

Socio- cultural impacts of New Communication Technologies and Social Media in the era of Globalisation

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Abstract: *The process of globalization has affected all spheres of human life including social, economic, political, cultural, communication technologies and socio-cultural aspects. Globalization has brought with it new opportunities and challenges, as well as new public relations strategies. People are so enthusiastic about using the new technologies of virtual interaction. The advent of digital, computerised, or networked information and communication technologies in the twenty-first century is known as new communication technologies or new media. The term "new media" encompasses a wide range of changes in media production, distribution, and use. It includes mobile technology and internet. Social media is one of the best example of new communication technologies, which provides a context where people across the world can communicate, exchange messages, share knowledge, and interact with each other regardless of the distance. Many of the social media sites like Facebook, Twitter, Whatsapp, LinkedIn are the most popular these days. People tend to use social media to become more integrated in the society. It encourages our culturally diverse world's connectivity and interdependence. Globalization is usually connected with macro societal change, yet social media allows us to spot globalising tendencies in everyday multimodal micro interactions.*

Key Words: *Communication, globalization, internet, new media, new communication technology, social media.*

1. INTRODUCTION:

The process of globalization in India, in last one decade, has brought many changes not only in the sphere of Indian economy but also brought ample scope for the mass media communication to expand its network at global level. Recent advancements in the field of communication technology have affected the functioning of cultural industry in India and are shaping the style of life of the people. One of the few effects of the new communication technology is the trend towards internationalization of mass communication. The question of potential and cultural effects flowing from the strength is in debate. The movement towards a global media culture has several sources. The most notable source has been the great increased capacity to transmit sounds and moving images at low cost across frontiers and around the world. By overcoming limits of time and space and the rise of global media business and global market for media products proved to be a driving force for globalization. [Giddins,1999[1]]. In India, the process of globalization and privatization provided a momentum to cultural industry to flourish in last three decades. The advent of Satellite Television in early nineties and internet technology at the end of millennium has shaped the process of globalization of mass media in Indian subcontinent in a significant manner. The internet is the key driving force responsible for the emergence of informational society in India (Singh, V. P., 2002)[2]. The growth of computer education and advancement in the field of information technology at the initiative of the government have opened new avenues in job market particularly opportunities for self-employment. Moreover, computerization of different private and government organizations has not only improved the performance of these organizations but also helped in the growth of service sector in India. The number of internet users has increased tremendously in the recent past. The popularity of smart phone even in small towns and villages on the one hand and accessibility of computer and mobile phone to all the sections urban society including middle class women. Thus, a new form of society, i.e. 'informational society' is in making in which the information technology has to play a significant role in every walk of life. New media includes mobile technology and internet. Social media is one of the best example in this era of Globalization which provides the Linkage between Globalization, New Communication Technologies and Socio-cultural changes.

Mobile Phones, Internet (New Communication Technologies)and its Socio-cultural impacts

The discussion on the influence of new communication technologies on our culture will remain incomplete if we do not stress on the importance of mobile phones and the Internet in our lives. The Internet and mobile phones have enlarged our "freedom" of space and time. Electronic media have made it possible to put human beings in touch with one another as never before. From this point of view, the new technology has become helpful in expanding and maintaining a "relational society" even if our traditional social bonds have become weak. A circulation of cultural objects has

accompanied the global circulation of money and people in the world today. It is worth noting that the number of cell phones and computer users in India are increasing sharply every day. As per the Telecom Regulatory Authority of India (TRAI) statistics, there were nearly 300 million cell phone subscribers in the country by the middle of July 2008 apart from 39.18 million land phone users. But by October 2010, the number of mobile phone users had crossed 706 million. With this, the total telephone subscriber base in India, both wireless and wireline connections combined, touched 742.12 million. As a result, the overall tele-density had reached 65 percent by the end of 2010. Similarly, the Internet as a medium of interaction is of late growing at a faster rate. Thus, according to Google India, the total number of Internet users in the country as on December 2010 is 100 million, 40 percent of whom are mobile Internet users (*The Times of India*, 2010). During the last three years, the number of mobile Internet users has gone up from 2 million to 40 million. With smart phones getting cheaper day by day, one may expect the number to touch new highs in years to come.

It appears that cell phones have ceased to be an elitist device used as a status symbol now, as even informal sector workers and self-employed workers like milk-men, vendors, construction workers, drivers, and artisans are making positive use of such connectivity to stay informed about better wages and work options. For many others, cell phones have become a part and parcel of daily life catering to occupational, personal, emergency, and security needs. Apart from the increasing need of such devices for greater connectivity, revolutionary changes in the nature of cell phones (containing multimedia facilities like music, FM radio, video, camera, voices, text messages, Internet, touch screen, mobile banking, etc.) including reduction in their prices have also contributed to their popularity. From one point of view, cell phones empower people to engage in meaningful communication while allowing privacy, physical distance, and spatial mobility. Land phones do not provide such opportunities as they are fixed and belong to the entire family. But at the same time, a cell phone makes a person accessible to anyone and everyone at every point of time unless he/she switches it off. Many marketing companies provide cell phones to their employees as a form of surveillance on them.

Social Media

Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating ,texting, images sharing , audio and video sharing , fast publishing, linking with all over world, direct connecting. It is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Users rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country specially on youth .This study is also focused the influences of social media on users and their life style, trends, educational and political awareness, physical activities, social life, their learning and so on.

Social networking can be defined as “a set of people and the relationships between them.” Many of the social media sites are most popular on the web. Some social media sites have transformed the way where people communicate and socialize on the web. Social networking sites render the opportunity for people to reconnect with their old friends, colleagues and mates. It also helps people to make new friends, share content, pictures, audios, videos amongst them. Social media also changes the life style of a society.

Thus, the proposed study is designed to analyze how social media is influencing users in different aspects of social life, political awareness, educational learning, profession, health, trends adopting, economic and socio-cultural activities and so on.

1.1 Research Objective

- To study the interrelationship between globalization, new communication technologies, social media and socio-cultural changes.
- To study the influence of social networking sites on the personal and professional life of the users.
- To understand the pros and cons of using social networking sites.
- To assess the beneficial and preferred form of social media for users.
- To evaluate the attitude of users towards social media and their spending time on social media.

1.2 Hypothesis

- Social media is swift source of information and entertainment for users interest.
- Social media is a facilitator for users in the field of education.
- Social media is creating awareness for users in better living style.
- Social Networking sites are more of a merit as compared to demerit if both the parameters are evaluated.

1.3 Research Methodology

This research paper is based on extensive review of literature on social media. The study is in the nature of qualitative and deep understanding about social media, its features and its positive and negative impacts on users.

1.4 Research Questions

- How does social networking sites affect social lives of its users?
- How many hours users spend at social media?
- What are the advantages and disadvantages of using these social networking sites?
- What is the main purpose of users for using any social networking site?
- How does social media affect the society and students education?

2. LITERATURE REVIEW:

To begin, the social media is a go-to reference made by the general population as a large number of donors characterizes social media as "media for social communication, utilizing exceedingly open and adaptable correspondence systems. Social media is the utilization of online and versatile innovations to transform correspondence into intuitive dialogue." (Benkler, Yochai (2006): The Wealth of Networks)[3]

Alison Doyle an American Psychologist: She define Social media as, it is various online technology tools that enable people to communicate easily and people use social media to share information , text, audio, video, images, podcasts, and other multimedia communication.

Miller (2016) [4]discussed about a new theory of polymedia in order to understand the consequences of digital media in the context of interpersonal communication. Drawing on illustrative examples from a comparative ethnography of Filipino and Caribbean transnational families, the article develops the contours of a theory of polymedia. They studied that how users avail themselves of new media as a communicative environment of affordances rather than as a catalogue of ever proliferating but discrete technologies.

Zuniga et al (2012)[5] tested the usage of digital media for informational purpose similarly contributes to foster democratic processes and the creation of social capital. Nevertheless, in the context of today's socially-networked-society and the rise of social media applications (i.e., Facebook) new perspectives need to be considered. Based on U.S. national data, results shown that after controlling for demographic variables, traditional media use offline and online, political constructs (knowledge and efficacy, and frequency and size of political discussion networks, seeking information via social network sites is a positive and significant predictor of people's social capital and civic and political participatory behaviors, online and offline.

Korda and Itani (2013)[6] found that rapid and innovative advances in participative Internet communications, referred to as "social media," offer opportunities for modifying health behavior. Social media let users choose to be either anonymous or identified. People of all demographics are adopting these technologies whether on their computers or through mobile devices, and they are increasingly using these social media for health-related issues

A'lamElhuda and Dimetry (2014)[7] studied the impact of Facebook and other social networking usage on academic performance and social life among medical students. This was descriptive, analytical cross-sectional institutional-based study. 27 items self-administered questionnaires were distributed to 275 medical students at Faculty of Medicine-University of Khartoum.

Abdulahi et al (2014)[8] studied the negative effects of social networking sites such as Facebook among Asia Pacific University scholars. Social Networking sites have become a very important aspect in student's life. Internet use has grown considerably in the last decade ; the majority of young adults uses the internet daily if not more so. There is relationship between academic performance , addiction, security issues and summation score towards SNS. The population in this study is around eight thousand students. The sample refers to hundred fifty two students of Asia Pacific University in Malaysia and Random Sampling method is used.

3. History and origin of Social Media :

The main social system networking website on the web was Geocities, propelling its site in 1994. Its aim was to permit clients to make their own particular sites, isolating them into "urban communities" focused around the site's substance. In 1997, AOL Instant Messenger and Sixdegrees.com came into existence. This was the year texting got to be prevalent and web clients could make a profile and foster friendship.

After 2000

Friendster was once the pioneer of social system administration. Friendster served as the starting point for the broadly prevalent Myspace, which cloned Friendster and was dispatched after only ten days of coding. In the accompanying season, other social system administration sites like Classmates.com, LinkedIn and Tribe.net began to pop up, together with the most prevalent social system administration site in web history.

Facebook.com aimed at associate U.S. school understudies, beginning with Harvard College. In its first month, over 50% of the 19,500 understudies joined it. In the wake of picking up prominence, Facebook opened its enlistment to non-school understudies. And after four years in 2008, Facebook outdid Myspace as the leading social system administration site.

Worldwide Usage

Fb is the most visited social system in the U.S. by means of PC, versatile applications (78.4 million clients) and portable web (74.3 million guests), and is by far the biggest social website followed at every stage. 51% of individuals in the matured 25–34 group utilized social system administration as a part of the workplace, more than another age bunch. Normally, 47% of social media clients participate in social forethought.

In 2012, Fb had a remarkable number of 152,226,000 Personal Computer guests and 78,388,000 extraordinary portable application guests. Twitter reported 37,033,000 exceptional PC guests and 22,620,000 one of a kind versatile application guests. Pinterest reported 27,223,000 remarkable PC guests and 14,316,000 special versatile web guests. Google+ reported 26,201,000 novel PC guests and 9,718,000 extraordinary portable application guests.

Twitter generated billions of tweets in December 2009, about 40 million a day. Over 25% of U.S. Web online visits happened at one of the top social system administration locales in December 2009, up from 13.8% a year earlier.

Indian Social Media

India has over 12.5 crore internet users. The average usage of internet is 26 minutes a day. Currently, 87.1 billion users are accessing the internet on their cell phones and strategies are in place to further push the numbers.

Top social media are Facebook, LinkedIn, Twitter, Orkut, Bharatstudent.com, Zedge.net, Ibibo.com, hi5.com, Shtyle.fm, Indyarocks, Fropper.com and Myspace.com.

According to State of Media Social Media Survey Report Nielsen, 2012 As for Facebook use, India is the second largest user in the world, just behind the United States. There are 45,796,460 Facebook clients in India, which is equivalent to 3.90 percent of the aggregate population and 56.54 per cent of the aggregate online population. India has the second largest base of LinkedIn clients too. India has an aggregate 13,352,622 clients which is equivalent to 1.14% of aggregate population, and 16.48% of the online population. India is additionally the second biggest client for Google+, and as for Twitter 16 million Indians are dynamic.

4.1 Types of Social Media

Social media has come up with the new path of transforming the citizens. First ever change of social system chiefly utilizing Facebook, Youtube, Twitter, Wikis.

Facebook

Facebook is a social media site which is all about knowing people and later adding them to your circle of Facebook friendlist. To have an account on Facebook one generally needs to have an email id and a mobile number. After registering on Facebook one can update his or her profile

Twitter

Twitter is a microblog administration. Its clients can send and view one another's overhauls. This microblogging site is confined to 140-character "tweet", therefore whatever one wants to tweet should be well drafted and should have meaning as well.

Youtube

Youtube is web's extremely famous feature administration, where individuals can watch features made and transferred by its clients. A decent feature display is a great specialized gadget, and with cutting edge technology, great quality feature recordings could be made effectively and economically. Presently,

Wikis

The essential thought behind wikis is to get as many individuals as possible taking interest in the generation, survey and upkeep of learning. Wikipedia, an online reference book, is likely the most celebrated illustration; however a wiki might be utilized for different purposes too.

4.2 User of Social Networking Sites in India

Social networking as “a set of people and the relationships between them” About 800 million people were using Social networking sites in india. Around 350 million people were using facebook. Social networking websites are very popular among the youth so that they contribute the majority percentage of the users of these sites. There has been significant interest and concern about the risks of online social networking because of access to personal information and the anonymity that the system allows. A number of public cases of bullying and identity theft have put this issue in the public arena. Day by day Social networksites users are increasing in India. In 2012, 1800million users are available in India they are havingtheir a/c in Networking sites. Maximum part of usersare covered by Teenagers in India.

4.3 Facebook as a Social Media platform:

Origin and History

In February 2004, Mark Zuckerberg, with the help of Andrew McCollum and Eduardo Saverin, launched a website that would change online social interaction forever. The Facebook started on the campus of Harvard University, where the three friends were students, Zuckerberg being a psychology major of all things. Within 24 hours of going live, The Facebook was a community of 1200 Harvard University students. The Facebook buzz grew on the Harvard campus and within weeks students from Stanford and Yale wanted in. The network was extended and by April 2004, The Facebook was available on all Ivy League servers. But Zuckerberg needed help to grow his little social networking site that could. He would not stop until The Facebook had been installed on all university campuses in America. In May 2004, only 4 months after The Facebook was born, he dropped out of Harvard and moved to Silicon Valley with McCollum and Dustin Moskovitz. In September 2004, they secured venture capital from PayPal founder Peter Thiel. The \$500,000 investment was a start, but Zuckerberg and friends had big plans for The Facebook. Seeing the potential value in The Facebook, Jim Breyer and Accel Partners ponied up \$12.7 million to assist Zuckerberg in the expansion of his virtual empire.

Impact of Social Media on users

Social media having various impacts on users life in both ends some time impacts are in the favor of their social life and sometimes these impacts are negative to its users. Sometimes you may use it this way and that's ok there are some pretty cool new tools around but the emergence of social media potentially has a bigger impact than that.

Positive Effects of Social Media on Society

- Social Media helps to meet people they may not have met outside the social media forums.
- It also helps to share ideas beyond the geographical boundaries.
- It provides open opportunity for all writers and bloggers to connect with their clients.
- Another positive effect of social networking sites is it unite people on a huge platform for the achievement of specific goals. This brings positive change in the society.
- Social media provides awareness among society like campaigns, advertisement articles, promotions which helps the society to be up to date with the current information.

Negative Effects of Social Media on Society

- One of the negative effect of social media is that it make people addicted. People spend lots of time in social networking sites which can divert the concentration and focus from the particular task.
- Social media can easily effect the kids, the reason is sometimes people shares photos, videos on media that contain violence and negative things which can affect the behavior of kids or teenagers.
- It also abuses the society by invading on people's privacy.
- Social lies like family ones also weaken as people spend more time connecting to new people.
- Some people uses their images or videos in social sites that can encourage others to use it false fully.

4. CONCLUSION:

Many researchers were found that the social networking sites are acting as great medium for view mobilization. Social networking sites impact positively on users in raising their voice against social acts like violation of Human Rights, corruption etc. These social networking sites are proving themselves an advantage at least in bringing opinion of people

on these social issues. Users are getting more aware about the social issues mainly from Facebook. But instead of getting the knowledge the users generally don't discuss them, they just share it or like it and the issue just remains focused on web only. Most of the people think that youth can play a positive role in changing our society which is represent in most of the responses to different queries .So we should focus on the ethical use of these SNSs so that it serves our society in a right way and the youth can play an important role because SNS is a boon and curse both for the Indian society .In one hand it provides away to connect our dear ones on the other side it gives a dais that become danger for our tradition and culture.

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