



TRANSFORMATION OF SOCIETY THROUGH SOCIAL MEDIA

Madhuri Isave, Ph. D.

Associate Professor, Tilak College of Education, Pune-30

Abstract

Man is an social animal and changing nature of society with continuous transformation takes place with the diffusion of innovations. In digital era where social media is dominant and peoples are influenced by emerging trends of technology the process of social transformation is fast. In this process socialization of individual is declined. Fact is we cant leave without digital devices because it is a part of our daily routine. Social media not only impact on individual life but on education field also. It is negative transformation or positive transformation in society.

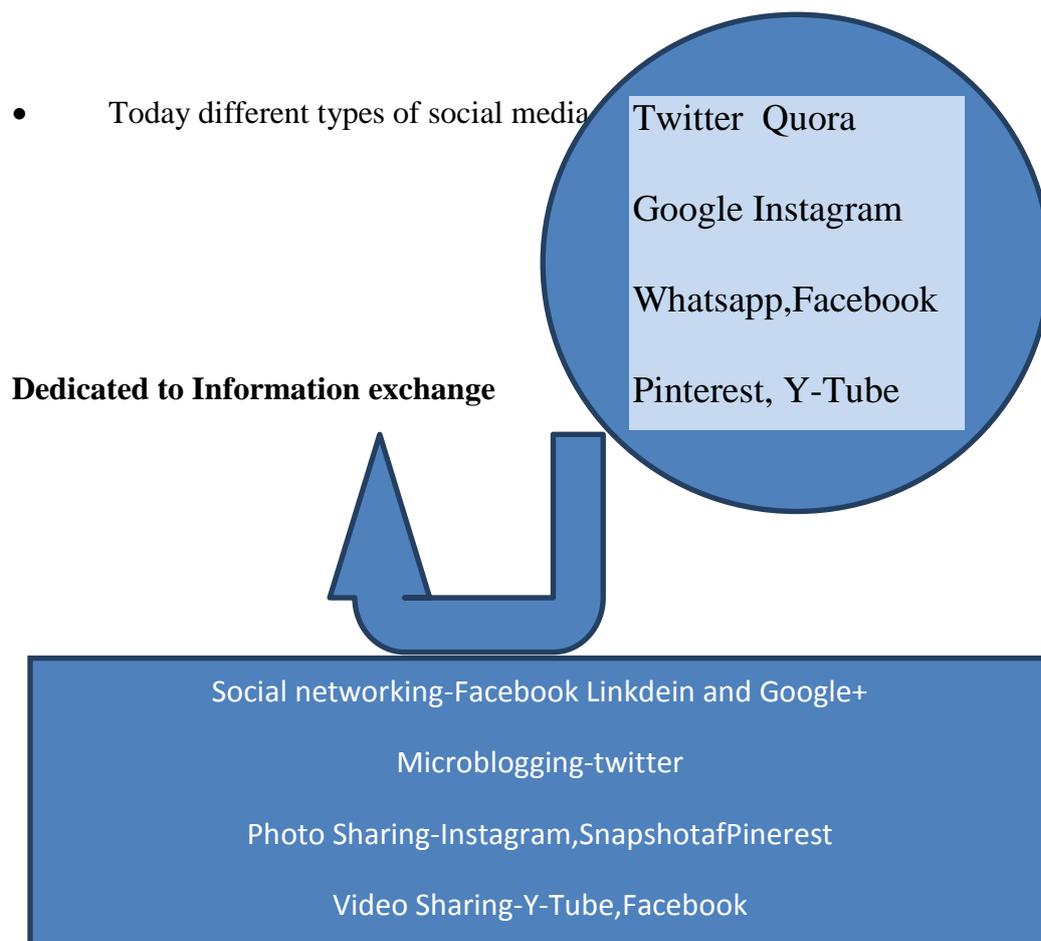
Keywords- Society, Social media, Transformation, Digitization.



Scholarly Research Journal's is licensed Based on a work at www.srjis.com

Introduction-The honor of the Godfather of social media goes to Tom Truscott and Jim Ellis in 1979, invented the world first user net system .Now we experiencing traditional nature of society is completely change. Social media is highly influencing on each and every sector of society. Social stratification from lower to higher level is addicted by social media. Now a days we cant imagine Man without Mobile, like we always say Man is an social animal likewise now we can say man is a mobile animal. Social media empower ordinary people within just few years because of communication , networking and mobilization through mass media.Now scenario of society is completely changed.In developing country like India social media act as an equalizer and it helps to bring access to informationto anyone in educational service.

- Today different types of social media



Social Media transfer culture in society. Now a days diverse nature of society similarly diverse nature of social media are seen. Because of exposor of diversity through social media peoples are learn more from each other. Social media is boon or curse. It is a controversial topic today. Many people’s feels that social media destroyed human interaction and has also affects on human relationship and some people feel that it is a blessings that we can connected each other .World in our hand. It means social media is two sides of one coin and in between society. In digitalized world learners are responsive. The responsive learning is meaningful when we coordinate and integrate their academic, emotional and skill to create suitable environment. It means while using social media we must adopt Mahatma Gandhiji’s education system ie, Head,Heart and Hand. How wisely and efficiently users of social media generate through education.

Learning Scenario-In the world of social media learning scenario is change. Traditional learners are converted into mobilized learner. It is called E-Learner. But the question is arise, Are they responsive toward social media? Are they responsible toward social media? And

Are they resilient towards social media? Today urgent need to provide responsive quality education and in technical era it is a challenging task for policy maker and educationist. To provide them learner centric, flexible and personalized learning environment we have to use student's cultural knowledge, their experience and their strength to make learning more effective. Social media is flexible everyday it is transfer in society in new form. We need to focus amount of change and type of change along with nature of society. Kurt Lewin ideas of individual change were in three steps ie Unfreeze, Change and Refreeze. Unfreezing is the initial part of individual change. In this individual try to learn and adjust themselves in change and individual change where he learn new change and process to effect the change. Refreezing is the adjustment period and becoming comfortable and hay with change, According to Lewin idea some learners are unfreeze and some are refreeze to face social media

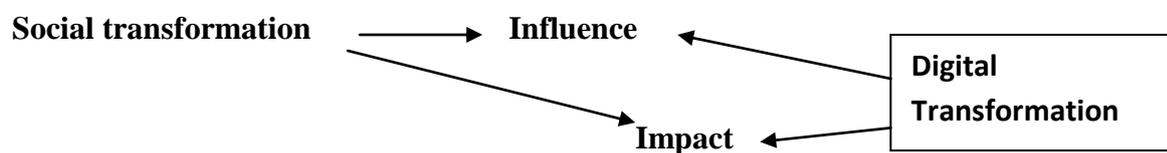
Today we are living in SMS world(Social Media+Society).Both are influencing one another by two ways positive and negative.Social growth is possible because of social media.Access of huge information gaining the knowledge and create knowledge driven society.At the educational point of view many progressive technological trends are available to make education system better and better way. In 2005 y-tube, in 2006 face book and twitter and today tremendous emerging trends of social media like short video and storytelling that facilitates new creation ,sharing of ideas information and other expression is easy for everyone.t has become integral part of peoples live. It is a positive transformation of social media.

In socialization process we expect every individual must be social but think are you socialized person in the world of social media?.Name is social but socialization of individual is less. We can all admit it, we have been a room or any social place where full of people with us but they haven't said any single word to anyone. We have been on our phones, checking messages or playing games. When friends meet after long gap all have been engaged with their phone without any conversation. This is the picture of society. It is a negative transformation of social media. Social media is a great tool to connect with others but some limitations to this.

Users of social media-No doubt the negative transformation of social media in society but popularity and users numbers is increasing day by day. According to Global Digital Report 2018 include the number of internet users worldwide in 2018 is 4,021 billion, up 7% year on

year .The number of social media users worldwide in 2018 is 3,196 billion. up 13% year on year and the number of mobile user in 2018 is 5.135 billion ,up 4% year on year. In India most popular social media is whats-app and face book and increasing users in 2019 is 258.27 billion. In India social media usage especially in rural region has grown people using internet just to login to twitter and face book. As per the research of Symantec India is second largest in Cyber attacks through social media sites.78% Indian user s love to watch video content in their native languages. Age group 18-19 users of social media is 89% and 60% old people are active on social media.

Stages of social transformation.In the globalized world cultural changes are evident of social transformation.Social transformation is evidenced by these two concepts ie culture and globalization. Moral, laws beliefs tradition customs art related to culture while in globalization refer to the standardization of educational policies,ideas, trends,music and lifestyle around the world. In the process of transformation people are influence from something and its impact on their lifestyle. For example in digitalization and technological innovations people are influenced from new devices ,apps and various applications which is provided by multinational ,international companies and its impact on their daily lifestyle and nature of work.



A massive adoption of digital technology means digitization in which people use technology, process, and share among them.Telecommunication technology adopted which allow the remote access of information. The Internet and its corresponding platform are widespread in society. Advanced technology with diffusion of innovation is influenced and highly impacted on community people.Digital transformation takes place with social transformation through social media.Increasing number of mobile users day by day and it has seen every sector of society.It means impact on all social stratification.It is positive transformation or negative transformation but peoples are habitual and socialized to use digital technology.

Conclusion-Social Media and its emerging trendimpact on individual and society we can not use social media to impress other but make habitual to use proper and discipline manner.

Vision without Actions
is just a dream.
Action without vision
is passing time
Action with vision can
change the world

References

- <https://blog.bufferapp.com/social-media-trends-2018>
<https://blog.hootsuite.com/social-media-2020/>
<https://www.business2community.com/social-media/future-social-media-32-experts-share-2018-predictions-01973207>
<https://www.brandwatch.com/blog/amazing-social-media-statistics-and-facts/#section-2>
<https://cdn2.hubspot.net/hubfs/304927/Downloads/Social-Video-Report.pdf?t=1522336485606>
<https://www.globalwebindex.com/reports/social-video-report>
<http://government-2020.dupress.com/driver/social-media/>
<http://messenger.facebook.com/>
<http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>
https://scontent.fyvr3-1.fna.fbcdn.net/v/t39.8562-6/24294778_753313641522337_274000908981895168_n.pdf?_nc_cat=0&oh=225c28477b0c89207a8b4f5bfdcc276b&oe=5B40A28B
<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

..