

# SOCIAL MEDIA: ITS EFFECTS IN MODERN AGE

Nyalapatla Kavya Reddy

(Completed MA (JMC) from SRM Institute of Science and Technology)

India.

## Abstract:

The emergence of social media totally changed the communication system of the world. This study gives a picture about how social media is affecting people in the modern age. It is standing as a platform for people to express themselves. From entertainment to #MeToo campaign, from section 377 to Sabarimala verdict, it stood as medium to express one's personal views about everything. The #MeToo movement which spoke about sexual harassment, sexual assault, and violence against women wouldn't have reached that stage without the help of social media. It brought the world on one platform. Social media is more a blessing for today's generation. But it always depends on how a person sees it. There are equal chances of misusing of social media. Keeping advantages and disadvantages apart, one has to accept that social media had major contribution towards globalization. Social media have also changed the lifestyle of the people. It promoted new cultures. It changed the way of doing business. It is because it is a highly accessible platform and allows us to engage rapidly with all age groups and also gives us an opportunity to learn from instant feedback. Active participation on social media is now a powerful tool.

## Introduction:

Information and Communication technology had major change with the emergence of social media. It helps to share ideas and information and to build virtual networks and to form communities. It helps to improve the connection of an individual with real or online communities. According to **Statista**, it is estimated that around 2.77 billion people are using social media in the world. It was 2.46 billion in 2017.

Social media users had increased rapidly. From the adolescents to senior citizens everyone is getting benefited with the social media. Social media is standing as a platform for global discussions and giving opportunity to every individual to express themselves. People share information on social media to build image and demonstrate who they are and what they stand for and to interact and grow. Social media is giving identity to commoners on global platforms. It is used in a way that shapes politics, culture, education, business and many more. It has become the easiest way to approach people for business, information, promotions and many more. Online petitions had become major success where anyone can support for a social cause by hitting like. It is a place to explore and change the way of living. People are adopting new way of life by exploring culture and choosing their identity.

## Objective:

To describe how social media affected the way of living and the way of expressing self in the digital age. It is to show how the one's identity is redefined with the emergence of social media.

## Hypothesis:

Social Media had a major contribution towards globalisation and is changing the way of living.

## Limitations:

Along with the advantages, social media has also got some disadvantages. Privacy is the main concern with the growth of technology. There are chances of people exploiting the culture. In the process of adapting new trends and cultures, one is forgetting the roots. Time that is spent on the social media is also a concern. People are showing interest in the real world.

## Methodology:

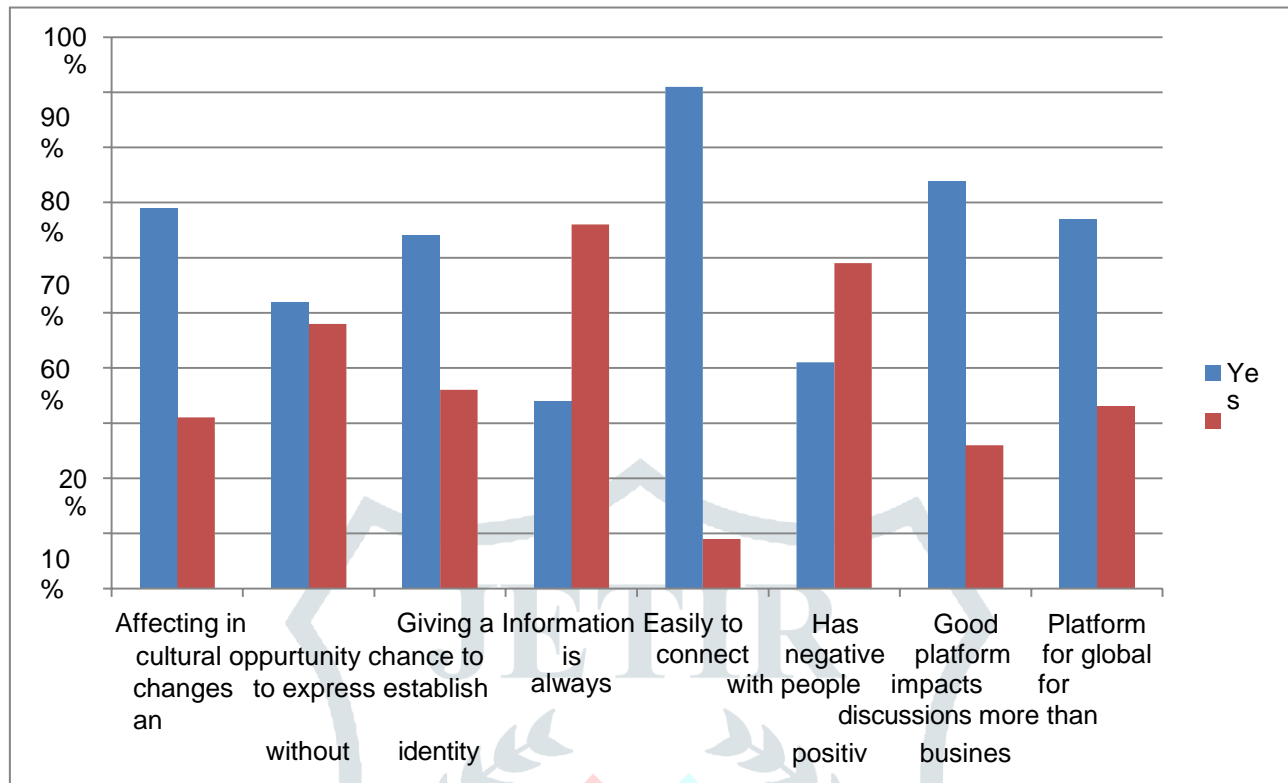
Quasi (both Qualitative and Quantitative) method is used for this study. A survey was conducted for 150 people about how social media affected in redefining their self and their identity. Previous studies are also taken as reference.

## Result:

### Why is Social Media used for?

Age Group (In years)	To Share Information & Know Personal Information (In %)	To Share & Know News Events, Professional Information (In %)	To express views on global issues (In %)	To connect with people (In %)	For entertainment (In %)
11-17	16	11	0	34	39
18-29	19	26	34	11	10
30-49	7	31	36	14	12
50-64	13	15	17	29	26
65+	11	13	11	36	29

**Social Media is:**



**Conclusion:**

With the above findings, one can say that social media is used for multiple needs. It depends in how and why a person is using it. Social media has changed the way of living, communication process, processing of information, business ways and many more. It is help an individual to build an identity in the competitive world and encouraging people by increasing the opportunities to come forward with their views by providing an easily accessible platform.

**References:**

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