Confusion in Society. (Reality of Society)

I believe that there are two aspects of looking at social media. One from the perspective of a tool providing its perks based on which factor it is used for and the second one, is that how social media is used in a Machiavellian manner. (More emphasis on this)

Meaning of Machiavellian - cunning, scheming, and unscrupulous, especially in politics.

# Social Media as a Tool.

Social media is great when it comes to various things, some of them are,

1. It helps you share your likes and interests. (Content creation)
2. You get to connect with a large audience and diversified crowd.
3. You can advertise and promote you skill, brand or identity through campaigns.
4. Analytics can help you understand your audience better and make tweaks for better benefits.

But social media isn’t all colorful and joyous. What you see on social media need not necessarily be happening in the real and what is happening in real is sometime is distorted by what others put out in social media.

# Machiavellianism of Social Media and Society.

As mentioned before, what you see on social media is sometimes not what happens in reality and what happens in reality can be distorted in social media. Talking based on examples here,

## Goumutra prevails Corona Virus.

Various so called “bhakts” had taken to social media claiming that consuming cow excretions can be used to cure the ongoing complications caused by the corona virus. This is an example of how, people with high influence are able to manipulate their followers without any scientific back testing.

Reference:

Article by Hindustan Times and India.com

<https://www.hindustantimes.com/india-news/drink-cow-urine-to-prevent-covid-bjp-mp-pragya-thakur-experts-reject-remark-101621298599190.html>

<https://www.india.com/news/india/pragya-thakur-i-drink-cow-urine-desi-gaumutra-everyday-so-didnt-get-coronavirus-advises-people-to-drink-daily-4670449/>

Instagram post by India Times: <https://www.instagram.com/p/B9x_bRSpaUC/?hl=en>

## Baba Ka Dhaba.

A very roundabout incident that got quite popular in many social media platforms.

**While the whole Baba ka Dhaba wasn’t generally a bad incident. The main focus in here is how Prasad was influenced by false information which caused some unnecessary hurdles in between.**

Keeping it simple, when Gaurav Wasan, a social media influencer shared a video of Prasad aka Baba, sharing his struggles of running his stall and the difficulties he faced because of lockdown, triggered a wave of empathy among many Indians to help out.

A donation stream was initiated to help out Prasad. Later, after getting some false information that Gaurav Wasan was taking some of the donated money for himself, Prasad filed case against him, but after some investigation and Gaurav sharing his bank statements proving such allegations to be false. Later Prasad admitted to believing information from social media itself, and apologized to Gaurav.

You can see this video by Dhruv Rathee - <https://www.youtube.com/watch?v=iVZ-lYOJEGM>