



CHRONICLE OF HUMANITIES AND CULTURAL STUDIES

A Peer Reviewed Bimonthly International Journal

Special Issue On
IMPACT OF SOCIAL MEDIA ON SOCIETY



Guest Editor
Dr. Vasant Satpute

Associate Editor
Dr. M. D. Kachave

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Dr. B. V. Andhale
Dr. M. G. Somvanshi
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CONTENTS

1. Impact of Social Media on Society: An Overview Dr. V. D. Satpute	07
2. Journey of Man from Real to Virtual World through ... Dr. Ajit M. Mulajkar	12
3. Social Media And Banking Sow.V.R.Bhutada / Mr. G.A. Bhurke	17
4. Participatory Development and Social Media: Mapping ... Dr. R.B. Chincholkar / Chaitanya Shinkhede	21
5. Use Of Social Media In Libraries And Its Impact ... Dr. Vikram U. Dahifale	32
6. Role of Social media in Science Education Mr Deshmukh Pandurang B.	39
7. Mass Media : A boon for Educational Enhancement Dr.Vasant A. Pawale	44
8. Influence of social Networking sites on Academic Library Services Dr. Ashok L. Kolambikar	47
9. Understanding Advantages and Disadvantages of Social Media Dr. Balaji P. Munde	54
10. Media: Reshaping Social Work Education Dr. Abhay M. Jadhav	59
11. The Role of Social Media and Indian Politics Dr. Jaybhaye V.K.	63
12. An Analytical Study of Social Media in the Growth of ... Sushil Gangane	68
13. Role of social media in agriculture Development Hoke Ashok K.	75
14. A Critical Appraisal of Cyber Crimes in Mihir U.Inamdar	78
15. Impact of social media on library Dr.Vilas A. Kale / Mr. Datta A. pawar	87
16. The Role Of Social Media On Women Life Dr. Koshidgewar Bhasker G.	91
17. Library and social Media Dr. Kshirsagar S.G.	95

Journey of Man from Real to Virtual World through Social Media

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Introduction:- Aristotle said, “Man is a social animal; in BC;” but in the 21st Century, it will be more appropriate to say, man is *virtually social animal*. It is modern e-evolution of man that he became more social in the virtual world, at the cost of real social life. It is the modern change in man as a thinking animal. This modern e-evolution of man started with *Bulletin Board System* (BBC) and reached to its culmination through *WhatsApp* via *Facebook*, *Twitter*, *Instagram* and *Blogs*.

In the history of civilization, man took a long time to change socially and culturally, for these two are living things and do live with man like language. They never lose their existence, but change gradually. Entry of internet in personal life of people brought revolutionary change in their social life. Mobile literacy, easy accessibility and affordability boomed mobile industry. Cell-phones which were once the things of luxury of elite class only in 1990s, in India, now turned out to be very cheap indispensable commodity of the second decade of 21st century. It is being used by the most common people for different usages, for it is cheap, affordable and easy to access. User-friendliness remained instrumental factor with those who prepared the applications and the users.

The history of social media is not old one, but very big one. In the history of the world, it is of only twenty years old, but in case of India it is almost ten to fifteen years old. But the data of it is millions of trillions. The entry of internet revolutionized social media world in such an abrupt and at a large extent that it became very difficult for researchers across the globe to analyse the data and arrive at any conclusion. Hypothesis with which the researchers started their researches remained hypothesis; and they remained untested because of the hugeness of data and a variety of rapidly ever changing and widening data brought many complications in it.

Methodology: - For the study the data collected is secondary data. It is collected from reputed journals and various e-sources, for the study is of e-media. The data collected is analyzed and the findings are stated in

the paper. For the study analytical research methodology is adopted by the researcher.

Key terms:- Social media, internet, virtual world, etc.

Discussion:

History: The journey of social media started with CompuServe and Bulletin Board System in 1970s. It was a very fascinating experience, but for a very few. Only text messages were used then, but it was the beginning of social media. (Digit.in, 2020)

After some years Bulletin Board System (BBC) presented something which can be termed as Internet's first file transfer system. It was a milestone in the history of social media. However, the world of online social networking really came into existence when the internet came within the reach of the common people in the 1990s. It was a journey from a few to many and from many to almost all. In 1990s many nations like India began to realize the potentials of computers. World wide popularity of computers brought computers from office to home; and in this way computers became personal computers (PCs). Six Degrees provided an online platform which allowed the users to create their own profiles and 'friends' on it. In this way the journey of e-friend and e-friendship started. It was the second and most important milestone in the history of social media. However, with a lack of proper filtering methods and inefficient clearing system of spam, Six Degrees slowly faded out by the end of 2002. In fact, Six Degree is the true forefather of today's social media. And one cannot deny its contribution to social media of today. (Digit.in, 2020)

In 1995 Classmates.com appeared on the screens to continue the relay of social media. The website provided a page on the screen for virtual reunion of the old classmates. And of course, the reminiscences are always sweet. There after the relay is continued by Facebook, Twitter and WhatsApp. Nation wise one or other is the leading social media platform. In India one Facebook was leading, but now WhatsApp overtook it. (Digit.in, 2020)

Current Data:- According to the App Annie report State of Mobile 2019, apps worldwide saw 194 billion downloads. As per the report, an average user of mobile spent three hours a day on mobile apps and it is important to note that the App Store sends grew to \$101 billion—more than the GDP of Venezuela. (Digit name of article What makes apps work in India P 14) Social media and messaging apps are also growing year on year in India, despite occurring a smaller chunk of spending about 40% more time in Social media and messaging apps as compared to a couple of years back. Video is a huge factor in this segment. While Snapchat and Instagram are a couple of examples of apps that are

deriving it globally, short video sharing social platform like Tiktok are ruling the roost in India when it comes to social media. Overall, WhatsApp still retains the first position in this segment. (Mukherhee, 2019)

According to a Mood of the Nation (MOTN) survey conducted by Lokniti, WhatsApp usage has grown to 20% and 38% among the rural and urban populations respectively, marking at least a 10% growth over a year. As per the reports of Social Google Consumer Survey-2018 and 2019, smart phone activities in India show that smart phone users visit social networking 21%. The percentage is very low as compared to the smart phone users who use it for searching some information i. e. only 15%. (Mukherhee, 2019)

It is important to know that as per the statistical information provided by Statista: Statista DMO and India: Statista DMO the number of phone internet users in India in 2019 are 420.7 millions. It very important to note that India is big experimental market, where users are more open to downloading and trying out newer apps and are yet to develop true habits in terms of app usage says Arnab Mukherjee in digit. (Mukherhee, 2019)

“Facebook offering ‘millions publishers for news: Report” Under this title an article published in “Times of India” on 10th August, 2019. The report tells that Facebook is talking with news publishers to offer “millions of dollars” for the rights to publish their material on its website. It shows the wide-spread popularity of Facebook and it will propel it. (Reporter, 2019)

But it is important to note here that earlier social media was only for time pass and stay connected to friends and family. But now a days people are thinking of using it as a means for business and teaching and learning purposes. It is rapidly expanding in the education sector. Teachers are using their innovative ideas to use it for teaching purposes. And it is observed that it really works. Students are learning through it, for it is learning through that means which is already liked by the students.

Some findings of a survey made by Justin Ferryman are as follows:

1. In general the faculties are taking more interest in the ability to leverage social tools to facilitate engagement with course material and to encourage the learning process.
2. Comparing 2012 to 2013, the results of the survey indicate that the use of social media has increased 21.3%. (Ferriman, 2013)

Deliberation: It is true that some teachers are using for teaching and learning process, but its percentage is very less. After of all social media

is not evolved for that purpose, then how it may be used for learning purpose? It will be more social rather than educational. Of course, there will be little teaching and learning; but there will many social climbers rather than learners. Under the disguise of learning "Social Media" kept many people in hullabaloo.

In an article entitled "Book Readers are Leaders" K. Krishna Murty say "Book reading today is a dying art and book readers a vanishing tribe. We may blame it on any number of factors." (Source: Science Reporter, Issue May 2019, Publication Date 30/04/2019, A CSIR Publication, Delhi) Out of a number of factors, entry of internet in our life is pivotal. K. Krishna Murty said that the habit of reading developed in young Nikola Tesla a photographic memory, a powerful imagination and multi-dimensional visualization, which enabled him to invent many things and be the owner of 300 patents. In this wavering environment, it is worth to note what K. Krishna Murty said. A number of examples—Robert Oppenheimer, father of the atomic bomb; John von Neumann, a polymath who laid the foundation of quantum mechanics; C.V. Raman, who revolutionized many scientific devices through Raman's effect; Bill Gates, former Microsoft CEO, who reads a new book every week, etc., can be cited here to support how reading enriched the life of people. The more one reads the more one enriches oneself. The reading may be real book reading which 'old-times' read or it may be 'new-timers' which is done in e-form.

Conclusion: The history of social media is not long but huge one. Its user friendliness, affordability and newness to Indians has been attracting towards it. It is too late to talk about its entry in India; but it is high time to think about its better use, rather than talking about eradicating it. Some users use social media for reading some valuable information and even books in pdf format. It can be used for teaching and learning purpose, but for a limited extent. But book reading to gain knowledge cannot be replaced by anything reading on social media, for various reasons.

Findings:-

1. In India the number of app users is increasing day by day.
2. Internet phone users and smart phone users are increasing day by day.
3. Though visiting social media network is a frequent activity of the smart phone users; it is not alarming, for visitors of search engines for some information are good in number.
4. Some of the social media apps are also used for teaching and learning purposes.

5. Book reading cannot be replaced for reading something on social media.

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