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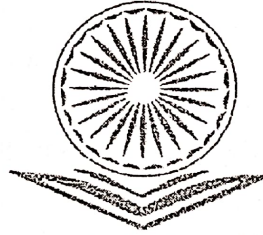
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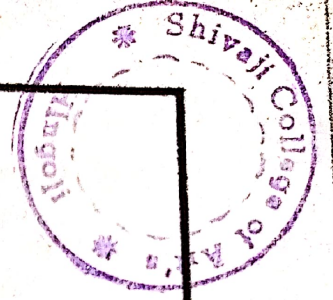
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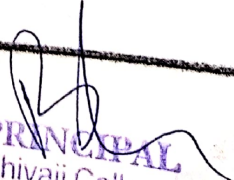
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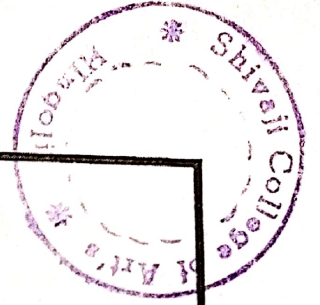
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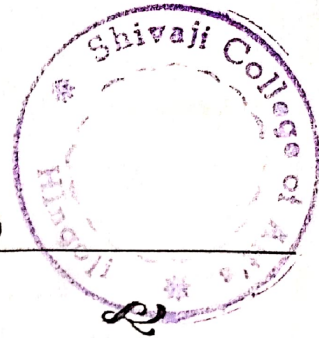
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## 16. India Ranked Second in the Use of Social Media

Jadhav B. S.

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### Introduction

The 21st Century is the era of technology for India. After a few years of technology, India is dreaming of becoming a super power. Technology is a valuable gift to any country, because of the technology today we are finding difficult to find many things that are easy. Technology has made new discoveries and is being used by the community. In short, it can be said that the work of giving proper direction to society is done through technology. However, many things depend on how you use technology that you use. When technology used properly at the right time, it has a positive effect and improper use leads to negative consequences. Internet is a new technology. India has revolutionized the internet. The entire world is connected to the Internet. In India, the percentage of internet usage is dangerous, which is 82%. You have come close to the world and world close to us because of only one thing means internet. With the help of internet you can get the information that has happened in one country.

### India is ranked second in the world

Social media is a technology tool. Social media means that Connecting with People Through social communication, it has been found that social media interpersonal behavior and renewal enhance the sense of jealousy, or "The medium used for internet based communication is called social media". For example Whatsapp, Facebook, Twitter, wechat etc. Today Social media is being used many people, not only in India but in the whole world. Social media is an effective medium of communication: so today many people are using social media in India. There may be personal socio economic, cultural and political reasons for using social media. There are more young people in India, so India is known as a young country in all the countries. India is number two in the use of social media compared to the world. (China is the first country in use of social media) Young people aged below 35 years are outraged by this social media spending most of the time online chatting with friends, sending unnecessary message to each other, so the age group of 18 to 35 showing terrible situation. According to a survey conducted by a large mobile company, the usage of 'apps' in two years increased by 63 percent. The proportion



of Smartphone's (hours) increased by 200 percent. Smartphone's use it for at least three hours of the day. Almost 25 percent of customers watch the phone 100 times a day Indian people are connected to the Internet for an average of six hours a day Experts say that the current year is an internet boom for Indians. The number of 'online' in India is expected to reach 40 crore by the end of this year, it is estimated that by 2020, it will be 55 crores. With 20 years to become the first ten million Internet users There was now waiting for more than 10 crore three years and above 10 million subscribers within a year, on computer and mobile if you see the number of internet users, then the central government will have to make a new digital policy

Use of social media to created social movements. Many people are using social media to create an ideal in society. Senior social worker Anna Hazare's Jan andolan came to whatsapp, Facebook and Twitter with great support. Many people, who had landed for Anna Hazare's movement, used the social media to propagate Anna's movement in the society and realized the purpose of that movement. Social media is an effective medium of everyday life Social media had an important role in their victory in 2014. 'Seeing the way the BJP used social media in the 2014 Lok Sabha election, the 'Financial Times' said that Mr Nandra Modi was India's first social media prime minister. In 2012, there has been an increase in the use of social media compared to 2012, Facebook posts 79361 posts in a single minute in 2012, and in 2014 it has increased to 35 lakh posts. 91 percent of People in the whole world are using social media in more ways. This statistic shows the number of social network users in India from 2015 to 2022. In 2019, it is estimated that there will be around 258.27 million social network users in India, up from close to 168 million in 2016. In short the most popular social networks in India were Whatsapp, YouTube and Facebook, followed by social apps. One is that Whatsapp is growing faster than Facebook. 35 million new photos are uploaded every day on Facebook, 50 crores on 'Whatsapp', secondly, one million new customers are added to Whatsapp on every day. The third important reason is that transmitting messages is done very quickly through Whatsapp. The statistic presents the number of Facebook users across India as of January 2018, broken down by age and gender, so the power of change can be seen only among young people by the movement under senior social worker Anna Hazare's leadership. Internet and social media usage is increasing day by day, today school children have Smartphone's and these kids spend their day-night on Facebook Whatsapp on other social networking sites. Instead of spending time solely on social





media, if you come across young people feeling that they are really participating in a lot of good work, then our society's approach to using this technology will also change

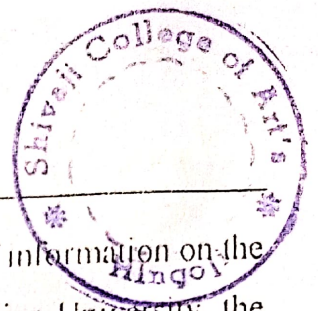
**Internet Addictions:** Similar to other addictions, those suffering from social media addiction use the virtual fantasy world to connect with real people through the Internet, as a substitution for real-life human connection, which they are unable to achieve normally

Some of the disadvantages with being able to communicate more easily with multiple people on the internet are the threat, especially for teens and even sometimes young adults, of cyber bullying and stalking. Thousands of teens use social media every day, but not all have the best intentions. Many use a computer screen to hide behind, which makes it easier to make fun of someone, because you are not interacting face-to-face. This can seriously damage the individuals who are getting bullied and cause them severe stress and pain. Rumors have been spread through the abuse of social media for a large number of reasons: these rumors are those who are older than young people. Older persons send these posts or messages to others without confirmation, so rumors spread much faster. According to current research only the elderly or the higher educated person also sends the post or message to others without confirmation. Social media is an effective medium of communication. However, due to overuse, today's youth looks lonely, we see that thousands of friends are connected to Facebook but they are actually very few with him. The attraction of such a virtual world is growing in the youth today. Everyone is giving more importance to this medium rather than direct communication tools. Facebook has launched an online campaign called "Think before you share" for teenage children in India to create awareness among young people. This is a very big campaign. Think of this campaign and everyone should join it together.

Twenty four hours of Police on social networking sites: cyber cell online in Maharashtra for social security. Social reconciliation, controversy over controversial text, silence deletion of photographs after a complaint has been received in the serious case the crime was registered by cyber police and the search has been done. These users are keeping tabs on cyber cell carnages

If a lot of people using social media compare their with others, if a post gets more likes and you get less then this event shows some psychological consequences. Psychological consequences can be seen gradually in a person's life, such as irritation, depression, depression, loneliness, lack of confidence E-clinic journalism has recently concluded that the percentage of depression in teenage girls who spent most of the time on social media was twice the amount of





children in this age group. Is there any relation between privacy and sharing of information on the social network site itself? This study conducted by researchers at the Australian University, the findings show that the persons who live alone and frustrated netizens in life are sharing sensitive and personal information on Facebook and other sites.

**Physical and Mental problems are also being created due to the excessive use of social media:** Due to the inadequacies of human technology, some new diseases are being invited with conventional ailments. With the use of mobile phones, social media and computer threats, there are problems with ears, eyes, back and brain, and some Physical and mental problems are also being created.

**Physical problems:** Since the continuous screen front, the brain gets stressed and the brain remains somewhat scorching. The eyes become dry and the sight is dry. Back pain causes difficulty in the back of the computer when it does not fit properly. Applying a headphone consistently affects the ears. Chatting by late night, playing games, affects the biological clock and affects its digestive system.

**Mental Stress:** Children play more in the virtual world due to video games. He was 'addicted' to win the drunkenness. Redundancy if you become self-confident, then the feeling of inferiority complex is created. Whose mobile is expensive, how much since the upgrade is a continuous comparison, it is a continuous comparison and it is an ongoing comparison. The person can become autistic. There is adverse effect on your study capacity. Cyber crime can increase exposure to strangers.

**If you want to come out of social media addiction, follow the following ways:**

- Make awareness among young people.
- Instead of meeting friends on social media, go directly and let's talk about it
- Counseling of children and adults is also necessary.
- Ask yourself the question of how much technology is useful to you.
- Take time consciously for the house.
- Make sure your children do not get addicted to these things. Do not encourage them to use gadgets.
- Avoid settling on social media in an empty time.
- New person's friend request should not be accepted
- Do not share your password to anyone.

  
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- Social media is used for a social initiative.
- Workshop on cyber law and cell information should be organized everywhere.
- Parents should also pay special attention to their children.

Finally, I have to say that with the help of social media (technology) we should work towards giving proper direction to the community which will create a strong society.

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