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Social Media Use Patterns: Some Observations

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Abstract

In this research paper, on the basis of the observation, the researcher has highlighted how people in general use social media. While explaining the modus operandi of social media use, the researcher has provided ideas supported by appropriate arguments that how social media can be used in a constructive and creative way for the benefit of self and society. The researcher has also discussed some destructive and shrewd use of social media by some ill mentality people.

Key Words

Social Media, People, Society.

Introduction

Today is an era of digital technology. Communication through social media has become very common in the world. Gone are the days when letters and post-cards used to be the medium of communication. If we study the number of social media users in the world and especially in India, we come to know that the number is very large. In this research paper the researcher has put forth his argument by first sharing multiple patterns of social media use followed by his suggestions to make it a boon rather than curse.

Major Players

There is a long list of social media applications available for use but if observed at the general level, especially in Indian context, we find that some applications are extremely popular in comparison with others. Facebook, what's app, Twitter, Instagram and You-tube are the major players in the market which are used by the lakhs of people for different purposes.

To Impress or to Express

Along with many other purposes, these are the two fundamental categories under which social media content is served by the users. When we wake up in the morning and see our social media accounts especially Facebook and what's app, they are full of information. Most of the information is absolutely unnecessary and useless. People have developed the habit of forwarding anything to their network without checking the usability or the importance of the concerned information for others. Once in a while or during important days if someone post good content then it feels all right, but when people have developed the habit of saying good morning, good night on the daily basis, then it feels very irritating. Sadly, you can't do anything with such posts. One major point which needs to be emphasized is that even the highly educated people commit such silly mistakes. In order to impress others and try to get attention of others it is observed that people post

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almost waste sort of content on social media. You tube is full of such content. There are many you-tubers who post what they eat, what they are doing, where they are going and other wastage content almost on the daily basis. It is very strange that people follow, like and subscribe such channels which are nothing but wastage of time and energy. This kind of trend is nothing but using social media as a dustbin without thinking and caring about others. If we observe what is posted on Facebook and what's app, the same kind of trend is visible. It is full of unnecessary forwards. Many people post unnecessary personal photos on the regular basis. On certain occasions, such posts feel refreshing but if the same pattern is applied on the regular basis then it turns out to be headache. One may counter argue on this point that it is not compulsory to watch all the posts. It depends upon the personal liberty of the reader. However, the point is not only related with others, but also related to self as it is absolute waste of time, talent and energy. There is one dominant trend visible among these social media platforms is the over bombardment of knowledge which belongs to someone and forwarded by numerous people on such platforms. After reading such quotations and long sized messages one feels wonderstruck how much knowledge is literally thrown over others. Extremely lesser number of people write something of their own on these platforms. The worst part of the system is that people have developed a habit of posting useless data on these social platforms. It is an established fact that the half knowledge is very dangerous. When we observe, especially in you tube, it is full of people who post video content which is very rubbish and made without any serious study. There are many players who do not possess the necessary knowledge of that subject- like music, politics etc. but they still post videos containing wrong content. India is a large country and there are many parts of the country which are located in remote and rural area. In these areas many facilities are not available – like music teachers, competitive classes etc. So such kind of students, at younger age may get influenced by you-tubers who post their video content in a polished way. If such a student who is desirous of learning any musical instrument try to learn it from some stupid you-tuber, then his basics of music remain wrong and he waste many of his precious years in such meaningless stuff given by wrong and duplicate teachers. To express is a wonderful creative act which provides inner bliss and joy. When someone creates something new like poem, an artistic piece or achieves something special in his life, then there is nothing wrong in sharing this joy with others. But if this kind of act is repeatedly done without having any meaningful and significant content, then it reflects hollowness in the personality of that person. People don't say anything because most of the times these kind of deeds are of our near and dear ones. Therefore, to avoid unnecessary clashes, people prefer to keep silence rather than commenting on such posts.

One major concern which is observed these days is the use of foul language in the social media platforms. When there is difference of opinion, especially on political points with others, then instead of expressing our point of view in a proper way, many people use un-parliamentary language in these social media platforms. Facebook and twitter are full of such kind of verbal chats. In current times social media is watched by all the members of family. But there are people who post adult and objectionable content in their social media platforms which is not a good sign for the humanity. Emergence of artificial intelligence has posed several challenges before the people. With the advent of very superior quality AI sites, people's thought process has taken a completely new paradigm shift. This is especially evident in younger generation. Instead of using personal brain storming, they prefer to use AI for getting answer to their questions. By using multiple AI tools in social media platforms for creating content, it is observed that many You-tubers have made their content very effective and impressive. On the contrary, there are many people on Social media platforms who have used AI tools for creating objectionable vulgar content. In case of celebrities, it is observed that some people have used deep fake and other technologies for changing the face of the celebrities and defaming them. This is absolutely a violation of social norms. Now a days with the use of AI people have started creating music and other audiovisual content on social media which in a way mars the creativity of a person. If the child or student has started using AI tools from the very early age, then he will be very much dependent on these tools which is extremely dangerous for blossoming the creative potential of the students. Therefore all the researchers and humanitarians need to find out the ways to deal with the critical issue of AI which has been posing several

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dangers before the upcoming generation. Technology has its own advantages but at the same time it has posed many dangers. Increasing number of psychological diseases due to excessive use of social media and AI is a matter of great concern which needs to be rectified.

In the light of above explanation, the following suggestions are given by the researcher:

1. We think what we see, read and observe. Every sensible person should think seriously over this point. If he can truly understand the in-depth meaning of this sentence, then there is greater possibility that he will not post unnecessary things on social media platforms used by him.

2. One must realize that we are using smart phone and hence we have to become smart. People are not dust bin to throw anything over them. Therefore pre checking is necessary and one should make a habit before posting anything.

3. With the changing times it is quite natural that our method of communication is bound to change. Therefore we need to adapt to such changes in a smarter way without sacrificing our mental peace and joy. At the same time we should be intelligent enough to realize the same of others. Therefore it is necessary for every person that he should decide how much time he should devote to social media.

4. Human beings are complex animals. We are born and brought in different ways. Therefore multiple patterns of thinking are found among people. Hence difference of opinions is quite a natural thing which should be considered in a very normal way. While interacting on social media one must avoid extreme level of criticism. Instead of it, one should express his difference of opinion on a particular matter by using appropriate words. One should avoid use of foul language at any cost.

5. It is observed that people tend to create fake accounts in Facebook. One should avoid that because more than others it is more harmful to that person who create such accounts.

6. From the very young people, ladies and the old people, all make a heavy use of social media platforms. Therefore one should not post any vulgar or extremely objectionable content on the social media platforms.

7. Social media is a great platform to showcase your creative talent. Therefore any creative act or content which is very original can be posted on the social media platforms like Facebook and You-tube. There are numerous stories on you-tube which show that if you have originality of content and presentation, then your work can be acknowledged at the local as well as global level. If you create any original poem or original welcome song, then chances are high that people from various parts of the country will use it on different occasions which would be the testimony of your talent.

8. One should strictly avoid saying good morning and good evening on the daily basis and wasting memory in the mobile phones of others.

9. Security is of enormous importance. Therefore one must be aware of fraud people who ask for money or some very personal information.

10. One should avoid posting very personal photos on Facebook.

11. One should be able to identify the content made by using AI tools. Therefore it is absolutely necessary for everyone to remain aware of multiple cybercrimes done by using AI tools.

Conclusion

Thus, through the above explanation, the researcher has systematically put forth and elaborated his argument that what one should do and what one should avoid while using mobile phone. Moreover he has emphasized that it is the need of the hour that every person who uses social media platforms either for communication, entertainment or digital marketing purpose should remain extremely aware of different techniques and strategies used by fraud people to cheat common unaware people so that technology which is like a double edged sword.

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