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Editorial

At the very outset, I congratulate all the contributors for sending their scholarly papers on the issue of the 'Impact of social Media on Society'. The word social media is most frequently used in the recent past. The advent of the internet in the 1990s led to major developments in the world of communication. The revolution in the accessibility of internet provoked the use of social media at great extent. Presently no field is untouched by the social media. It is being tremendously used by teachers, students, businessmen, politicians etc in their day today life. It is often talked that the 2014 parliament elections are won by the BJP by the tremendous use of social media. Today we will find hardly any young man who hasn't used such media at least once a day. Internet and mobile based communications have been increasing day by day and becoming part and parcel of our personal life. The reports says that India is one of the leading countries in the use of facebook, twitter etc. The various networking sites are referred to as social media. It helps us to create content, share it, bookmark it and network at the very cheapest rate. The reason behind adopting the social media in a great extent by the people and making it so popular is its easy access, convenience, functionality and flexibility in technology. Social Media is a web or mobile based platform that enables us to communicate or share our content with others in electronic form. In recent days the word social media has been used synonymous with social networking sites such as facebook, twitter, whatsapp, wikis, vlogs etc.

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Social Media and its effect on Social Psychology.

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Social media is the most pervasive means of communication in the society. The civilization of any country is mostly the result of the effect the media of the country exerts upon it. There is a saying, 'As you sow, you shall reap.' It means that whatever is there in the society around you, its effect upon the society is certain. We all are surrounded by media. Persistently we get information from the media whether we wish or not. Media can change the psychology of the individual and even the psychology of the nation. The more the media is balanced, ethical and cultured, the more balanced, ethical and cultured will be the citizens of the particular country. It means media exerts its direct effect on the society. Media can exert positive as well as negative effect on the society. On one side it helps people in business, politics and education, but on other side children play games and get addicted, fake news can be spread and society has to face its consequences.

The reflections of the media are found in the society every time. In an advertisement of Tigerbrand tea, it is shown that anybody who drinks it will be having a great strength. People follow this advertisement blindly assuming that they will get the strength of muscles like the man in the advertisement. So, media should play an unbiased, ethical role for the betterment of the society. Social media is divided into three basic categories. 1. Audio. 2. Audio-visual. 3. Print – media. Audio media comprises various radio channels that contribute sharing information and knowledge throughout the nation. The Audio-visual media includes television, Whatsapp, facebook, twitter and other types that are widely used for mass communication. Although there is a tremendous development and advancement in the electronic media, the value of print media has not diminished. Electronic media in the present era has become an important tool for communication. Social media like facebook, twitter, whatsapp are not less explosive than an atom bomb if not used with utmost care. Any miscreant may send a message on whatsapp or facebook that may create caste conflict or violence may erupt and may change the social psychology.

Now-a-days politicians are using the media very wisely for communicating the ideology or agenda of their party. People have created a tendency of believing in the media. Every citizen is curious to know what is happening around him. The way the reporters write the news has a direct effect on the social psychology. If an incident occurs that a teacher is beaten at the hands of a student and if the title of the

news is prepared as, 'student beats teacher filmy style', the title will hit the very base of social morality and will exert a bad effect on society encouraging few more students to do such an act with more in a filmy style. In this act, heroism is given to the student and his filmy style beating at the cost of morality...if the title is replaced by, 'Student commits heinous act, beats teacher.' This will prepare a strong morality in the society, a respect for teachers. It will also leave a message that such an act should be condemned.

Thus, the writings and the visuals in media can change the social psychology. There are several advertisements that lure the young men and women towards addiction. Such advertisements must be banned. Media, in India, is very negative. It is always seen that Indian media gives more weightage to the failure stories, disasters and defeats than the success stories. We find that the news of disaster, defeat are printed on the front page while success stories are heaped under the garbage of other insignificant news. There is no dearth of success stories in India, but Indian media doesn't dig it up. The worst thing about Indian media is it is not unbiased or transparent as it is expected to be. One of the worst traits of imbibing some or the other ideology is showing the news persistently. As the rule in Physics goes, 'persistence of vision'. That is, if news is recurrently bombarded on the television screen, though it may have no any base, or though it may be false, we will feel it true. This is just a mind changing game.

Thus, the social media and social psychology are closely woven into each other with a common thread. Media has come in the society in various forms. Social media has expanded people's dimensions of thinking. But, it is also affecting the behavior of the people. People are getting addicted by some social media apps like what's app and facebooks. The most disastrous effect of social media is that the face to face communication is nearly coming to an end. As a result the children are finding it difficult to express themselves and they are becoming unsocial. In the era of advanced development of social media it is difficult to avoid any bad news and its bad influences on the individuals.

Though social media contributes to the betterment of human beings, excessive use of it is hazardous for their health. Many children have lost their eyesight by the excessive use of mobile. People have turned mobile sensitive. As soon as the mobile rings, may it be a whatsapp tone, message tone or any ring, they come running with a curiosity. This attitude is distracting from individuals the peace of mind resulting into change of human physiology and falling a prey to many allied diseases. Another worst effect of the media on human beings is that the youth of this generation, in maintaining their ideal online

status, are going away from the reality. According to psychologists the effect of negative on kids in regards to facebook, whatsapp can hamper their mental growth. Scrolling through social media compels one sit on the spot for hours together which according to experts is more hazardous than smoking. It is also observed that social media, most of the times, brings sadness than happiness.

As a result of social media there is growing the tendency of comparing our lives with others which is mentally not good. It also creates the evil of jealousy among the people. Many people boast of good many facebook friends. But facebook friends are not real Friends, rather they are virtual friends. Print media is the most comprehensive tool of communication and the most accessible media for the poorest of the poor. Many newspapers, journals, weekly, fortnightly convey their ideologies via this media. But it also affects the society in a good or bad way.

Thus, social media has a deep rooted impact on the psychology of the individuals in the society, affecting it in a bad or good. Because media affects mentally, physically and socially. Many times we get simple nuggets of the do's and donot's of our diet, health etc. But still it has proved hazardous for many to directly implement the ideas instead of taking the help of the physician.

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