into account, such as the user's current position (location-sensitivity), or the latency between sending and receiving messages (time-sensitivity).

Culture and Education

Collectively, socially transmitted behavioural patterns are referred to as culture. Culture is defined by Taylor as "that complex whole consisting of knowledge, belief, art, morals, law, tradition and any other abilities and habits, acquired by man as a member of society."

Education and culture are intrinsically linked. They depend on one another. For instance, if a society has a spiritual culture, its educational practises will place an emphasis on the development of moral and enduring ideals of life. On the other side, if a society has a materialistic culture, its educational system will be tailored to encourage the acquisition of material values that support sensual pleasures and material comforts. In this way, a nation's culture has a significant influence on its educational practises. As a component of culture, education serves to both preserve and alter culture.

Kinds of culture

The following are the main categories of culture:
* Individual culture
* Community culture
* National culture
* World culture

Each person has a unique set of characteristics that influence their habits, way of thinking, and behaviour. Similar to this, each community has its own distinct customs, traditions, beliefs, and ways of life, collectively referred to as community culture. Similar to how each country has its own set of beliefs, values, ways of thinking, and behaviours. National culture refers to these cultural tenets of a nation. The world has also become smaller as a result of improvements in communication and transportation technologies. Today, the entire globe is meant to share universal ideals, known as world culture, such as coexistence, empathy, sympathy, social services, social awakening, and social sensitivity.

In actuality, culture is changing rather than static. With the passage of time, it develops and changes. Due to the quick development of social media, transportation, and communication tools, one culture adopts another and develops into a composite culture.

Globally, there will be 2.77 billion social media users in 2019, up from 2.46 billion in 2017, (Statista.)

The following is the total number of users as of July 2018.

S.No.	#Network Name	Number of Users (in millions)
1	Facebook	2,989
2	YouTube	1,900
3	WhatsApp	1,500
4	Facebook Messenger	1,300
5	Instagram	1,000
6	QQ	806
7	QZone	563
8	Tik Tok	500
9	Sina Weibo	411
10	Twitter	336
11	Reddit	330
12	Baidu Tiba	300
13	Skype	300
14	LinkedIn	294
15	Viber	260
16	Snapchat	255

According to a 2015 Pew Internet Research survey, internet usage among American adults has climbed from 10% to 76% since 2005. According to Pew Internet Research, there is currently barely any gender gap in American social media usage. Compared to a few years ago, women now use social media more frequently. Women make up 68% of the population now, while

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males make up 62%. According to a 2018 survey, 88 percent of Americans between the ages of 18 and 29 have at least one social media account. More than 60% of 13 to 17-year-olds have at least one social media profile, and many of them use these platforms for more than two hours every day. Internet users spend more time on social media sites than any other kind of website, according to Nielsen.

Regulatory framework for Social Media

Minister Smriti Irani recently warned journalists that the current legal framework for online news and TV content was not particularly clear. The Bureau of Outreach Communication recently combined three media divisions since doing so was urgently needed, and eliminating these "silos" was the only other choice. The government is considering establishing a legal framework for internet content and social media. "Today, communication requires a 360-degree involvement. We did, in fact, combine and consolidate everything related to government outreach and communication under the bureau of communication, given that this is the urgent requirement. A first, in my opinion, in Indian history, said Mrs. Irani. The Directorate of Film Publicity (DFP), Song and Drama Division (S&DD), and Directorate of Audio Visual Publicity (DAVP), three separate departments, had been formally combined into a single unit and would going forward operate from under the guise of Bureau of Outreach Communication (BOC), in accordance with the new structure.

Irani further said that in order to prevent customers from being impacted by vested interests in journalism, broadcasting, and advertorial content, a code of ethics and behaviour must be established, which is the responsibility of the agencies.

The government wants to implement a "social media analytical tool" that will build digital profiles of citizens, ostensibly to gauge their opinions about official policies. This information will be used to target people with personalised campaigns to promote "positive" opinions and to neutralise "negative sentiments" about government initiatives.

The tool will be able to keep an eye on a variety of online media, including blogs, Twitter, YouTube, and Instagram. Though it is unclear how this can be done without invading users' privacy, the programme is probably able to "listen to" email. Email interception is currently only legal for use in security and criminal investigations, and only with home ministry approval.

The analytical tool that the government plans to create will be able to comprehend "total social media response to a message, tweet, or data" in addition to being able to monitor digital platforms.

Users' social media activity may be used by the programme to compile a "conversation archive" of them. It will have the capacity to "blend conversations across channels" and "view historic communication of each user in a reverse chronological manner."

The group of 20 social media analytics executives will probably give the Ministry data on sentiment, reach, popular hashtags, and hot subjects. A social media executive will also be appointed by the government to work in each of India's 716 districts in order to monitor regional news and events and enter them into the database.

Need for such a Measure

For software "conceived and produced in India," the government first requested bids from businesses in February 2018. The three-page rules specifically discuss instances where force members have taken images of an ambush or operation that is either taking place or has just ended using their personal cell phones; these pictures eventually end up on social media.

Legal action is to be taken against personnel who violate the most current directives.

According to the guidelines, "Any such photo, video, among other things, are strictly for official use only and any unauthorised disclosure of secret operations related information by uploading operational material onto social networking sites is a significant rule violation."

Social media has an impact on how people and big businesses communicate. The new domains of national culture are centred on these shifts. A hearing was convened on April 10 in response to information about Cambridge Analytica's data collection practises. Senators questioned Mark Zuckerberg, the CEO of Facebook, on a range of topics, including privacy, the company's business model, and the company's improper treatment of data. Mr. Zuckerberg appeared before Congress for the first time at this time. This was prompted by the revelation that Cambridge Analytica, a political consulting firm linked to the Trump campaign, has harvested the data of an estimated 87 million Facebook users to psychologically profile voters during the 2016 election.

Currently, social media has taken over the future of humanity. The survival of the family and social values is seriously threatened by false news, vested news that goes viral, pornography, and social media addiction. Pornography is luring young children in, and the indecent display of women is destroying families. The influence of social media on criminal operations has led

to their flourishing. The social fabric and the democratic system in India will be irreparably damaged if the government does not outlaw pornographic websites, prevent the spread of fake news, and punish those responsible for indecent exposure of women and children.

Influence of Social Media on Education

The media's proliferation of knowledge has had a profound effect on how people think. The pace of social and technological development in the modern world is accelerating. The use of media helps to support and accelerate improvements in education that are both qualitative and quantitative. There is no doubting that the paradigm of teaching has changed from being teachers' centred to being learners' focused as a result of modern education. Similar to how student-centered interactive learning is replacing teacher-centered lecture-based instruction. Therefore, teachers must play the role of facilitator to encourage students' active learning. In a setting where teachers, students, and the subject interact in engaging ways, learning takes place and knowledge is created.

We can receive knowledge through dialogue. This message is really important to us because we react very differently to information that is shared with us via social media. I hear...I forget; I see...I remember; I do...I comprehend is a well-known saying. This indicates that when a teacher instructs without the aid of teaching aids, there is a high likelihood that students would forget the material being covered, whereas the active use of more than one sense improves the likelihood that the students will learn and, as a result, give them more authority. Research from all over the world has also shown that we remember 20% of what we hear, 30% of what we see, 50% of what we see and hear, and 90% of what we experience. Its main goal is to provide quality education or more pupils with fewer teachers. The conscious being is a child. They learn from their surroundings as a whole rather than just from texts. Social media is become more widely used among children. More directly than just through spoken communication in class, they learn from media. Children can learn through media in a variety of ways. Due to the following factors, its position in education is becoming more and more important every day:

Social Media: Pros

1. Social media can quickly notify the whole public. Children who are exposed to media become more motivated because they use multiple senses. It requires comprehensive coverage

of news related events around the globe. It opens up the entire universe to a person or classroom.

2. Concept development is made more solid by social media. It establishes the framework for developmental learning and strengthens the tenacity of learning. Children can readily see, hear, and learn about the globe while they spend hours together using social media.Thinking is a continuous process. Social media helps children maintain thinking process with learning. Whatever is learnt through social media through visuals and audio becomes more permanent than verbal communication in the class.

3. Groups can be easily reached with social media. It enables recurrent use, imparts greater reality, shapes attitudes, elucidates cause and effect connections, and ultimately inspires pupils to learn.

4. Social media facilitates distance learning by sending information to even the most remote locations. It aids in attitude change, instillation of positive ideals, and familiarisation with cultural heritage.

5. Social change is sparked by social media. It helps to strengthen interpersonal and group communication. It serves as a way of communication that clarifies concepts for kids and aids in their learning.

6. It can also provide thorough justifications while also simplifying the entire situation. It aids in forming in young minds the proper notion of how things should be used. Therefore, it aids in children's learning and comprehension.

7. Social media helps the lesson become more tangible. The student receives firsthand experience from it. It sparks curiosity and piques attention. It promotes children's focus.

8. It encourages engaged engagement in a variety of activities, such as current events. It is a successful way to present speeches, music, theatre, current events, and discussions. It gives students the chance to take part in a variety of activities, including quiz competitions, travel discussions, plays, stories, lesson development, and team teaching projects.

9. Social media provides individuals with corrective programmes for self-directed learning. Students can watch live feeds of special events and occasions. The presentation of various school subject material might take the shape of dramatisation, conversation, musical elements, and more.

10. Mass cultural exchange and cross-cultural dialogue are made possible by social media. For

instance, Facebook allows users from many places, even other nations, to debate current events. Diverse cultures speak differently because they have different value systems, cultural themes, grammar, and worldviews. The thinking, expressing, and cultural content that impact cultural values are being eroded as many cultures continue to interact via social media platforms. The user is given a new platform by social media. The user is shielded from peer pressure by it. The social media landscape nowadays strongly influences what is considered acceptable.

11. Through a process known as "building social authority," social media can become culturally effective. One of the cornerstone ideas of social media is that you cannot fully control your message through social media, but can simply start participating in the "conversation" and hope to have a substantial impact on it. Most respondents (58%) to the Edelman Trust Barometer survey from 2008 stated that they trusted company or product information most when it came from "people like me," which was interpreted to mean information from a reliable source.

12. The emergence of social media has given rise to a nation of media content makers, much as how television transformed a nation of people who listened to media content into viewers of media content in the 1950s through the 1980s.

13. Communication is promoted via social media. More than half of internet users (52%) use two or more of the social media platforms studied (Facebook, Twitter, Instagram, Pinterest) to communicate with their family or friends, according to Pew Research Center, a business that conducts online surveys. Social media use by kids can encourage their creativity, engagement, and learning. Additionally, it can aid with their academic work and homework. Additionally, social media lets people interact with one another and stay in touch with their peers.

14. As a result, many schools have come to the conclusion that they must loosen limitations, impart knowledge of digital citizenship, and even incorporate these tools into the classroom. One of the school boards that have started to approve the use of social media in the classroom is the Peel District School Board (PDSB) in Ontario. The PDSB implemented a "Bring Your Own Device" (BYOD) policy and unblocked numerous social media websites in 2013. Researchers Fewkes and McCabe (2012) studied the advantages of utilising Facebook in the classroom. Some schools allow students to bring their cellphones or tablets to class as long as they are utilising them for academic work.

15. Students may choose their own privacy settings on social media, and they frequently fiddle

with them. Facebook is one alternate way for more reserved students to express themselves both within and outside of the classroom, as well as to gather their ideas and write them down before committing to their expression.

16. In the classroom, YouTube is a popular social media resource. Students can view movies, respond to questions, and talk about the subject matter. Students can also produce videos to share with others. According to Sherer and Shea (2011), YouTube boosted productivity, customisation, and participation. Additionally, YouTube enhanced pupils' digital literacy and offered chances for peer learning and problem-solving. According to Eick et al. (2012), films helped students pay attention, become more interested in the material, and understand the course material. The movies, according to the students, also helped them remember knowledge and picture how course principles will be used in the real world.

Social Media: Cons

1.   1. Teens' mental health is negatively impacted by social media. Teens who use Facebook often could develop higher levels of narcissism, antisocial behaviour, and aggression. Advertising may have a significant impact on teen behaviour. Thus, it affects consumer behaviour. Since its inception in 2004, Facebook has helped many users pass the time and become a source of distraction. The constant interaction and peer monitoring on social media, which ended the previous practise where what students did after school or on weekends was separate from arguments and peer pressure at school, caused a head teacher in Britain to remark in 2015 that social media caused teenagers more stress than exams.

2.   In addition, worries have been raised regarding the problems of cyberbullying, online harassment, and "trolling," as well as potential correlations between frequent social media use and depression. Approximately 50% of young adults now report experiencing cyberbullying, and among them, 20% report experiencing it frequently. The Precaution Process Adoption Model was used in another American study to examine cyberbullying on Facebook among 7th grade kids. This survey found that 69% of 7th grade kids reported experiencing cyberbullying, and they also believed it to be worse than traditional bullying. Bullying has a negative impact on both the bully and the victim. The three factors that contribute to bullying's harmful impacts on both of them are its severity, persistence, and frequency.

3.   The process of representing, evaluating, and extracting useful patterns from data

gathered from users' social media activity is known as "social media mining." Basic ideas and key algorithms for social media data analysis are introduced in social media mining. It has the tools necessary to properly represent, gauge, simulate, and extract significant patterns from massive amounts of social media data. Advertising companies, well-known companies and brands, governments and political parties, among others, are particularly interested in discovering patterns in social media usage through data mining. When user data is recorded, privacy and surveillance issues arise.

4.   Social media has the potential to be a major factor in conflict. Because of its platforms, material can be presented in ways that restrict communication. News articles can spread swiftly on social media because to increased accessibility, which might later result in misunderstandings that can spark conflict. Communication technologies that are more persuasive might result in corruption, scandals, and violent behaviour on social media platforms. Due to its unregulated structure, affordable interface, and accessibility, the role of technology communication and social media in the world can cause political, economic, and social strife.

5.   A 2014 study looked at high school pupils who were 18 years old or younger to see how they preferred to get news. Based on 61 teenagers who were interviewed between December 2007 and February 2011, the majority of the teen participants reported reading print newspapers only "occasionally," with less than 10% doing so on a daily basis. The youngsters claimed that social media platforms like Facebook, MySpace, YouTube, and blogs are where they actually learn about current events.

6.   Although some social needs can be met by social media, not all requirements can be met by social media. For instance, lonely people are more likely than non-lonely people to turn to the Internet for emotional support. In her book Alone Together, Sherry Turkle examines these problems and how people conflate social media use with genuine contact. She makes the observation that people behave differently and less cautiously when communicating online. Due to the permanence of online posts, the worry of being hacked, or the possibility that colleges and employers would look at social media accounts, some online habits can lead to tension and anxiety. Turkle worries that individuals are starting to prefer texting to face-to-face communication.

7. Selected exposure is undesirable. While selective exposure has been observed in many facets

of human existence, social media has probably given people more opportunities to actively engage in the practise. People's propensities to favour information that supports their opinions and to reject information that contradicts those notions are often referred to as selective exposure. Selective exposure is now more common than ever before as technology becomes more individualised. People can now pick which organisation to receive news thanks to technology like televisions. Democrats were detected in a Pew Research Center survey.

Republicans and Republicans are 1.5 times as likely to watch CNN than Democrats Democrats are 1.5 times more likely to watch FOX News. Because of how much more polarised their own opinions were, these findings were amplified.

8. A 2017 study by researchers at the University of Pittsburgh found a clear connection between sleep problems and social media use. It was determined that blue light played a role, and that how frequently people logged on—rather than how much time they spent on social media sites—was a better indicator of sleep disruption, implying "an obsessive "checking." As a result of staying up late using their phones, many teenagers have sleep loss, which can negatively impact their academic performance because it makes them drowsy and difficult to concentrate in class. The "Facebook depression" phenomenon is a result of social media. Facebook depression causes issues including withdrawal, which can harm one's health by fostering feelings of loneliness and low self-esteem.

9. Youth communication has been negatively impacted by social media. The introduction of several acronyms has reduced the amount of time it takes to answer online. Thanks to social media, the widely used "LOL" has gained recognition as the acronym for "laugh out loud" on a global scale. You only live once, or "YOLO," is another catchphrase or neologism, as is "BAE," which stands for "before anybody else." Hashtags are another trend that affects how young people communicate. The hashtag was developed to help people conveniently organise and search for content once social media sites like Twitter, Facebook, and Instagram were introduced. Media semiotics experts have discovered that these linguistic and social shifts have also had an impact on young people's communication patterns.

10. Due to its uploading restrictions and some students' (and teachers') opposition to its usage in education, Facebook may be less effective as a substitute for more traditional course administration systems.

Conclusion

Social media has a significant impact on the culture of the country. According to research on the use of social media in education, incorporating national culture may result in new approaches to research, communication, collaboration, cognitive development, etc. However, some studies have advised against using social media to promote national culture in the classroom since too much time spent on Facebook and other social media could harm kids. In the 2010s, the use of social media in educational institutions generated debate. The effects of using social media in the classroom worry a lot of parents and teachers. Social media platforms being abused for cyberbullying or distributing poor quality content is a developing concern. Both students and adults may suffer negative effects from social media's negative effects. As a result, social media is a tool that users can use or abuse as they see fit. It is okay as long as the user controls the media, but when he turns into a slave, he loses.

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