



Social Media and Social Transformation: A study on Indian perspective

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Abstract

Media technologies are hyped as the way social media are formed and effectively used to mobilize social transformation. Social media is still a considerable source of information that catalyzes action and social changes. In the present era of information communication technology (ICT), social media has become an integral part of our society. The use of social media has attracted the attention of people and the dependency on social media has reached such a level that without social media we can't think about social growth and development. In a similar note, social media has given a new direction to the social awareness and creates a valuable platform for public discussion and social connectivity. This study mainly focused on the various variable and factors influencing the society and concludes that social media has a significant and positive impact on social transformation.

Research methodology used in this research work is mainly conducting. Research Data has been mainly collected through a primary data techniques i.e. Survey and the data were analyzed on a likert scale of range 1 to 5 (strongly agree to undecided).

Keywords: Social media, Social transformation, Public sphere, Social awareness

I. Introduction

Every society and people are bound to change, change is permanent. It's a part of every society as it gives the new direction and value to the social standard. The society needs to change, because it can transfer the old procedures to the new. There are different types of change in the society. People are continually changing from the formative stage to others and getting promoted in the course of life and social action. This is very important for the consistent development and the growth of society. These changes have been observed in nearly all human life sectors, lifestyle, education, culture, politics, behavior, attitude, family structure, etc. Similarly, Indian society has also seen these changes after independence, but the sarcasm is that the common and basic social levels has not fully benefited from all these changes.

The progress in the social process is simply considered as a social change. Basically, it is an adjustment with the process or social models with variation in social configurations. In addition, it is due to a variety of reasons may be as differences in demands, needs and desires. Olagbaju (2015) present this social change is based on change already established social structure, i.e. social change due to social action, values, norms and culture. Social change is indisputable in any society, and it is caused by a variety of variables. According to Olagbajun (2015) there are many factors which affect social change; the most important is the interaction between people (communication) and leadership. Language also contact with people is considered essential to the social change and to raise their point of view, because it is

the commitment and cooperation of all those who benefit from this change. Indian societies are changing at a very high rate and pace. The social events and technological use of social media are very much responsible for the social changes as it influences various variables both internal and external. In the general note, social transformation is mainly due to the social exchange of thoughts and opinion on various issues and different variables, such as fragile democracy, poverty, ethnic community law, internal market, implementation of community law, political participation. These all social variables have played an important role in social changes.

Social media is very useful in defining the relation between social elements and its relation with the society through social platform, which consists of various networks, technologies and applications. It certainly supports and helps people connect to each other online. There are so many social networking sites like Youtube, Twitter, Facebook, Instagram, Whatsapp, etc. This rapid social development, gave a new start to social conversation and convergence. The effects of social media are certainly limitless on humans and its social attitude. Social media play a dynamic role in the world. Social media, mainly share social issues and social discussions, and sometimes, it also shares some uncensored information to the public. In the last decade, the media have played an important role in different societies on the perspectives of evolution. The social media have been performing a deep role as opinion enhancer and for social unifications. In addition, the role of social media has drawn attention in the social connectivity among people. After the experience of Arab spring, the world understands the value of social media and its deep role in social growth and development. This platform is more reliable and easy for information transfer. This is very clear that social media and other media technologies have a greater impact on our life. The reach of social media is unlimited. People normally use it for social connectivity. A platform has also been created to enable people to acquire skills and to look for new opportunities.

II. Status of Social Media in India:

In the mid-1990s, social media websites were developed using Web 2.0 technologies. The development of new media has given a new direction to technological and communication revolution. The focus was mainly to connect the world society and allow them to act, interact and react for social and dynamic growth of the world. In the initial phase of new media, these sites are simply not profitable and can be closed due to fewer features. In 2012, a new website was set up via social networks. www.linkedin.com and www.myspace.com were obviously getting more pages than Google, with Facebook, a competitor, rapidly growing in size. 2015, www.Facebook.com has begun to enable additional applications developed abroad, and some applications have enabled a user's own social network to draw attention to the establishment of neo-connecting link between the social networks. In the present scenario, social media has become a part of our daily life; we are totally depending on social media for our information needs and social representations. The recent data indicates that around 500 Million populations are active internet users in India. This

pointed out the development of new media is very impressive in Indian scenario. On the other side, it also indicates the fast trends of social transformation due to global interactions. In fact, Indian society has a diverse orientation with variation in ethnicity, political, economical, cultural and social expressions. These features make the Indian social structure an interesting case of academic importance. Social media is a tool for social interfaces and contact, which creates a social communication set-up. Social media brought opinion and the ideology to the individuals through common virtual forums. In Indian youth, the Social networks are now considered as most popular services for social unification and platform for social discussions. Users interact with various pages on social networks and enter into relationships, new community, knowledge sharing, video sharing, etc. These features normally act as main variables to bring the change in the mindset of youth and develop a constructive decision making attitude. At the present time, social networking websites serve as a tool to connect citizens for change in the society.

The Internet continues to spread at the root in Indian society. The Internet and its benefits are now better known as it better accepted by the Indian society. The use of the internet has now reached the maturity of the virtual communication system via electronic communication, video chatting online banking, e-retail and e-Commerce. More people join social networks such as Facebook and Twitter and understand it as brands because they use it very easy to reach all over the world. The present trend is booming because social elements are moving in a great ways and optimizing social media for their product or service, and the goal is to increase corporate and brand awareness, lead generation and growth of consumers. Public participate, have certainly increased and ideological movement has also raise-up in a particular direction. Social interaction, action and reaction are very frequent; it means the global communication is very active and interdependent. These features clearly indicate the change happening in Indian society.

III. Literature Review

Mark G.,1973, stated that as per theory of social bonding, weak bonding in relations can help a friend to pass on information and to perform the responsibility, on the other side, only strong bonds makes it possible, where people can trust each other. Strong bonds affect emotions, desires, feelings, and unite people in the times of crisis. Besides, McPherson; 2015 reject the argument of strong and weak ties as it does not depend on each other, but it decides it is available and non availability of suitable circumstances. They also maintain that in the world, there are so many people who have no one, whom they discuss and share important things as well as personal feelings. This claim is supported by Mainwaring (2011), he argues that with social media is very effective in minimizing the social and psychological obstacles and it provides a platform where people can exchange their thoughts and ideas easily and transparently without any state restrictions. The impact of this forum is very important for the change in society.

Shirky (2009) defines the impact of the communication tool in this way: "social media provide a stage for social activity that gives human society a special feature for social

change and it certainly has an influence on the society as a whole. Similarly, Brooten (2016) said that the expectation of democratic India is with social media.

Akashraj (2014) notes that the impact of social media on social change varies from state to state or region to region, perhaps due to socio-demographic differences, different facilities and internet access. Social media is undoubtedly an open form of communication, but it is difficult to say whether it affects positive or negative changes in society. Thus, it is very important to examine the role of social media in the perspective of social change. The researcher argues, based on estimates from the literature, that the role of social media in Indian society is very intense and responsible for human changes.

According to Vasja R., M.Bach (2013), Social media is associated with a self-generated and authentic conversation between people on a specific topic of Common Interest, Based on the thoughts and experiences of participants. As a result, social media is certainly a shared vision, often aimed at providing a more appropriate or informed choice in the end. The social media cover a wide range of opinion and social discussions on public sphere such as online and mobile, including social networking sites, blogs, discussion forums sponsored by the companies and chat rooms. These all factors are responsible for exchange of thoughts and ideologies which further enhance the chances of interaction, interconnectivity and interdependency.

Throughout the study of all the literatures, it is noticed that the majority of the research work is related to the social media and its role in the changes and transformation of societies and young people. There are no doubts the social networking sites and a social medium are playing a central role in the development of global ideologies and support the social transformation. Similarly, the present paper is mainly focusing on the social media and its important contributions in social transformation in a country like India.

IV. Objectives of the Study

The object of this study is to examine;

- 1) The social media and its central role in social transformation in India.

V. Research Methodology

The Research Methodology has taken into consideration to study the materialization of Indian advertisements contents is mainly primary. This study uses primary data source through conducting. The primary data source was collected through a questionnaire, and secondary data were also collected as part of the literature review. The study mainly focused on the role of social media in social change. The study used a random sampling method conducted in Delhi-NCR region of India. The total number of the sample is 100 (34 women and 66 men) was included in the data collection method of the study i.e. questionnaire. The samples were selected through random sampling technique. The samples are mainly the youth. (Students and Professional, age group 21-35 years)

VI. Discussion and Data analysis

The questions were used to understand the given objective of the current study as the present study is mainly focusing on the use of social media on social transformation in the Indian society. The present study tries to analyze that how the use of social media

has a great deal of impact on the uses lifestyle. The research question was asked for the samples was exclusively on the social media and its impact on the social mindset and other social affairs.

The collected data are presented in various tables below indicates the main purpose of using social media by the youth and people of Indian society. The data clearly pointed out the main purpose of utilization of social media as a central factor for Indian social transformation. The collected data have been analyzed on Likert scale, range from strongly agree to undecided.

- Media improves the social awareness and alters the public mindset on social corruption and develops trust (Table 1).

Strongly Agree	Agree	Strongly disagree	Disagree	Undecided
29%	35%	12%	11%	13%

In accordance to the table 1, social media is considered as a main factor by the Indian citizens for the social awareness for social crimes like corruptions and it's very effective and in a similar ways social media is able to change the mindset of people in Indian society.

- Media improves the social awareness on better understanding of socio-economic affairs for better decisions and social stability (Table 2).

Strongly Agree	Agree	Strongly disagree	Disagree	Undecided
41%	35%	8 %	9%	7 %

The above table 2 indicates the social media has played a very significant role in the social awareness and enhances the understanding of many social and economic issues. At the present time, the people in the society are more aware and informed; they discuss and develop an opinion on the social issues of general interests. The data pointed out that the majority of the people agreed that social media is playing a very important role in social awareness and the ability to provide a new social trend for social change.

- Media catalyzes positive changes in society by providing the information that influences public opinion (Table 3).

Strongly Agree	Agree	Strongly disagree	Disagree	Undecided
44%	35%	9%	10%	2%

In the opinion of 79% of respondents agree that the fact of using social media is very significant in social transformation, the respondents stated that we a actively moving towards informing society and certainly social media are behind it. The shift in the present trends of information for the development of public opinion is very remarkable and significant.

- The Impact of New Media Technologies supports social connectivity and public discussion (Table 4).

Strongly Agree	Agree	Strongly disagree	Disagree	Undecided
40 %	43%	7%	8 %	2 %

It has been found that 73% of respondents agree that the fact of using new media is very significant in social connectivity and allows public discussion, the respondents pointed out that our life very much depends on the new media technologies for all the communication related works. In fact, the social media support the concepts of the public sphere to connect global society. The technological shift has given a new direction to the in the present trends of information convergence, which results social up-gradation and constructive social transformation.

- Social media is a potential tool for public voice against injustice and inequality (Table 5).

Strongly Agree	Agree	Strongly disagree	Disagree	Undecided
46%	45%	3%	4 %	2 %

As per the information provided by the respondents, the majority of them, i.e. 89% stated that it's very right and true that social media enhances the public to raise their voice against injustice and social inequalities. The people are very fast on social media and supports social campaigns against social evils. These all are the greatest indicators which support public participation in social growth and develop a constructive social environment for progressive thinking.

- Social Media supports growth of e-participation (e-Democracy) within the society (Table 6).

Strongly Agree	Agree	Strongly disagree	Disagree	Undecided
42%	43%	3%	5%	7 %

In the opinion of 85% of respondents agree that e-democracy is a means to connect citizens and political opportunities. At the present time of media globalization, information and communication technology tools are very crucial in the development of public opinion and citizen’s decision – making attitude for proper function of democracy. Similarly, Social networking facilitates public access to information and support citizens to establish communities to enhance social development.

- Influence of social media on social behavior, i.e. changes in attitude and perceptions. (Table 7).

Construct	Strongly Agree	Agree	Strongly disagree	Disagree	Undecided
The use of social media is disturbing individual's social level of interaction (standard of living)?	29 %	27 %	13 %	18 %	13 %
The use of social media encourage posting of videos, pictures, images for easy and better understanding of global issues.	28 %	33 %	12 %	15 %	12 %
The use of social media supports the development of information society and informed people.	30 %	31 %	13 %	16 %	10 %
The use of social media has a constructive impact on youth	41 %	39 %	6 %	7 %	7 %

In this table 7, the respondents stated their opinion on the social media and its influence on change in social behavior and attitude. Research has taken some parameters to analyze the in-depth role of social media and social behavior. The social media certainly have an impact on social behavior of the people like opinion, interest, thought and culture social associations. The majority of the respondents agree that the

social media works as a catalyst to change the people's attitude and perceptions. All the mentioned parameters ultimately transform the social lifestyle of the individuals.

VII. Conclusion

This study was conducted to understand the valuable contribution of social media in the social transformation of Indian society. This study carefully examines the role and impact of social media usage on the people and Indian society. The study was able to conclude that impact of social media is significant in the social awareness and acts as an informer for the society. The findings pointed out that: social media influencing, enhances and updated the awareness level of people against social crimes like corruption, inform about the needs and demands of global developments, change in attitude and supports global learning opportunities. In the similar note, social media motivates people to create a public sphere for discussion on social topics of public interest. People are making communities for global connection and new information is available everywhere and there a not restrictions of opinion sharing and collective participation. These all parameters were discussed and analyzed very effectively and the responses came from the sample of Delhi NCR region were clearly supported the role of social media in social transformation and collective development through information exchange. As a result, the final remark of this study wrapped up as there is a significant and positive impact of social media on social transformation.

The researcher also added recommendation such as there must be some supervisory body to monitor the contents on social media. During the research work, researchers find that some of the information was used are unethical and against the human interest and moral values of Indian customers.

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