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## Social Media users in India: A Futuristic Approach

Jamal Abdul Nasir\*<sup>1</sup> & Aaisha Khatoon & Shubhangi Bharadwaj

Research Scholar, Department of Commerce, Aligarh Muslim University Aligarh (AMU) 202002,  
India.

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### ABSTRACT

*Social media by the way of being social is composed of society or persons interacting with each other. Social media is a social instrument of communication. In this present paper, an attempt was made to study the changing communication patterns of 21st-century tech-savvy generation in the Indian context. Given the pace, we are encountering new media as a democratic means of communication. It has been argued that new media has brought sea changes in intrapersonal, interpersonal, group and mass communication processes and content. Every facet of our life is touched by the social media today. The winners in this information age are empowered citizens, good governance, good products and good democratic practices. But social media has a flip side as well. Social media is the democratization of information, transforming people from content readers into publishers. It is a shift from a broadcast mechanism, one-to-many, to a many-to-many model, rooted in conversations between authors, people and peers. This study found that Indian social network users steeply growing at moderate rate side by side college students more indulge with it.*

**Keywords:** Social Media, Communication pattern, Internet, Users

### Introduction

Social media has emerged as vital convenience mean of communication and has shaped new ways of mobilizing public opinion and cheering them. Social media a suite of online services that facilitates two ways communication and content sharing has become prolific components. In this era, social media are very much accepted by the society. It is even part of people's lives that roles might change if it is taken away. Social media is not only for communication purposes but also can be used in business only if the right button is pushed. "a group of Internet-based applications that are built on the ideological and technological foundations of Web 2.0, and that allow the design and exchange of user-generated content (Kietzmann et al 2011).Social Media is accessible on mobile and web-based technologies to craft highly interactive platforms through which individuals and communities split, co-create, confer, and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities and individuals. In India, the number of people actively using social media is about 243 million but it is growing faster with the availability of cheap prepaid connection like free of cost Jio Sim introduced by Reliance group and internet-enabled handsets at a very low price.

### Literature Review

An American artist Andy Warhole (1998) aptly puts it, "in the future, we will all have 15 minutes of privacy." or to despair. Social media has grown rapidly because it serves various social needs. It has also grown because of the increasing importance of networking. Social networking sites (Facebook), microblogging services (Twitter), content sharing sites (YouTube, Flicker) have introduced the opportunity for large-scale online social participation. Barrack Obama was perhaps the first leader who understood the importance of social media by leveraging it to mobilize the young and the old alike to go from an unknown senator in 2004 to the most powerful man in the world four years later.

It is generally agreed that social media provided a crucial source of news during the Arab Spring and the Gezi Park protests in Turkey. The traditional media in Egypt, Tunisia and Turkey were not covering these events for fear of government crackdown. But the social media has a dark side as well. The title of Sherry Turkle's book 'Alone Together' says it all. She argues how in this social media age, "we expect more from technology and less from each other". Through this technology, the author maintains, "we create, navigate, and perform our emotional lives." Internet connects but it doesn't touch. As Tunkle says, "We may be free to work from anywhere, but we are also prone to being lonely everywhere. In a surprising twist, relentless connection leads to a new solitude another flip side of social media is that many young people are becoming a narcissist and obsessed with self-image. A number of studies have linked narcissism with Facebook use. Young people are using various applications often for self-promotion"

According to Nielsen (2014), internet users continue to spend more time with social media than any other type of site. At the same time, the total time spent on social media in the U.S. over PC and mobile

devices increased by 37 percent to 121 billion minutes in July 2012 as compared to 88 billion in July 2011 (State of Media report, 2012).

It has been observed that Facebook is now the primary method for communication by college students in the U.S (Harris, 2008). British-American entrepreneur and author Andrew Keen criticizes social media in his book *The Cult of the Amateur*, writing, "Out of this anarchy, it suddenly became clear that what was governing the infinite monkeys is now putting away on the internet was the law of digital Darwinism, the survival of the loudest and most opinionated. Under these rules, the only way to intellectually prevail is by infinite filibustering" (Keen, 2007).

Over 60% of 13 to 17-year-olds have at least one profile on social media, with many spending more than two hours a day on social networking sites. There are over 800 million users in the world with a population of 6.9 billion, which means that about 1 out of 12 people has a Facebook account. One impact that social media has on intercultural dialogue is providing a common medium for exchanging messages, and many people around the globe can use the internet to communicate and collaborate. There are more than 70 translations available on the site, and about 75% of users are outside the U.S. (Guo-Ming, 2012).

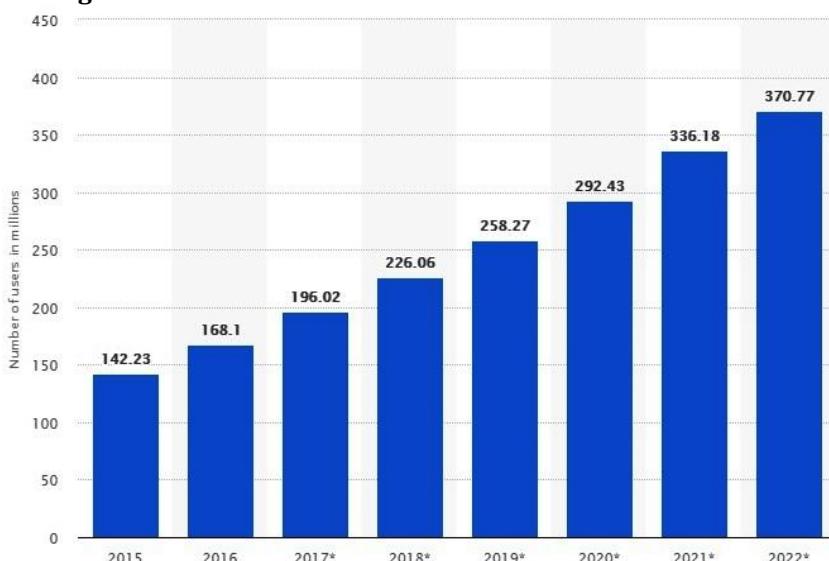
### **Objectives**

- ✓ To study the emergent trends of social media communication pattern in the Indian context.
- ✓ To study the difference- difference users of Social media.
- ✓ To study the rising reason for social media in Indian.

### **Research Methodology**

This study is based on secondary data collected from the secondary sources i.e. internet. Under this paper brief attempt has been made to know the present pattern communication by means of social media. That clearly reveals the trends at present and forecasting on the basis of previous and present trends.

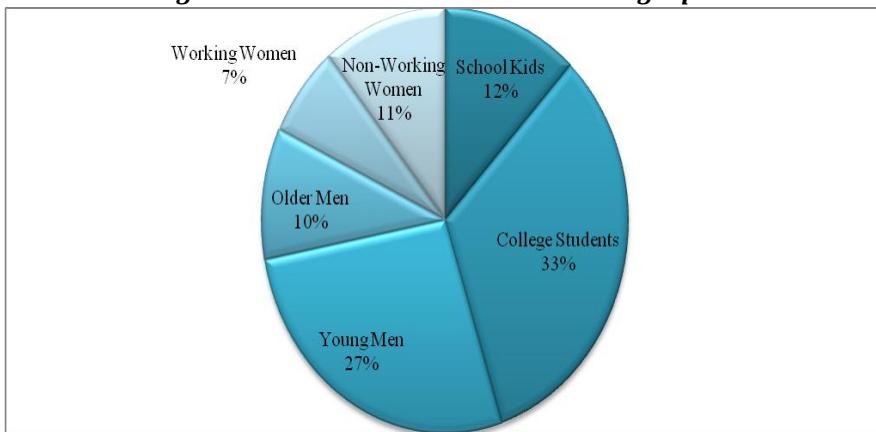
**Figure 1 Numbers of social network users in India from 2015-2022**



**Source:** Statista (Digital Market Outlook) \*forecasted

India is one of the second international market followed by China. Recently the Google Corporation introduced free Wi-Fi networks at all major public place-railway station. The introduction of social media changed the communication patterns of Indian social media users. The above mentioned graphical presentation of Indian social media users are steeply increasing and side by side on the basis of information available it is forecasted that till 2022 it will be at a level of 370.77 million users. One the main cause of these changes is the governmental flagship of digital India (See figure 1 for more information)

When the investigation made in terms of the demographically Indian users, the researcher found that the most powerful, nation building; college students are actively devoting their time on social media which is stood at 33% followed by young men 27% ( See the figure 2 for additional information).

**Figure 2 Social media users across demographic**

**Sources:** The internet and Mobile Association of India (IAMA)

### ***Impact of Social media on Various Communication Levels***

#### ***Intrapersonal communication***

Social media has become an important tool of self-expression and self-presentation. The desire of self-gratification is leading to peer pressure. The desire of posting and checking comments after every moment is making youth addict towards the Social media Nicholas Carr's *The Shallows: What the Internet is doing to Our Brains* "While internet improves our cognitive ability to skim and scan, it diminishes our intellectual capacity to concentrate and contemplate. Internet gradually makes us incapable of long-form reading and long hours of intellectual focus."

#### ***Interpersonal communication***

People are virtually connected all the time with updated status on Social media sites. But due to over obsession with an update in the virtual world is leading to 'not communication' in the real world. Most of the time generation Z is so much engrossed in their virtual communication they hardly find time to talk to that near and dear one who is present in their physical surroundings. In the world of over communication, we are moving away from the real world and living a virtual world of fake identities and intimacies. Those who are not really using them due to lack of knowledge, access or disinterest find themselves alienated.

#### ***Mass communication***

The 24X7 update of the information on various news sites is giving immense competition to traditional Media. Despite the rise in competition, new Media and traditional Media are shaking hands in reaching the masses and reinforcing the communication messages in the interest of target audience. Media has always been considered as a watchdog of society. New Media is acting as "watchdog of watchdogs" in the sense when something controversial does not find space in traditional Media, someone from the general public highlights on Social media sites or microblogs and mass Media has to cover the issue. The buzz created on Social media sites sets the agenda for traditional Media.

#### ***Reasons for the rise of the use of Social media***

##### ***Booming Economy***

As per Wiki 2017, the economy of India is the 7<sup>th</sup> largest in the world by Nominal GDP and 3<sup>rd</sup> largest by PPP. As per IMF (2013), India is a 19<sup>th</sup> largest exporter of the world and 10<sup>th</sup> largest importer in the world.

##### ***Inexpensive Technology***

More and more people are using a smartphone and so many electronic gadgets to access the Social media and Even though recently Reliance group introduce the free of cost Jio sim cards.

##### ***Telecom expansion***

Telephony introduced in India in 1882. The number of telephone subscribers in India increased from 1,123.96 million at the end of Nov-16 to 1,151.78 million at the end of Dec-16, thereby showing a monthly growth rate of 2.48%.as of February 17<sup>th</sup> 2017 while the overall Tele-density in India increased from 87.81 at the end of Nov-16 to 89.90 at the end of December 2016 and the total numbers of mobile phone subscribers have reached 1,127,373,368 as of February 2017. Total wireless subscriber base increased from 1,049.74 million at the end of September 2016 to 1,078.42 million at the end of October 2016, thereby registering a monthly growth rate of 2.73%. The Wireless Tele-density in India increased from 82.17 at the end of September 16 to 84.34 at the end of October 2016.(TRAI, 2017).The number of the active social networks user base in India is 250.8 million.

### **Concluding Observations**

A big source of information, education, and communication and of course entertainment Social media is going to be next big challenge for the different aspects of our Social and personal lives. User-generated content will lead to a more plagiarism i.e. new challenge for IPR a new form of addiction for the younger generation (difficult to rehabilitate), an age of over communication (24 hrs messaging and chat) and alienation on the other hand (leading to psychological disorder). Degradation of ethics in various sectors may prove a cultural shock for the generation of the 21st century, privacy issues, information overloaded, and internet fraud. Angry conversations related to religious issues can lead to the dangerous situation. It is also going to become a major challenge for regulatory authority how to tackle the problems which are continuously arisen like Cybercrime, Mass Media's dependency on new Media may lead to new Media's supremacy, leading to more representation and more participation in the public sphere. Excess use of Social media leads to depression, addiction and even though suicide.

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