

## **Paradox of Socialization through Social Media**

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### **Abstract**

Social networking and social media have greatly changed the way information is created and transmitted. And moreover revolutionized pattern of communication process. There is no doubt about incredible contribution made by social media networking. But the humanity is also in peril because of such social media. The very human relationship has been redefined. The young and the old have greatly influenced by this socialization process.

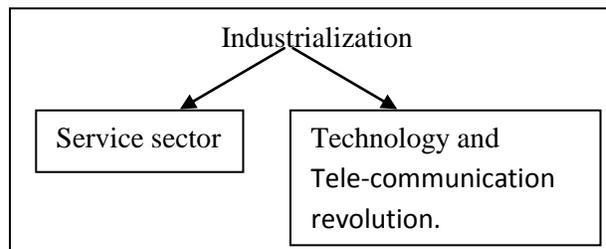
Key word: socialization, isolation, alienation, communication

The Renaissance and revitalization in the west and the simultaneous growth in political freedom, economic prosperity, intellectual revival and social reform created a new society. The primitive lifestyle changed and human beings were caught in web of modernism. A strong current of modernism that inevitably affected each and every human in the social set up.

The industrial revolution that spread throughout globe, change very status-quo of world order, the world was no longer the same that it used to be. Human beings had no other choice but

to adapt themselves to the changing industrial scenario. The economy of the countries grew, prosperity and progress was inevitable . Everything that had been introduced to human being was part of industrial necessity. The primitive and ancient education system was replaced by new disciplines dictated by the needs of the industries. Humans too became programmed and unconsciously remoted controlled by the social currents. Man no longer had hold on his life .He became slave to the economy ,the question of survival became , matter of fact a grave and fatal concern.

Mass production in every sectors catered to the human comfort and need .But as Industrialization progressed , it caused the emergence of two other sectors, that again radically enhanced the human life .



The utilization and mass exploitation of the Information -Technology ,gave birth to a new revolutions in marketing and promotion – “E-marketing , Digital Marketing and Consumer Generated Media ,etc.”

There is no doubt that Industrial revolution has created an incomprehensible conflict between generation , children and parents , husbands and wife can be differentiate opinions and responses towards balancing the pace of life. The same is true of conflicts between cultures .

“the economies of permanence are replaced by the economies of transience” ,

Technology is catalyzing a massive social and economic transformation in India. Technology is indisputably a major force behind economic growth and prosperity. It is connecting people and communities , enabling innovation and productivity increases , and improving standards of living and opportunities across the country .

The maturation and convergence of a range technologies is enabling a new wave of technology —driven growth. Technology has brought innumerable changes in human lives, be it in the field of science, medicine, entertainment, communication, and travel or office equipment.

With the advent of Technology and Telecommunication , a new era has emerged . The very structure of society had redefined and restructured. The twin revolution in I.T and Telecommunication have disrupted the normalcy of the society .

The process of growth and development, aided by plethora of technologies and methodologies are indeed a remarkable stride in human achievement. Changes are taking rapidly at regular and short intervals. Man is responsible for this but he himself got entrapped into the whirlpool of rapid prosperity and growth. On one side material prosperity but on the other side degeneration and degradation of human values and morals, simultaneously started. Spiritualism, morals and values have become alien to him. Money and materialism made Man scrupulous and ruthless.

The twin revolution paved way for the growth of social media. The influence of social media on human life has been incredibly shocking. The very process of socialization has been tremendously affected by the Telecommunication and I.T revolution. The definition of Sociology and Socialization has to be redefined. A totally new way of socialization has been actively taking place and influencing the young minds. Moreover this new process of communication has been successful in redefining the very human relationship

Social media is an tool of communication, like any other traditional media;- newspaper or a radio broadcast, only it is a used socially. With social media comes the platforms we know as social networks like Facebook, Twitter, Instagram, etc...With such social –media distance and space has been reduced. But as the years have progressed, social media networks have evolved into a social community that mimics real world aspects. Particularly, in regards to the social interaction and development of its young adolescent and young adult users<sup>1</sup>

***"Nobody can deny that [sites] like Facebook have altered the landscape of social interaction, especially among young people," Larry D. Rosen.+***

***"More than 175 million people use Facebook. If it were a country, it would be the sixth most populated country in the world." - Mark Zuckerberg, Founder of Facebook, 2009.***

### **SHOCKING REVELATION :**

There is no doubt that Social media has brought some positive and progressive changes but simultaneously social media is inevitably a matter of much concern. The Young and Old, the law agencies, authorities and government cannot simply ignore the negative impact caused by social media. The misuse and abuse of social media is very much active among everyone..

Once a young adult takes part in virtual interactions, their individual behaviors and attitudes being to alter. The more young adolescents and young adults use social media to interact with each other, the more susceptible they become to the **social media contagion effect**. An effect which can lead to the possibility of starting to adopt certain behaviors, attitudes and beliefs from those within your social network. With the influence of social media, there is considerable and noticeable behavioral changes among teens and young minds.

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<sup>1</sup> <https://storify.com/Monique94/influence-of-mass-media-on-socialization-social-be>

◇The mental health of teens have been negatively affected by the social media. The level of effect, according to research, seems to go up as teens' use goes up. Their level of contentment can decrease, and their likelihood of getting into trouble or being depressed can increase (Rideout, 2010). Also, teens who use Facebook tend to be more narcissistic, antisocial, and aggressive (Rosen, 2011).

◇Cyberbullying is also a problem and can lead to the victims experiencing depression and anxiety. Cyberbullying has also been the cause of many suicides in young people (Kowalski, 2009).

◇Victimized and get trapped by strangers as well. Many young online users are lured by online sexual predators (Ybarra, 2007).

◇Social media sites have increased the purchasing behavior of the young people, the advertisements in such sites are playing an influential role

◇ The teens are getting low-grades and they are not able to study and concentrate .

◇Misbehavior has been increasing consistently. A child watching 2-4 hours per day (the norm) will have witnessed 8,000 homicides and 100,000 other acts of violence by age 18 said the article "Media influence on Young People". A 1993 American Psychological Association report on screen violence concluded: "In addition to increasing violent behaviors towards others, viewing violence on television ... increases viewers' appetites for becoming involved in violence." ---"Media Influence on Young people".

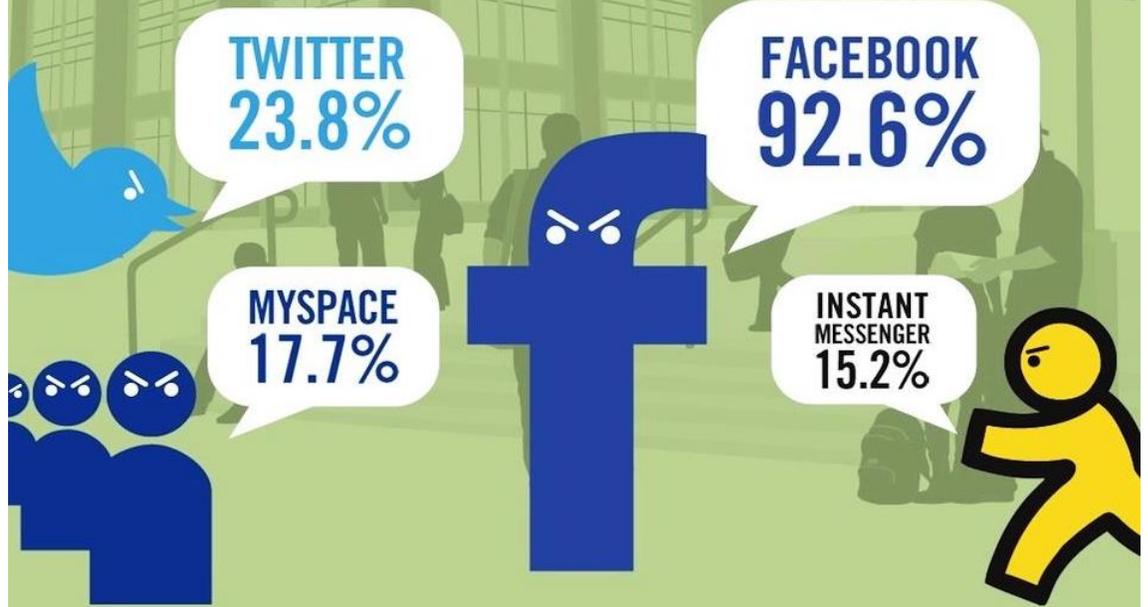
### **SIGNIFICANT CONCERN: "Isolation and Alienation"**

The more time the students spend on these social media sites, the less time they will spend socializing in person with others. The youth and teenage have alienated themselves from their friends, relatives and elders .The communication skills have deteriorated and affected their professional careers. At the time of interview many good and talented candidates have been rejected on the grounds of poor communication skills The employers are getting more and more unsatisfied with the communication skills of the fresh graduates due to this reason. The effective communication skills are key to success and building healthy relationship in the real world..

# CYBERBULLYING

SOCIAL MEDIA BECOMES THE NEW SCHOOL YARD FOR BULLIES

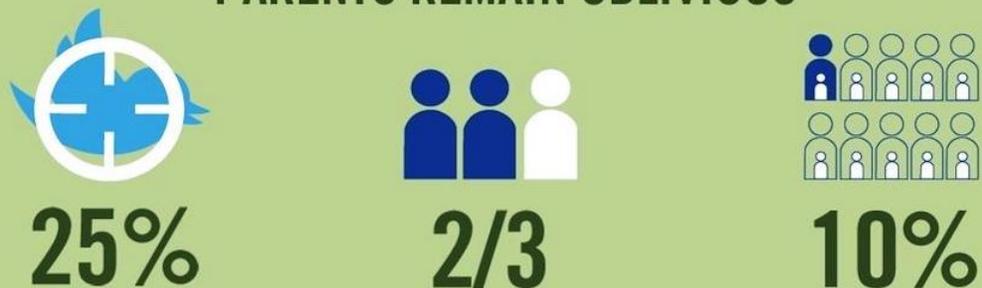
Teens say cruel behavior takes place on...



## WHEN BEING BULLIED



## PARENTS REMAIN OBLIVIOUS





IF YOU WANT TO FEED THE HOMELESS THEN FEED THE HOMELESS

BUT

THE MOMENT YOU PUT IT ON SOCIAL MEDIA, YOU'RE ALSO FEEDING YOUR EGO

Imagine if  
you prayed as much as  
you got on Instagram.

IF YOU HAVE A  
PROBLEM WITH ME,  
TELL ME. NOT  
EVERYONE ELSE.

QUOTESLIFE101.NET

It very unfortunate , the very technology that man has invented , for his /her prosperity and progress has made us slave to it . We are confused with our social and personal life. We have become “listless and taciturn”, We cannot communicate properly with our own kith and kin .Everyone is busy with their cell phone, computer , lap-top etc. We have lost respect to our elders ,our values are vanishing , we are alienating ourselves from the real world . In the near future we will witness from anti-social activities and criminal indulgences by youth and teenage .

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