

# Impact of Social Media on Culture, Society and Education

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## Abstract

The true Indian culture reflects a spiritual sense of values. The culture of India refers collectively to the numerous nuances of distinct and unique cultures of all religions and communities present in India. India's languages, religions, dance, music, architecture, food, and customs are distinct from place to place within the country. Indian culture is often known as an amalgamation of several cultures. The civilization of India focuses on inner refinement. Every typical Indian aspires for freedom in the highest divinity of the Self attainable through the conquest of the internal and the external nature. The set of norms, behaviours, beliefs and customs are held to be an integral part of the people of a country. They are among the ingredients of the national culture. Social media connects a user's profile with those of other individuals or groups. Social media can integrate the formal and informal education through the national culture of India. Social media websites such as Facebook, Instagram, WhatsApp, Google+, MySpace, LinkedIn, Pinterest, Snapchat, Tumblr, Twitter, Viber, VK, WeChat, Weibo, Baidu Tieba, and Wikia are very popular. These social media websites claim over 100,000,000 registered users.

**Keywords:** Social, Media, Culture, Integration, Education

## Social Media

It is a relatively new feature of the modern age. GeoCities was one of the Internet's earliest social networking websites. It appeared in November 1994, followed by Classmates in December 1995, Six Degrees in May 1997, Open Diary in October 1998, LiveJournal in April 1999, Ryze in October 2001, Friendster in March 2002, LinkedIn in May 2003, hi5 in June 2003, MySpace in August 2003, Orkut in January 2004, Facebook in February 2004, Yahoo! 360° in March 2005, Bebo in July 2005, Twitter in July 2006, Tumblr in February 2007, and Google+ in July 2011.

## Culture and Education

The term Culture is used collectively for socially transmitted behaviour patterns. Taylor views culture as "that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits, acquired by man as a member of society."

Culture and education are wedded with each other. They are interdependent. As for example, if a society has got a

spiritual pattern of culture, then its educational procedures will stress on the achievement of moral and eternal values of life. On the other hand when the culture of a society is materialistic, its educational pattern will be shaped for the attainment of material values which promote pleasures of senses and material comforts. In this way, the culture of a country has got a very powerful impact on its educational patterns. Education as a part of culture has the dual functions of conservation and modification of culture.

## Kinds of culture

The prominent kinds of culture are as follows:

- Individual culture
- Community culture
- National culture
- World culture

Each individual possesses some personal traits and qualities which guide the habits, thinking and behaviour of the person. In the same way, different communities have got

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their different customs, traditions, beliefs and styles of living which are known as community culture. Similarly each nation is known for some distinct patterns of ideals, values, modes of thoughts and behaviour. These national traits are known as national culture. Further with the rise in the means of transport and communication the whole world has shrunk into a small unit. The whole world is now supposed to be having common values of life such as cooperation, empathy, sympathy, social services, social awakening and social sensitiveness which is termed as world culture.

In fact, culture is not static but is dynamic. It changes and grows with the change of time. Due to rapid rise in social media, transport and means of communication one culture adopts another culture and becomes composite culture.

According to Statista, in 2019, there will be around 2.77 billion social media users across the globe, up from 2.46 billion in 2017.

The number of active users as of July 2018 is as follows.

S.No.	#Network Name	Number of Users (in millions)
1	Facebook	2,989
2	YouTube	1,900
3	WhatsApp	1,500
4	Facebook Messenger	1,300
5	Instagram	1,000
6	QQ	806
7	QZone	563
8	Tik Tok	500
9	Sina Weibo	411
10	Twitter	336
11	Reddit	330
12	Baidu Tiba	300
13	Skype	300
14	LinkedIn	294
15	Viber	260
16	Snapchat	255

The survey conducted by Pew Internet Research in 2015 discloses that the Internet users among American grown-ups have increased from 10% to 76% since 2005. Pew Internet Research shows that nowadays there is hardly any gender difference among Americans as far as social media usage is concerned. Women have become more active on social media than a couple of years ago. Today's numbers point at women: 68%, and men: 62%. In America, a 2018 survey mentioned that 88 percent of people 18-29 years old have at least one social media account. Over 60% of 13 to 17-year-olds have got at least one profile on social

media, with many spending more than two hours per day on social networking sites. According to Nielsen, Internet users spend more time on social media sites than on any other type of site.

## Regulatory framework for Social Media

Recently minister Smriti Irani told media men that the current legislation was not very clear with regard to online news and broadcast content material. The recent consolidation of three media units under the Bureau of Outreach Communication was the need of the hour and abolishing such "silos" was the only option left. The government is thinking of putting in place a regulatory framework for social media and online content. "Communication today has to be a 360 degree engagement. Given that this is the need of the hour, we did, yes, amalgamate and bring everything in terms of the government outreach and communication under the bureau of communication. I think a first in Indian history," Mrs Irani said. The three separate departments, namely, the Directorate of Film Publicity (DFP), Song and Drama Division (S&DD) and the Directorate of Audio Visual Publicity (DAVP) had been officially integrated into a singular unit and they would henceforth operate from under the banner of Bureau of Outreach Communication (BOC) as per the new structure.

Irani also added that a line of ethics and code of conduct have to be put in place which is incumbent upon the agencies to abide by, to ensure that customers do not get affected by vested views in news, broadcasting and advertorial content.

The government wants to deploy a "social media analytical tool" which will create digital profiles of citizens, ostensibly to gauge their opinions about official policies and to use this information to target individuals with personalized campaigns to promote "positive" opinions and to neutralize "negative sentiments" about government schemes.

The tool will have the capacity to monitor a range of digital platforms: Twitter, YouTube, Instagram and blogs. The tool is likely to be able to "listen to" email though the picture is not clear how this can be achieved without violating users' privacy. Right now, email interception was only allowed under the law for security and crime investigations that too with the permission from home ministry. The analytical tool the government is hoping to develop will not only have the capability of monitoring digital platforms, it will also be able to understand "overall social media response to a message, tweet or data".

The tool is likely to create a "conversation archive" of users from their social media. It will be able to "see historic conversation of each user in a reverse chronological manner along with the ability to merge conversations across channels".

The team of 20 Social Media Analytics Executive is likely to provide reports on sentiment, reach, trending topics and hashtags to the Ministry. Besides, the ministry will appoint one social media executive in each of India's 716 districts to keep a track of local news and events and enter this into the system.

### Need for such a Measure

The government first invited bids from companies in February, 2018 for software "designed and developed in India." The three-page guidelines speak particularly of instances where force personnel have used personal cell phones to take pictures of an ongoing or concluded ambush or operation which later finds its way on social media.

The recent directives stipulate legal action against defaulting personnel. "Any such photo, video, among others are meant strictly for official use only and any unauthorized disclosure of confidential operations related information by uploading operational material onto social media sites is a serious breach of rules," the guidelines said.

Social media affects the way individuals and large organizations communicate. These changes are the focus of the emerging fields of national culture. On April 10, 2018, a hearing was held in response to revelations of data harvesting by Cambridge Analytica. Mark Zuckerberg, the Facebook chief executive, had to face questions from senators on a variety of issues, from privacy to the company's business model and the company's mishandling of data. This was Mr. Zuckerberg's first appearance before Congress. This was prompted by the revelation that Cambridge Analytica, a political consulting firm linked to the Trump campaign, has harvested the data of an estimated 87 million Facebook users to psychologically profile voters during the 2016 election.

At present the future of mankind has been hijacked by the social media. The fake news, viral of the vested news, pornography, addiction to social media are posing a great threat to the survival of the family and social value. Immature children are falling prey to pornography and indecent exposure of females is ruining families. The illegal activities are thriving under the impact of social media. The government of India must ban the pornographic sites and the fake news and indecent exposure of females and children be discouraged by awarding the culprit the exemplary punishment or else the social fabric as well as the democratic system will be adversely affected beyond imagination.

### Influence of Social Media on Education

The information explosion of media has made tremendous impact on the mind of the people. Today, social and technological changes are taking place with a rapid pace

throughout the world. Both qualitative and quantitative improvement of education is facilitated and accelerated with the help of media. There is no denying the fact that modern education has brought about a change in the concept of teaching from teachers' centered to learners' centered. Similarly, teacher centered lecture based instruction is changing to students centered interactive learning. Thus teachers have to perform the role of facilitator for the active learning by the pupils. Learning happens and knowledge is generated in an environment where interaction between teachers, students and the content takes place in interactive ways.

Knowledge can be imparted to us through the communication. This message has great importance for us because, when the information is communicated to us through social media, it has entirely a different effect on us. There is a popular proverb that I hear...I forget; I see... I remember; I do... I understand. This means that when a teacher teaches without the help of teaching aids there is much possibility that students will forget the things being taught to them whereas the active utilization of more than one sense increases the possibility of understanding among the students and hence empowering them. Researches around the world also prove that we remember 20% what we hear, 30% what we see, 50% what we see and hear and 90% what we see, hear and do. In the classroom teaching-learning context media improves the teaching-learning processes. Its main purpose is to benefit more students with fewer teachers or to obtain quality education. Children are the conscious being. They do not learn only from the books rather from the whole surroundings. Children today are more exposed to social media. They learn from media in more concrete way than only through verbal communication in the class. Media helps child in acquiring knowledge in different manners. Its role in education is gaining importance every day due to the following reasons:

#### Social Media: Pros

1. Social Media can inform the mass within less time. Children get motivated while exposed to media since their more than one senses work. It takes a wide coverage of information regarding what is happening in any corner of the world. It brings the entire world to the individual or to the classroom.
2. Social Media helps in concept formation in more concrete manner. It provides the basis for developmental learning and makes learning more permanent. Children spend hours together with social media and can easily see, hear and acquire knowledge about the world.
3. Thinking is a continuous process. Social media helps children maintain thinking process with learning. Whatever is learnt through social media through visuals and audio becomes more permanent than verbal

- communication in the class.
4. Social media easily reaches out to groups. It allows repeated use, gives more reality, influences attitudes, shows cause and effect relationships and ultimately motivates the students towards learning.
  5. Social media sends information even to remote places and helps in distant learning. It helps in modification of attitudes, inculcation of desirable values and acquaintance of cultural heritage.
  6. Social media acts as a catalyst of social change. It is useful for reinforcing group dynamics and interpersonal communication. It is a means of communication making ideas clear to the children and helping them to acquire knowledge.
  7. It also can simplify the whole matter and give elaborate explanations. It helps in making the right concept of usages of things in the mind of the children. So, it also helps in children's comprehension and learning.
  8. Social media makes the instruction concrete. It provides direct experience to the learner. It arouses interests and enhances curiosity. It helps in child's attentiveness.
  9. It enhances active participation in different disciplines including current events. It is an effective means of presenting music, drama, current events, discussions and talks. It provides opportunity for students' participation in different programmes such as quiz competition, travel talks, plays, stories, development of lessons, projects work in the form of team teaching.
  10. Social media offers corrective programmes for self learning by the individual. Special events and occurrence can be brought live to the students. Different items of the school subjects can be presented in the form of dramatization, dialogue, musical features and so on.
  11. Social media can make the mass cultural exchange and intercultural communication possible. For example, people from different regions or even different countries can discuss current issues on Facebook, as well. As different cultures have different value systems, cultural themes, grammar, and worldviews, they also communicate differently. As different cultures continue to connect through social media platforms, thinking patterns, expression styles and cultural content that influence cultural values are chipped away. Social media also provides a new platform to the user. It saves the user from peer pressure. Today what is socially acceptable is heavily based on social media.
  12. In the book *Networked – The New Social Operating System* by Lee Rainie and Barry Wellman, social media is used to document culture, memories and form friendships as well as the growth of ideas from the creation of blogs, podcasts, videos and gaming sites. For instance, they claim that the communication through Internet-based services can be done more privately than in real life. Furthermore, Rainie and Wellman discuss that everybody has the possibility to become a content creator. Content creation provides networked individuals opportunities to reach wider audiences. Moreover, it can positively affect their social standing. As a relevant example of the positive effects of social media, the writers use the Tunisian revolution in 2011, where people used Facebook to convene meetings, protest actions, etc. Rainie and Wellman also point out that what is important is that networked individuals create, edit, and manage content in collaboration with other networked individuals. Wikis are examples of collaborative content creation.
  13. Social media can become culturally effective through a process called "building social authority". One of the foundation concepts in social media is that you cannot completely control your message through social media but rather you can simply begin to take part in the "conversation" expecting that you can achieve a significant influence in that conversation. In the Edelman Trust Barometer report in 2008, the majority (58%) of the respondents reported they most trusted company or product information coming from "people like me" inferred to be information from someone they trusted.
  14. People around the world are deriving advantage of social media as one of their key components of communication. According to King, 67 percent of US citizens ages 12 and up use social media of some type. With the expansion of social media networks there are many positive and negative alternatives. The study conducted earlier shows a positive outlook for using Twitter to discuss health issues with a patient and a professional, in this case alcohol. On the other hand, there can be negatives that arise from the use of social media. When a clinician prescribes abstinence from alcohol but posts pictures on social media of one's own drunken exploits, the clinician's credibility is lost in the eyes of the public.
  15. Social media was also instrumental in the widespread attention paid to the revolutionary outbreaks in the Middle East and North Africa during 2011. However, there is some debate about the extent to which social media facilitated this kind of change. Another example of this change is in the ongoing Kony 2012 short documentary film, which surfaced first on YouTube and later garnered a great amount of attention from mainstream news media journalists. These journalists now monitor social media sites to inform their reports on the movement. In the past couple of presidential elections in the United States, the use of social media sites such as Facebook and Twitter were used to forecast election results. U.S. President Barack Obama got more likes on Facebook than his opponent Mitt Romney.
  16. Just as television turned a nation of people who listened to media content into watchers of media content in the 1950s to the 1980s, the emergence of social media has given rise to a nation of media content creators.

According to 2011 Pew Research data, approximately 80% of American adults are online and nearly 60% of them use social networking sites. More Americans get their news via the Internet than from newspapers or radio, as well as three-fourths who say they get news from e-mail or social media sites updates, according to a report published by CNN. The survey suggests that Facebook and Twitter make news a more participatory experience than before as people share news articles and comment on other people's posts.

17. In America, 81% of people express the view they look online for news of the weather. National news at 73%, 52% for sports news, and 41% for entertainment or celebrity news. Based on this study, done for the Pew Center, two-thirds of the sample's online news users were younger than 50, and 30% were younger than 30. The survey studied the habits of 2,259 adults 18 or older. Thirty-three percent of young adults get news from social networks. Thirty-four percent watched TV news and 13% read print or digital content. Nineteen percent of Americans got news from Facebook, Google+, or LinkedIn. Thirty-six percent of those who get news from social network got it yesterday from survey.
18. Social media fosters communication. An Internet research company, Pew Research Center, asserts that "more than half of internet users (52%) use two or more of the social media sites measured (Facebook, Twitter, Instagram, Pinterest) to communicate with their family or friends". For children, using social media sites can help promote creativity, interaction, and learning. It can also help them with homework and class work. Moreover, social media enables them to stay connected with their peers, and helps them to interact with each other.
19. Resultantly, many schools have realized that they need to relax restrictions, teach digital citizenship skills, and even incorporate these tools into classrooms. The Peel District School Board (PDSB) in Ontario is one of many school boards that has begun to accept the use of social media in the classroom. In 2013, the PDSB introduced a "Bring Your Own Device" (BYOD) policy and have unblocked many social media sites. Fewkes and McCabe (2012) have researched about the benefits of using Facebook in the classroom. Some schools permit students to use smartphones or tablet computers in class, as long as the students are using these devices for academic purposes.
20. Social Media also allows students to manage their own privacy settings, and often work with the privacy settings. Facebook is one alternative means for shy students to be able to voice their thoughts in and outside of the classroom and to collect their thoughts and articulate them in writing before committing to their expression.
21. YouTube is a frequently used social media tool in

the classroom. Students are able to watch videos, answer questions, and discuss content. Additionally, students can create videos to share with others. Sherer and Shea (2011) claimed that YouTube increased participation, personalization (customization), and productivity. YouTube also improved students' digital skills and provided opportunity for peer learning and problem solving. Eick et al. (2012) found that videos kept students' attention, generated interest in the subject, and clarified course content. Additionally, the students reported that the videos helped them recall information and visualize real world applications of course concepts.

### Social Media: Cons

1. Social media adversely affects mental health of teens. Teens that use Facebook frequently may become more narcissistic, antisocial, and aggressive. Teens may be strongly influenced by advertising. Thus it influences buying habits. Since the creation of Facebook in 2004, it has become a distraction and a way to waste time for many users. A head teacher in Britain commented in 2015 that social media caused more stress to teenage children than examinations, with constant interaction and monitoring by peers ending the past practice where what pupils did in the evening or at weekends was separate from the arguments and peer pressure at school
2. At the same time, concerns have been expressed about possible links between heavy social media use and depression, and even the issues of cyberbullying, online harassment and "trolling". Currently, about half of young adults have been cyberbullied, and of those, 20% said that they have been cyberbullied regularly. Another survey in America applied the Precaution Process Adoption Model to cyberbullying on Facebook among 7th grade students. According to this study, 69% of 7th grade students claim to have experienced cyberbullying, and they also said that it was worse than face-to-face bullying. Both the bully and the victim are negatively affected. The intensity, duration, and frequency of bullying are the three aspects that add on to the negative effects on both of them.
3. Social media mining is a process of representing, analyzing, and extracting actionable patterns from data collected from people's activities on social media. Social media mining introduces basic concepts and principal algorithms suitable for investigating massive social media data. It has the tools to formally represent, measure, model, and mine meaningful patterns from large-scale social media data. Detecting patterns in social media use by data mining is of particular interest to advertisers, major corporations and brands, governments and political parties, among others. This leads to questions of privacy and surveillance when

user data is recorded.

4. Social media is likely to create a false sense of understanding among people who are not directly involved in the issue. An example of social media creating misconceptions can be seen during the Arab Spring protests. Today's generation relies heavily on social media to understand what is happening in the world, and consequently people are exposed to both true and false information. For example, Americans have several misconceptions surrounding the events of the Arab Springs movement. Social media can be used to create political change, both major and minor. For example, in 2011 Egyptians used Facebook, Twitter, and YouTube as a means to communicate and organize demonstrations and rallies to overthrow President Hosni Mubarak. Statistics shows that during this time the rate of Tweets from Egypt increased from 2,300 to 230,000 per day and the top 23 protest videos had approximately 5.5 million views.
5. Social media is able to play a significant role in conflict. Its platforms allow information to be framed in mainstream platforms which limit communication. Social Media has become easily accessible allowing news stories to quickly go viral and later can lead to misinterpretation that can cause conflict. Technological advancements in communication can increase the power of persuasion leading to corruption, scandals, and violence on social media platforms. The role of technological communication and social media in the world can lead to political, economic, and social conflict due to its unmonitored system, cheap interface, and accessibility.
6. In a 2014 study, high school students aged 18 and below were examined in an effort to find their preference for receiving news. Based on interviews with 61 teenagers, conducted from December 2007 to February 2011, most of the teen participants reported reading print newspapers only "sometimes," with fewer than 10% reading them daily. The teenagers instead reported learning about current events from social media sites such as Facebook, MySpace, YouTube, and blogs.
7. Social media can be used to fulfil perceived social needs, but not all needs can be fulfilled by social media. For example, lonely individuals are more likely to use the Internet for emotional support than those who are not lonely. Sherry Turkle explores these issues in her book *Alone Together* as she discusses how people confuse social media usage with authentic communication. She points out that people tend to act differently online and are less afraid to hurt each other's feelings. Some online behaviors can cause stress and anxiety, due to the permanence of online posts, the fear of being hacked, or of universities and employers exploring social media pages. Turkle also expresses the apprehension that people are beginning to prefer texting to face-to-face communication, which can contribute to feelings of loneliness.
8. Selective exposure is not good. While selective exposure has been seen in many aspects of human life, social media has arguably created a greater avenue for people to actively participate in selective exposure. Selective exposure generally refers to people's tendencies to favor information that reinforces their ideas and reject information that opposes their ideas. As technology has become increasingly more personalized, the prevalence of selective exposure has stepped up. With technology such as televisions, people became able to choose from which organization they received news. A survey done by The Pew Research Center found Democrats 1.5 times more likely to watch CNN than Republicans and Republicans 1.5 times more likely to watch FOX News than Democrats. These results were magnified as their own views were significantly more polarized.
9. As social media makes selective exposure even easier through its features such as a news feed filled with media from sources which clients actively follow, critics argue that the currently visible effects, both political and not, of selective exposure will only be magnified. A recent study by Hayat and Samuel-Azran (2017) looked at online media exposure during the 2016 U.S. election primaries. The writers found evidences for ideological homophily among the followers of the Twitter handles of different cable news shows. The followers of The O'Reilly Factor, were predominantly Republicans, while the followers of The Rachel Maddow Show, were predominantly Democrats. Hayat and Samuel-Azran further found that users who were more active in posting content while watching news shows, were the least likely to be involved in cross camp interaction.
10. The link between sleep disturbance and the use of social media was clear, according to a study in 2017 by researchers from the University of Pittsburgh. It concluded that blue light had a part to play—and how often they logged on, rather than time spent on social media sites, was a higher predictor of disturbed sleep, suggesting "an obsessive 'checking'". Many teenagers suffer from sleep deprivation as they spend long hours at night on their phones, and this, in turn, could affect grades as they will be tired and unfocused in school. Social media has generated a phenomenon known as "Facebook depression". "Facebook depression" leads to problems such as reclusiveness which can negatively damage ones health by creating feelings of loneliness and low self-esteem among young people.
11. Social media has adversely affected the way youth communicate. Certain abbreviations have been introduced to cut down on the time it takes to respond online. The commonly known "LOL" has become globally recognized as the abbreviation for "laugh out loud" thanks to social media. Other catchphrases and neologisms include "YOLO", which stands for "you only live once", and "BAE", which stands for "before

anyone else". Other trends that influence the way youth communicate are through hashtags. With the introduction of social media platforms such as Twitter, Facebook and Instagram, the hashtag was created to easily organize and search for information. Because of these changes in linguistics and communication etiquette, researchers of media semiotics have found that this has altered youth's communications habits and more.

12. Facebook may be less efficient as a replacement for more conventional course management systems, both because of its limitations with regards to uploading assignments and due to some students' (and educators') resistance to its use in education. Specifically, there are features of student-to-student collaboration that may be conducted more efficiently on dedicated course management systems, such as the organization of posts in a nested and linked format.
13. Besides, familiarity and comfortability with Facebook is often affected by socio-economic class. Instructors ought to seriously consider and refrain from "forcing" Facebook on their students for academic purposes. Instructors also ought to consider that rendering Facebook optional, but continuing to provide content through it to students who elect to use it, puts an unfair burden on hesitant students, who then are constrained to choose between using a technology they are uncomfortable with and participating fully in the course. A related limitation, particularly at the level of K-12 schooling, is the distrust of the use of Facebook in formal classroom settings in many educational jurisdictions. The Pew Internet & American Life Project's annual report for 2012 shows that the likelihood of a person to be a registered Facebook user only fluctuates by 13 percent between different levels of educational attainment, 9 percent between urban, suburban, and rural users, only 5 percent between different household income brackets.

## Conclusion

Social media has a strong bearing on the national culture. Research on social media in education suggests that integrating national culture through social media in education may yield new forms of inquiry, communication, collaboration, cognitive development etc. However, some researchers have cautioned against leveraging national culture through social media in education as time spent on Facebook and social media may adversely affect students. Having social media in the educational institutes has been a controversial topic in the 2010s. Many parents and educators are apprehensive of the repercussions of having social media in the classroom. There are growing concerns that social media tools can be misused for cyberbullying or sharing sub-standard content. The ills of the social media can adversely affect the lives of the students as well as

the adults. Consequently, social media is a means and it depends on the user whether he wants to use or misuse. As long as the user is the master of the media, it is alright but when he becomes a slave, he is a loser.

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