

# A ROLE OF SOCIAL MEDIA IN CURRENT SOCIETY

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## ABSTRACT

Social media has woven itself into the fabric of our lives, fundamentally altering how we connect, consume information, and even perceive ourselves. Its influence transcends borders, age groups, and social classes, making it a defining force in current society. This paper will explore the multifaceted role of social media, highlighting both its potential for positive change and the challenges it presents. One of the most significant contributions of social media is its ability to connect people. Platforms like Facebook and Twitter have shrunk the globe, allowing us to maintain relationships with loved ones across vast distances and fostering new connections based on shared interests. Social media has also empowered marginalized voices, providing a platform for individuals and communities to advocate for themselves and raise awareness about important issues. Social movements like #BlackLivesMatter and #MeToo gained significant traction through social media, demonstrating its potential to drive social change. Beyond communication, social media has become a primary source of information. News outlets and individuals alike share content in real-time, keeping us updated on current events. However, the ease of sharing also presents a challenge. The spread of misinformation and "fake news" can be rampant, making it crucial to develop critical thinking skills to navigate the online information landscape.

**KEYWORDS:**

Social, Media, Society

**INTRODUCTION**

One of the most significant impacts of social media is the revolution it has brought to communication. Platforms like Facebook, Twitter, and Instagram have fostered a sense of global interconnectedness. We can now stay in touch with loved ones across continents, build communities around shared interests, and engage in real-time conversations with people worldwide. This fosters a sense of belonging and facilitates the exchange of ideas on a vast scale. [1]

Social media has also empowered individuals to become active participants in shaping society. It provides a platform for activism, allowing marginalized voices to be heard and social movements to gain momentum. The Arab Spring revolutions and the Black Lives Matter movement are prime examples of how social media can be a powerful tool for raising awareness and sparking social change.

Social media platforms have become hubs for information dissemination. News travels at lightning speed, and individuals can access a vast array of content, from breaking news updates to educational resources. Businesses leverage this reach for marketing and promotion, while individuals can use it to build personal brands and showcase their talents. The very nature of social media, with its curated feeds and emphasis on popularity, can have detrimental effects. The constant barrage of perfectly-filtered lives can lead to feelings of inadequacy and social comparison, impacting mental health, particularly among young people. The spread of misinformation and "fake news" is another growing concern, as social media platforms can become echo chambers where users are exposed only to information that reinforces their existing beliefs. [2]

The addictive nature of social media also presents a challenge. The constant need to check notifications and keep up with online trends can lead to a decline in real-world social interaction and a decrease in productivity. Furthermore, the algorithms that curate content can create filter bubbles, limiting exposure to diverse viewpoints and potentially fostering social polarization. Social media platforms can be breeding grounds for comparison and envy. The carefully online personas we see can distort reality, leading to feelings of inadequacy and dissatisfaction. This phenomenon, particularly impactful on young minds, can negatively affect mental health and self-esteem. Social media can also create echo chambers, where users are primarily exposed to information that reinforces their existing beliefs, further polarizing societal discourse.

Social media's role in current society is multifaceted. It offers immense potential for connection, communication, and positive social change. However, it is crucial to be aware of its pitfalls, such as the spread of misinformation and the negative impact on mental well-being. As we navigate this digital landscape, a critical and responsible approach is essential. By harnessing the positive aspects of social media while mitigating its negative effects, we can create a more informed, connected, and inclusive society.

Social media has woven itself into the fabric of adult life. From staying connected with loved ones to following current events, these platforms offer a constant stream of information and interaction. However, the impact of social media on adults is a complex issue, with both positive and negative consequences. On the positive side, social media fosters connection. It allows adults to stay in touch with friends and family, especially those geographically distant. Platforms like Facebook and Instagram help reconnect with old classmates or long-lost relatives. Social media also facilitates the creation of new communities around shared interests. Whether it's a book club or a niche hobby group, adults can find a sense of belonging and shared experience online.

Furthermore, social media empowers adults to be informed and engaged citizens. News and information spread rapidly on these platforms, allowing adults to stay abreast of current events. Social media can also be a powerful tool for activism and raising awareness about important social issues. Adults can mobilize and organize around causes they care about, creating a collective voice for change. [3]

## REVIEW OF RELATED LITERATURE

The constant connectivity of social media can also have downsides. The curated perfection often portrayed online can lead to feelings of inadequacy and social comparison. Adults may compare their own lives to the seemingly idyllic experiences they see on social media, leading to feelings of loneliness, depression, and anxiety. This phenomenon, known as "fear of missing out" (FOMO), can significantly impact mental well-being. [1]

The echo chambers created by algorithms can expose adults to a limited range of viewpoints. Social media platforms can filter information based on user preferences, reinforcing existing beliefs and creating a sense of polarization. This can hinder critical thinking and make it difficult for adults to engage in constructive dialogue with those who hold opposing views. [2]

The addictive nature of social media can negatively impact productivity and real-world relationships. The constant notifications and dopamine hits from likes and comments can be highly reinforcing, leading to compulsive checking and wasted time. This can strain face-to-face interactions and decrease focus on work or personal projects. [3]

Social media's impact on adults is multifaceted. While it offers opportunities for connection, information, and engagement, it also carries risks for mental health, social comparison, and exposure to limited information. As adults navigate this

digital landscape, it's crucial to be mindful of their online habits and prioritize real-world connections and critical thinking alongside the benefits of social media. [4]

Social media has woven itself into the fabric of adult life. From staying connected with loved ones to following current events, these platforms offer a constant stream of information and interaction. However, the impact of social media on adults is a complex issue, wielding both positive and negative influences. [5]

## **ROLE OF SOCIAL MEDIA IN CURRENT SOCIETY**

Social media fosters connection. Adults can maintain relationships with geographically distant friends and family, sharing life updates and fostering a sense of closeness. Social media groups provide a platform for adults to connect with like-minded individuals, fostering communities around shared interests, hobbies, or even health conditions. This can be a valuable source of support and belonging, especially for those who might otherwise feel isolated.

Social media empowers adults with information and learning opportunities. News and updates from credible sources keep adults informed about current events, while educational content allows them to explore new topics and develop new skills. Social media can also be a powerful tool for activism and raising awareness about important social issues.

The curated perfection often portrayed on social media can negatively impact mental health. Adults may compare their own lives to the seemingly flawless experiences they see online, leading to feelings of inadequacy and dissatisfaction. This phenomenon, known as "fear of missing out" (FOMO), can contribute to anxiety and depression. The constant barrage of information and notifications can also be overwhelming, leading to decreased focus and productivity.

Social media can also be a breeding ground for misinformation and negativity. The spread of false news and the prevalence of negative online interactions can erode trust and create a distorted view of reality. Additionally, the addictive nature of social media platforms can lead to excessive screen time, displacing real-world interactions and hobbies.

Social media's impact on adults is multifaceted. While it offers opportunities for connection, information, and learning, it can also be detrimental to mental health and foster negativity. Mindful use is key. Adults should be critical consumers of information they encounter online and prioritize real-world connections to maintain a healthy balance. By leveraging the positive aspects of social media while mitigating the negative ones, adults can reap the benefits of this powerful tool.

Adults can stay in touch with friends and family across vast distances, sharing life events and milestones. Social media platforms create communities around shared interests, allowing adults to connect with like-minded individuals and find support groups. This can be particularly beneficial for those facing geographical isolation or niche challenges. News and current events travel faster than ever before, and social media can be a valuable tool for staying informed. Adults can access educational content, explore diverse viewpoints, and engage in meaningful discussions on a variety of topics. Social media can also be a platform for businesses and organizations to connect with their target audience.

The curated perfection often portrayed on social media can lead to feelings of inadequacy and social comparison. Adults may feel pressure to maintain an unrealistic online persona, impacting self-esteem and potentially leading to anxiety or depression. The constant barrage of information and the fear of missing out (FOMO) can be overwhelming, leading to increased stress and impacting sleep quality.

Social media can also be a breeding ground for misinformation and negativity. Adults may be exposed to false information, biased opinions, and even cyber bullying. The echo chamber effect, where algorithms tailor content to reinforce existing beliefs, can limit exposure to diverse perspectives and hinder critical thinking. While it offers connection, information, and entertainment, it can also lead to feelings of inadequacy, social comparison, and exposure to negativity. By being mindful of how they use social media, adults can maximize its benefits and mitigate its potential harms. Taking breaks, curating feeds, and prioritizing real-world interactions are all crucial steps in fostering a healthy relationship with social media. The spread of misinformation is a major concern. Unverified content and echo chambers, where users are primarily exposed to information that confirms their existing beliefs, can distort public perception of important issues. This can lead to polarization and hinder productive discourse. Moreover, the curated nature of social media feeds can create a distorted view of reality. Individuals are often bombarded with positive portrayals of activism, fostering a sense of accomplishment without actual engagement. The "slacktivism" of liking and sharing posts can replace meaningful action.

To maximize the positive impact of social media on awareness, critical thinking is essential. Users must be discerning consumers of information, verifying sources and recognizing potential biases. Platforms also have a responsibility to combat misinformation and promote diverse viewpoints. Finally, social media awareness campaigns should be coupled with calls to action, encouraging users to take their engagement beyond the virtual world.

## **Conclusion**

Social media's role in current society is complex and multifaceted. It offers unparalleled opportunities for connection, information sharing, and social change. However, it also presents challenges related to misinformation, mental health, and societal polarization. As we move forward, it is crucial to be mindful of both

the benefits and drawbacks of social media, fostering responsible use and critical thinking skills to navigate this ever-evolving digital landscape. By doing so, we can harness the power of social media to create a more informed, connected, and equitable society.

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