Impact of Media Technologies on Society

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Abstract

In this paper we discussed about the both positive and negative impact of media on society. Nowadays, large no of people is using social media. Media brings awareness to the people and I believe that it triggers thinking. Once the people are more aware it will automatically make them think good and better to create a healthy society. In the words of (Marshall Mc Luhan), the medium is the message because the medium is constituted by the people and the message is also supplied by the same people. The idea is to bring together media and society. In one hand it Provide a way to connect to our dear ones and on the other hand it become danger to our tradition.

Introduction

 "Pen is mightier than sword"- this old proverb seems to be true even in today context as the media seems to gain strength in modern society. Media includes mass media like T.V, news channels, Radio, newspapers, Magazines and most importantly internet and email. The sphere of influence of media is increasing day by day as the coverage of a small news article is very wide these days and more importantly in these modern society, media plays the role of facilitator of development, disseminator of information and being an agent of change. Today Media is considered the fourth pillar of the state all over the world. More importantly this is very true in the context of a biggest democracy like India[1].

Media plays a very constructive role in Today's society. Media plays an important role in increasing public awareness and collects the views, information and attitudes toward certain issue. Media is the most powerful tool of communication in emerging world and increased the awareness and presents the real stage of Society. In this decade of knowledge and awareness there is a huge and grand role of media, it is all around us when we watch on television, listen to on the radio, read to the books, magazines, and newspapers, everywhere we want to collect some knowledge and information and a part of this media has to present a very responsible role for our society. Without the media, people in societies would be

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[1] http://nfch.nic.in/sites/default/files/WORD_FILE/RoleMedia.pdf

isolated, not only from the rest of the world, but also for the total information of creditable world[2].

Media technology

Media technology is the technology and methods that support Human communication over distances in time and space[3].

Effects of social networking upon society

Social networking is a tool used by people all around the world. Its purpose is to communicate with people in a least possible time. However this type of technology has both positive as well as negative impacts. It is not only changing how we communicate, but how we interact with each other in our daily life. With the rise of websites such as Facebook, twitter, blog. Social networking is replacing our traditional form of media rapidly for the next generation. Many people use these networks to talk to their friends in different cities.

Negative and positive impact of social networking sites

The time-consuming nature of online social networking sites, Indian youth admitting that they waste a lot of time on these sites. Social networking websites are causing alarming changes in the brains of young users, an eminent. Encouraging poor grammar, usage, and spelling. Providing information that increases the risk of identity theft. It allowing the spread of misinformation allowing Exposing children to online predators. It reduces the learning and Research Capabilities. Continuous using of these sites increases the feelings of isolation. Decreasing productivity as workers habitually check social networking sites while they should be working, a social networking site makes young people more self-centered[4]. Positive behavior makes social media an invaluable tool to young people if used correctly.

It has so many positive aspects; social media can be used to educate young people, it teaches students skill they will need to survive in the business world. By spending so much time working with technologies, students develop more familiarity with computers and other electronic devices. We are in touch of world with the use of these media technologies they

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[2]http://giapjournals.com/index.php/hssr/article/view/hssr1110/23

[3]https://sites.google.com/site/multimediadreamwiki/1--introduction

[4]file:///C:/Users/DELL.a/Downloads/Impact_of_Social_Networking_Sites_on_The_Youth_of_India_731120240.pdf

are better able to communicate meeting times, or share information quickly, which can increase productivity and help them learn how to work well in groups[5].

Objective

- To identify the reasons for gaining media technology techniques (why people use these techniques).
- To study the awareness level of usage of different media technology in society.
- To study about the different types of social issues discussed over these sites.

This study examines the impact of media technologies on education and students. Students should be taught to use this tool in a better way, in the educational classes media is just being used for messaging or texting rather than they should learn to figure out how to use these media for good. However, Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each through various social sites.

Methodology

By considering the need, nature and objectives of this research, survey research method has been used to verify the attitude of general public about the Impact of Media Technologies on Society.

Research Type- Descriptive Research

Research Area- Noida

The research is primary and secondary in nature as it is aimed as impact of media technologies on society.

Sample Size- According to research topic Researcher select the cluster sampling

Sample geography- 2 cities- Noida (sector 62 and Noida Extension)

Sample size- 50 respondents each

Data collection technique- Survey

Tools- questionnaire and electronically through google form

Types of data- primary

Secondary- magazines, research papers, internet

Data Analysis and Interpretation

> ### 1. Use of any social networking site

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file:///C:/Users/DELL.a/Downloads/Impact_of_Social_Networking_Sites_on_The_Youth_of_India_731120240.pdf

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	2.7	2.7	2.7
	yes	36	97.3	97.3	100.0
	Total	37	100.0	100.0	

According to above graph and table it shows that about majority of people are using social media in their daily life to be in touch with their family, relatives and friends.

2. Access your social network account					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	2.7	2.7	2.7
	2. Laptop	1	2.7	2.7	5.4
	3. Smartphone	35	94.6	94.6	100.0
	Total	37	100.0	100.0	

According to the above table and graph about majority of population access their social networking accounts through Smartphone's.

3. Accessing time your social networking sites					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	2.7	2.7	2.7
	1. Less than a month	3	8.1	8.1	10.8
	3. 7 months to a year	1	2.7	2.7	13.5
	4. More than a year	32	86.5	86.5	100.0
	Total	37	100.0	100.0	

According to the above table and graph majority are using social networking site since more than a year, which shows that social sites are basic part of their life.

4. On average, time spend daily on a social networking sites					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	2.7	2.7	2.7

1. Daily	24	64.9	64.9	67.6
2. Less than 1 year	1	2.7	2.7	70.3
3. 1-12 Hours per day	9	24.3	24.3	94.6
4. 13- 24 Hours per day	2	5.4	5.4	100.0
Total	37	100.0	100.0	

According to the above graph and table about majority of the population used to spend time daily on a social networking sites.which shows that directly or indirectly they are more concern about the activities going on their social sites.

5. Accept strangers who try to friend you in social networking sites				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5.4	5.4	5.4
1. Yes	1	2.7	2.7	8.1
2. Sometimes	14	37.8	37.8	45.9
3. Always	2	5.4	5.4	51.4
4. Never	18	48.6	48.6	100.0
Total	37	100.0	100.0	

According to the above table and graph about majority of the population are not interested in strangers .they never accept their friend request on social networking sites .

6. Information you include on your social network profile				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2.7	2.7	2.7
1. Email	7	18.9	18.9	21.6
2. Real Name	26	70.3	70.3	91.9
3. Date of birth	3	8.1	8.1	100.0
Total	37	100.0	100.0	

According to the above table and graph it shows that about majority of population include information such as their real name on their social networking sites which shows that they are not hiding their real identity and are fare with their relatives and friend.

7. Use an online Social Network

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	5.4	5.4	5.4
	1. To find information	4	10.8	10.8	16.2
	1. To find information, 2. To keep in touch with family and friends	4	10.8	10.8	27.0
	1. To find information, 2. To keep in touch with family and friends, 3. To make new friends, 4. To share your experience	1	2.7	2.7	29.7
	1. To find information, 2. To keep in touch with family and friends, 4. To share your experience	1	2.7	2.7	32.4
	2. To keep in touch with family and friends	21	56.8	56.8	89.2
	2. To keep in touch with family and friends, 3. To make new friends	3	8.1	8.1	97.3
	4. To share your experience	1	2.7	2.7	100.0
	Total	37	100.0	100.0	

According to the above table and graph it shows that about majority of the population are using social sites just to be in contact with their family and relatives.

9. A victim of Online bullying (offensive comments or emails).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	5.4	5.4	5.4
	1. Yes	5	13.5	13.5	18.9

	2. No	11	29.7	29.7	48.6
	3. Sometime	11	29.7	29.7	78.4
	4. Never	8	21.6	21.6	100.0
	Total	37	100.0	100.0	

According to the above table and graph it shows that sometimes people faces such social bullying while 1/3rd had never experienced such issues.

10. Think social networks are important					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	2.7	2.7	2.7
	1. Agree	19	51.4	51.4	54.1
	2. Strongly Agree	7	18.9	18.9	73.0
	3. Neutral	10	27.0	27.0	100.0
	Total	37	100.0	100.0	

According to the above table and graph about majority of the population agreed to the importance of social networking sites as social technology had a great impact on their social life.

11. Think privacy policies are effective in Social networking sites					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	2.7	2.7	2.7
	1. Agree	17	45.9	45.9	48.6
	2. Strongly Agree	8	21.6	21.6	70.3
	3. Neutral	5	13.5	13.5	83.8
	4. Disagree	5	13.5	13.5	97.3
	5. Strongly Disagree	1	2.7	2.7	100.0
	Total	37	100.0	100.0	

According to the above table and graph majority of the population believe that privacy policies are effective in social networking sites as it acts as a security to their personal information which they do not want to share with the public.

Conclusion

Media and society both are interrelated and affect each other in many ways. Sometime media communication is guided by society and sometime media have dominance over society. The media affects and changes the behavior, thinking, idea and perception of people often. The

most important negative impacts of modern technologies on society are social isolation reduction in the family ties between the family and society members. Hence, the media has the responsibility to give viewers accuracy of information.

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