

**Anekant Journal of Humanities
and Social Sciences**

A Half Yearly and Peer Reviewed Open Access Print and Online Journal

<http://www.humanitics.org/>**RESEARCH ARTICLE****Vol. II, Issue II, August 2019****Title- The Social Media and its Impact: A Case Study of Baramati Region****Mr. Devidas Bhosale**

Assistant Professor in Defense and Strategic Studies,
Tuljaram Chaturchand College of Arts, Science & Commerce,
Baramati. Dist.-Pune. Maharashtra
Email- dv.bhosale@tccollege.org

Abstract:

Now a days social media and internet have become an integral part of our life. Within internet network there is a virtual society. A society that likes, shares and comments on posts. The media influences various aspects of human life such as political awareness, religious issues, education, sports, and different fields in social world. Today, people feel that social media provides a platform to discuss many overlooked questions. This research intends to study the impact of social networking sites on their users. Social media has influenced various aspects of our social life, in addition, social media influences our emotions and decision-making abilities. Social stimulating factors affect human life. For example, we buy product by looking at advertisement on TV. Moreover, the election propaganda has an impact on population. Likewise, messages on social media affect users. Social media affects the mindset of community and several instances which help hatred groups in many ways. The communal and prejudiced contents are created and spread on social media to disrupt social unity. This doesn't mean that social media cannot be used for constructive work. Proper use of social media is an effective resource of educating and making people aware about various issues. It is necessary to create awareness among the users of social media.

Keywords: Social networking sites, propaganda, communal, prejudice etc.

This study has been carried out with objectives of raising awareness about the positive and negative changes occurring in society through social media and highlighting the useful and disturbing values of it in society.

Objective of the Study:

- 1) Analyzing the impact of social media on various aspects of social life.
- 2) Underline the positive impact of social media has on its users.
- 3) Publish the negative effects of social media on its users and suggest measures to reduce their nuisance value.
- 4) To raise awareness about the proper use of social media.

Research Methodology:

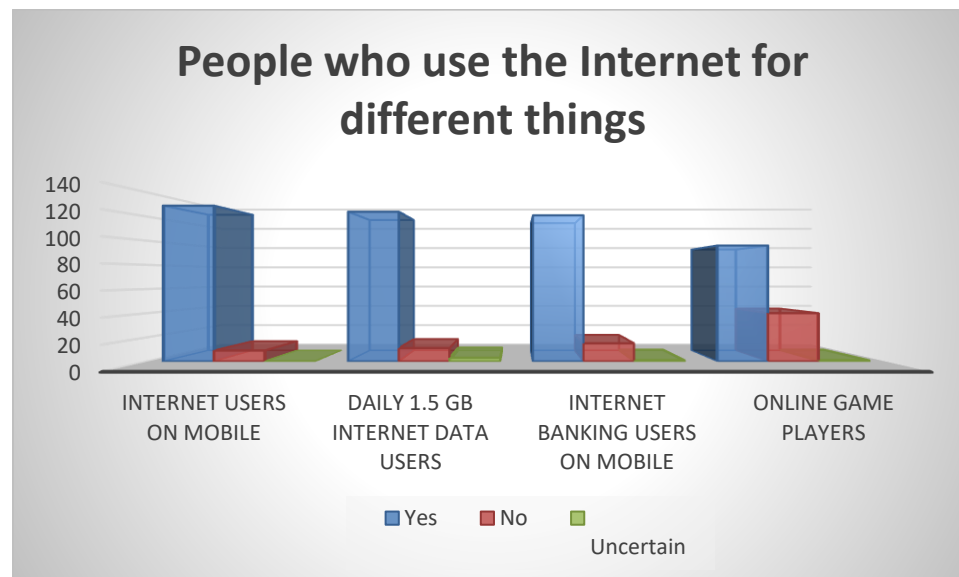
For this study primary data have been collected and used. The assumptions are evaluated by using information in descriptive method. The survey was conducted to collect this information. It was conducted through a questionnaire filled by professors, teachers, students, dignitaries from different fields, users of different age groups in Baramati division. Baramati division is made up of three talukas which includes Baramati, Indapur and Daund. The objective questionnaire was used to facilitate responses of the above-mentioned dignitaries in preparation of this manuscript.

Sample method:

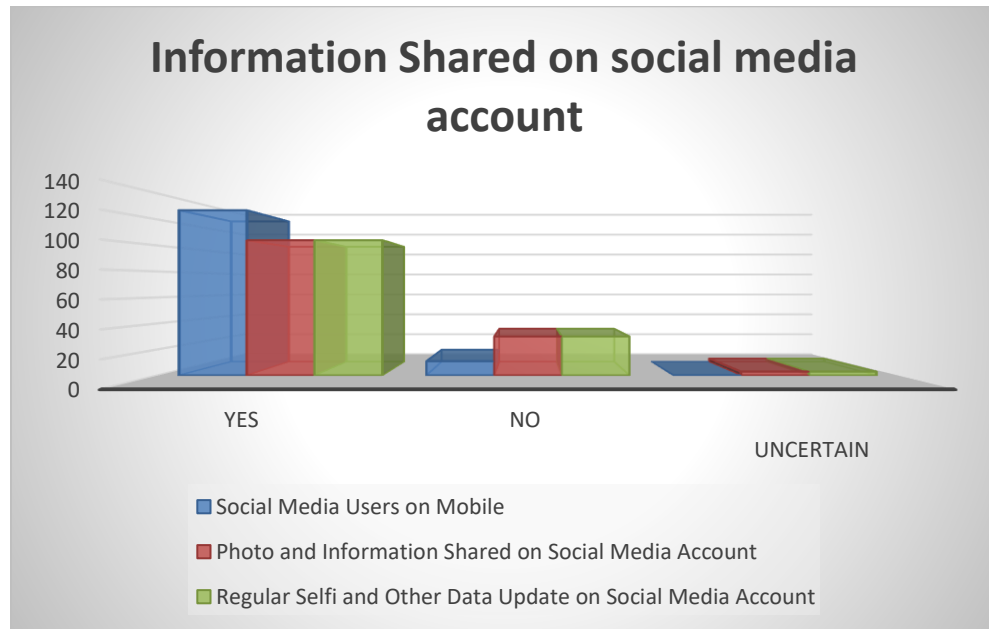
For this research an attempt was made to study the using pattern of social media through questionnaire of 260 persons from different age groups who use social media in Baramati section. 138 surveyors responded positively to the questionnaire which included women and men of different ages.

Statistical analysis of data:

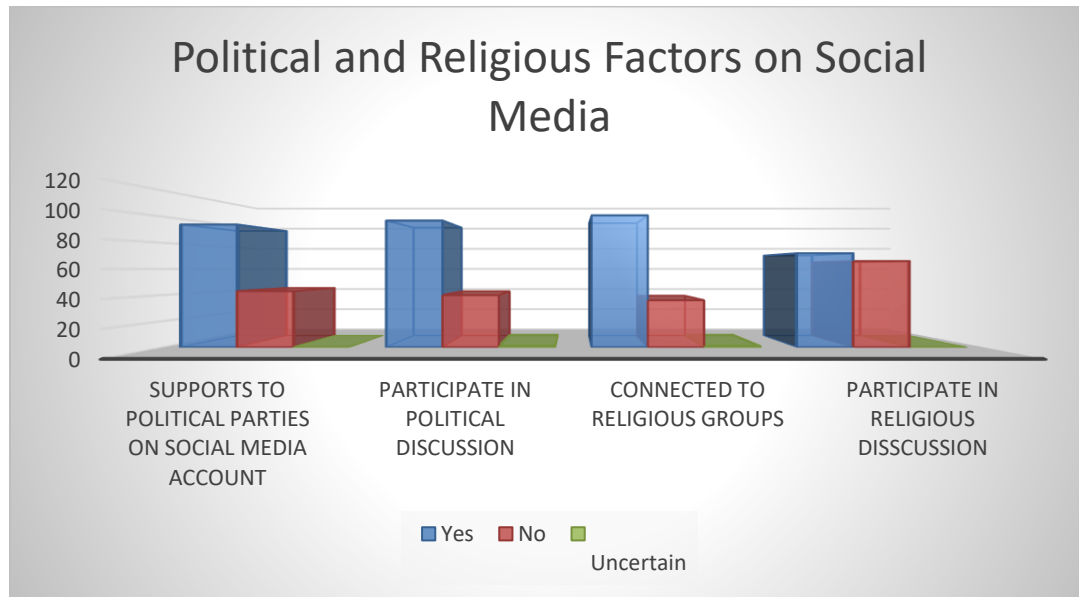
A survey conducted for the study of social media shows that 93% of the total people use mobile for internet and daily 1.5 GB data used by 90% of people. Internet banking is used by 88% of people. The proportion of people playing online games was 70%.



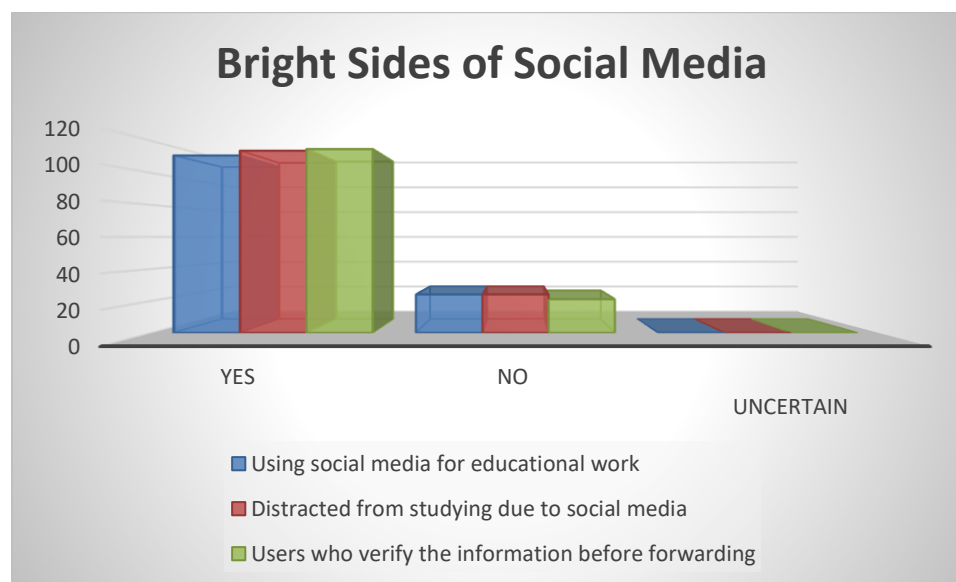
92% of people are using social media and 76% people share photo and contact information on social media account. Apart from this 76% people regularly update selfies and other information on their social media account.



The number of people is increasing who use social media for political and religious purposes. The 69% peoples support to political parties on social media account and 70% people participate in political discussion on social media account. The 73% Peoples connected to religious groups and 52% participate in religious discussion on their social media account.



There are some good features of social media that cannot be ignored. The 82% people using social media for educational work and 83% of peoples feel that the social networking website distract from study. Due to an awareness, it is happening today that 84% people verify information before forwarding it.



Result and Analysis:

Based on above information, the primary point of view is that the number of people who use internet creatively is minimal compared to those who use it inadvertently. Social media itself is not a threat to security. But the behavior of users of social media services can pose a security risk. Therefore, the possibility of following risks cannot be ruled out.

- 1) Social media can be a weapon for spreading fake rumors and untrusted information.
- 2) Today's society is vulnerable who easily believe on what they read/see on social network sites. It is the need of time to make society aware about various threats.
- 3) People of Baramati division are linked to different religious groups and they participate in various discussions based on religious matters. This is likely to raise sensitive issues in future.
- 4) Users who put their personal information on the social media account can be a victim of cybercrime.

Along with these potential threats, there are some valuable benefits that need to be outlined. According to information compiled above, the internet is also used in Baramati section for some useful reasons

- 1) The 88% of people use internet banking facilities for transactions. This must be considered the success of Digital India.
- 2) The 82% of people use internet for educational purpose. This can add new dimensions to the study.

3) Although number of social media users is inadvertently high, still today 84% people verify information before forwarding it.

Conclusion:

Social media itself is not a threat to security. But the behavior of users can pose a security risk. Social media can be a weapon for spreading rumors and untrustworthy information. An attempt can be made to estrange society by exploiting social media. Every citizen has freedom to express his or her opinions on social media, but while doing this, it is important to have a social perception. One of our actions can cause social upheaval and that must be remembered before making a vile comment on any post. It is necessary to train or raise awareness of the users to ensure that the emotions of all societies are valuable. According to the information collected above the social media users in Baramati division are using it inadvertently. Therefore, awareness campaign shall be implemented among users in these areas.

References

1. Sahil Shah “Social Media in India: Statistics and Insights” Available at: <https://www.watconsult.com/2011/01/social-media-in-india-statistics-and-insights/> on 18 September 2018
2. Shruti Pandalai (2016) “The Social Media challenge to national security: impact and opportunities a conceptual overview” Available at: <https://idsa.in/monograph/social-media-challenge-to-national-security> on 18 September 2018
3. Devidas Bhosale and Chandrashekhar Murumkar (2018) “SOCIAL MEDIA A NEW TOOL TO SPREAD HATRED AND ITS CONSEQUENCES ON NATIONAL SECURITY IN INDIA” Available at: http://www.humanitics.org/Images/DB_Path/Vol1.pdf on 18 September 2018
4. Sujay Khanra and Saibal Gupta, TNN, Updated: Jun 21, 2013, 13:00 IST <https://timesofindia.indiatimes.com/india/Maoists-use-social-media-to-reach-urban-areas/articleshow/20691072.cms> on 09 October 2018