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Societal Ramifications of Social Media

Social media was developed to connect people across countries and continents. As any invention or development, they can be misused. The most prevalent misuse of social media can be seen during election time in developing counties like India. India is a place where due to cheap electronics and bandwidth cost, everyone has a cell phone as well as an internet connection. As a result, the people of India have social media accounts and are member of multiple political or activist groups.

The social media groups with political origination has only one purpose, how to change the voter base and move them towards their political party. The political groups keep on sending fake news like altered picture, incorrect interviews, incorrect saying and misuse of public sentiments. The misuse of public sentiments is taken into another level by the social media groups as they spread homophobia, islamophobia and anti-Semitism. Because of this reason, not many people double check the information provided in those pages and they fall victim to the page’s propaganda. Sometimes, the pages call for action against these targeted group, and this led to communal riots.

Even though there are these propaganda pages that are trying to mislead people, there are multiple pages which try to counteract this problem. They try to counteract this problem by posting the accurate information as well as try to post the corrected information that was uncorrected presented by the propaganda group. One solution is to have a feature in the social media which only lets people post if they have an accurate source.