

भाऊ साहेब भुस्कुटे शासकीय महाविद्यालय टिमरनी जिला-हरदा (म.प्र.)



डिजिटल युग में सोशल मीडिया एवं प्रौद्योगिकी का विद्यार्थियों के मानसिक स्वास्थ्य पर प्रभाव

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- जागरूकता
- संतुलन
- बेहतर मानसिक स्वास्थ्य
- सकारात्मक स्वभाव
- उज्ज्वल भविष्य

संपादक

सुश्री मीनाक्षी यादव

सह-संपादक

डॉ. जया कैथवास

सह-संपादक

डॉ. दीपक कुमार मालाकार



सद्भावना पब्लिकेशन
अम्बाह जिला मुरेना (म. प्र.)



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संरक्षक

डॉ. जे. के. जैन
प्राचार्य

सम्पादक

सुश्री मीनाक्षी यादव
सहायक प्राध्यापक, अंग्रेजी

सह – सम्पादक

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भाऊ साहेब भुस्कुटे

शासकीय महाविद्यालय टिमरनी जिला-हरदा (म.प्र.)



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भाऊ साहेब भुस्कुटे
शासकीय महाविद्यालय, टिमरनी जिला- हरदा (म.प्र.)



Impact of Social Media on Society

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Abstract

Tennyson has said "Old order changeth, yielding place to new", means change is the law of nature and nothing remains stagnant in the world. With the change of social conditions in the society, the entire set up of that era also changes. These changes are sometimes time driven, economy driven, historical driven and even sometimes demands driven and global driven. If we talk about the role of social media in the lives of the human beings, in the contemporary time, we cannot negate the fact that social media has become an integral part of contemporary time. It has drastically transformed the lives of the human beings. The unprecedented opportunities for the people are opened by social media platforms such as Facebook, Instagram, YouTube, X, Whatsapp, and the plethora of other digital networks, which can be instrumental for the human beings for interaction and information sharing. It has become too easy for the people to communicate access information, express opinions, build relationships and participate in social, cultural activities, with the use of social media platforms.

But as it is said, there are two sides of the same coin, in the same way, if the social media platforms are boon for the human beings, they have generated a number of grave concerns for the human beings. Due to the increasing crimes committed in the use of these platforms, serious concerns are visible in the hearts of the society people. The grave issues related with misinformation, cyber bullying, privacy issues, excessive use, social comparison and changes in interpersonal relationships, have jeopardized the society. In my paper, I have endeavored to examine the multifaceted impact of social media on society by analysing in dual perspectives, constructive and destructive both: I have tried to explore the role of social media in different spheres like communication, education, employment, business, political and civic participation, entertainment and social awareness. Social media is definitely a

blessing in disguise for society. But as for science it is said that science is a good servant but a bad master, in the same way the use of social media needs to be guided to the society. People need to be informed regarding responsible use, media literacy, privacy awareness and critical evaluation of online information. By bringing the awareness among the people, adverse social consequences can be avoided.

Keywords: Society, Digital communication, Social Networking, Digital literacy, Social change.

Darwin gave the theory of evolution. Every object or person evolves. Changes occur in animate and inanimate objects, both. With the sweeping changes taking place on this planet, the whole globe has witnessed the changes in the mode of communication also. Those days are over when messengers took the message of one person to another person, and it took too long period. Now the things have immensely undergone change. In the twenty first century profound transformation can be perceived in human communication. As in the earlier times, communication took place through letters, printed media, telephones, radios and televisions. But with the passing of time, with the emergence of the internet, social media has brought radical change in the communication environment. We have got so closely connected with everyone, that, within a moment, we can communicate with people, crossing all types of boundaries, whether they are related with culture or geographical conditions.

Information is not controlled exclusively now by traditional media institutions; rather it can be created, shared, commented upon, modified and redistributed by ordinary users as well. Globally millions of people use social media platforms for different purposes like expression, information, identity and debate.

The significance of social media is multi-dimensional. It influences education, business, politics, entertainment, journalism, culture, interpersonal relationships and individual behaviour. Digital platforms are used for different purposes, marketing, business and customer communication. Teachers and students use online resources for learning. Artists use them to reach audiences, communities use them to organise social issues, and individuals use them to maintain relationships.

But as juxtaposition of binaries is an indispensable part of our life. However, if the expansion of social media has benefitted our life, it has also raised many grave questions. One of the serious concerns is the preservation of privacy and personal data. Online

interactions, a number of times, affect the relationships and interpersonal communication. Social comparison and online connectivity have created pressures on the mind of youth, to a greater extent. Not only is this, adverse effect cast on sleep, productivity, mental health and social pressures also. The use of social media is complex. Increasing use of social media has raised several social questions: Pew Research Center's 2025 survey of U.S. Adults demonstrates the continued widespread use of major social platforms, while its research on teenagers provides evidence of both positive and negative experiences associated with social media.

Social media has, no doubt, provided opportunities to construct and express aspects of the identities of the people. Users can choose various types of content to further explore their talents and for creation of their contents. Cultural exchange has taken place and has contributed significantly to cultural exchange where they can know about the language, literature, music, art, food traditions, clothing, their festivals and cultural practices at one stroke.

Digital networks also help communities organise events, coordinate voluntary activities, preparation of banners. To disseminate the information, social media helps a lot. Within seconds, without wasting time and without labour, we can share anything with our kith and kin and friends. Prevailing current trends in language learning have enriched the educational arena. Google has created an enormous suite of tools for users, like Chatbot, Elsa, Orai, Duolingo, Neo etc.

But, the impact of social media depends on how these platforms are used. Overuse or we can say misuse of media has affected the mental health of the people. The U.S. Surgeon General's Advisory emphasizes that the evidence concerning young people mental health is developing and the researchers have been working on it. The report says that the overuse of media is not safe for young children and adolescents particularly. Pew's 2025 research similarly found that 45% of surveyed U.S. teens said social media casts a great impact on the amount of sleep they get. 40% people reported that it hurt their productivity, 19% said it hurt their mental health, and 26% said it hurt their grades. These were the perceptions of the young teenagers. Social media has led a serious negative impact on youths including feelings of depression, anxiety, fear of missing out, body image, bullying and sleep etc. (A. Wong, 2014)

The research has categorized the negative facets of social media into two categories. Firstly, it promotes an invalid notion of connections and artificial friendships, leading to psychological and

mental problems. Secondly, it has become an addiction invading the personal space and time of people, depriving them of their social instincts, and leading to social isolation and antisocial behavior. These issues have reduced the social abilities of the youth. Scholars have felt increasingly great concern for the impact of social media on adolescents about possible dangers to security, and the well being of their social life. The exposure of the young people to pornographic sites has posits a great challenge to control and curb. 22 percent of 9–19 years old daily and weekly users have accidentally ended up on a site with violent or gruesome pictures and 9 percent on a site that is hostile or hateful to a group of people (Livingstone and Bober, 2005). Social media has also resulted in online sexual victimisation among the youth. The Youth Internet Safety Survey, conducted against the Crimes Against Children Research Center at the University of New Hampshire interviewed the youth, and received the report that the maximum of them received the term "unwanted sexual solicitation". (Njorge, 2013)

Apart from this, experts assert that social media affects the nervous system also which leads to various types of disorders in the body, which can affect the normal life of the youth as well. Bullying is also a matter of great concern for the researchers. Bullying is defined as an aggressive act that is carried out by a group or an individual repeatedly and over time against a victim who cannot easily defend him or herself. During a survey conducted, it was found that 14.9% of high school students were bullied via texting, Instagram, Facebook or other social platforms. Bullying can have negative results for the well being of the teenagers.

There are definitely disastrous consequences caused by the uncontrolled use of the social media.

Key Findings: Social media exposure can lead to the damage of the self-esteem of the people.

- It can reduce their time for healthy real world activities.
- It can affect their creativity and critical thinking skills.

On the whole, I can say that social media has both negative and positive sides. As it is said, we should always remain within limits; crossing the boundaries of limits leads to disastrous results. We have many such examples in literature, myths, and history to support this statement. We should maintain the balance between the "Do's" and "Don'ts".

As we are rational, we should restrain ourselves from such type of indulgences which are harmful and devastating for our lives, future, success, and health. We should control the vulnerability and

should make the right choice to lead a happy life on this earth. Instead of being a prey to temptations, which can also be in the form of over access to social media platforms, the people require to measure the quality of the works they do. Whether they are good or not should be evaluated by them, and if it is done, the question of concern regarding the use of social media won't arise at all, and everyone will be safe and happy on this earth and will enjoy the heavenly bliss.

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