# Critical Review On Usage Pattern, Purposes And Impact Of Social Media

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**ABSTRACT:**

The development of technology has made it simple to access a wealth of information and participate in a variety of virtual opportunities that did not exist a few years ago. With the introduction of mobile phones and the internet, society has transitioned from face-to-face contact to device-mediated communication. Additionally, it has created novel channels for instant communication. In this article, critical review on usage pattern, purposes and impact of social media has been discussed.

**Keywords:** Usage, Pattern, Impact, Social, Media.

**INTRODUCTION:**

The study, which aims to provide wholesome information about this brand-new kind of social media, compiles pertinent and related reviews from a variety of sources to give a comprehensive picture of the subject under investigation. We are currently experiencing a surge in interest in technological advancement and the prospects it offers for a major transformation of social, political, economic, and cultural matters. In recent years, there has been an uptick in the amount of talk and excitement surrounding new information and communication technologies and networks as potent forces that are launching us into a brand-new era and frontier.

**RELATED REVIEW OF LITERATURE:**

According to Harsh RamTripathi and Sonia Bhatt (2020), social media is used by everyone these days since it allows you to stay in touch with people and share your opinions and activities with them. These days, everyone is addicted to social media since it gives people access to information with just one click. The majority of students are constantly active on social media, which has an impact on their academics, behavior, and academic achievement. This study was conducted among college students in Gorakhpur to examine the impact of

social media. This study was conducted to examine the effects of social media on a variety of elements of college students' lives, including behavior and academic achievement. Variables were gathered from prior research for this study, which used a descriptive research method. Primary data are gathered through surveys, while secondary data are gathered through books, publications, and a 12-item questionnaire. An online and offline survey was carried out in the colleges of Gorakhpur to verify the metrics of the media's influence on college students and evaluate the suggested hypothesis. Many institutions provide their students with instruction on how to utilize social media in a way that will benefit their studies and academic success. [1]

The current study, according to Surbhi Singhal and Nidhi Prakash (2020), was carried out to evaluate the social networking site (SNS) usage patterns among Indian college students, examine the differences in SNS usage patterns based on gender, employment status, and educational levels, and investigate the association between SNS usage and self-esteem. Using a purposive sampling technique, data from 122 college students between the ages of 18 and 28 was gathered. SNS use and self-esteem were assessed using the Rosenberg Self-Esteem Scale and the Media and Technology Usage and Attitudes Scale, respectively. Results revealed that college students used SNSs rarely and forged many social media friendships. The major reasons why students chose to utilize several SNSs were to retain their current relationships, for work and school, for fun, and for leisure. SNS usage trends varied significantly by gender, employment situation, and educational attainment. Self-esteem and SNS use did not significantly correlate. [2]

 According to Tyler W. S. Nagel et al. (2018), we offer research on social media usage by students at two universities enrolled in three levels of postsecondary programs in this publication. We discover that almost all students use at least one social network, with Facebook being the most popular and Instagram coming in second. Numerous people use multiple social networks at once. Few people publish on social media platforms more than once a day, though. In our survey, students used social media at rates that were significantly higher than those of the general adult population of Canada. The degree of post-secondary education a student was enrolled in at the beginning of the course, as well as their opinions about the professional applications of social media, differed greatly. [3]

According to Kaushik Bhakta (2017), people nowadays communicate with one another using social networks to exchange their ideas, expertise, and opinions. The most widely used social networking services (SNS) for connecting with people and pupils include Facebook, WhatsApp, Instagram, Twitter, and others. The purpose of the current study is to understand how college students use social networking sites, the connection between the amount of time spent on SNS and academic performance, and the effect of SNS on college students. The method of survey research was employed. A sample of 100 B.A. students in their second year of undergrad study were given a self-made questionnaire in English with honors in the

Kolkata and Howrah areas. The technique of purposeful sampling was adopted. For data analysis, percentages, bar graphs, and correlation coefficients were employed. The study's findings indicated that the majority of students utilized WhatsApp and social networking sites on their phones and tablets for recreational purposes. The study also showed that there was a bad correlation between the students' academic success and the amount of time they spent accessing SNS. College students experienced both positive and negative effects from social networking sites. [4]

By challenging the role of technology in bringing about social change, Kentaro Toyama (2015) has let the cat out of the bag. There are voices from all across the world praising technology. The author persuasively makes the point that technology only accentuates the state of humanity. After spending more than five years roaming about India, the author led Microsoft's Research India initiative, which examined how technology can be used to address social challenges. [5]

Chhavi Garg (2014) outlines the three main purposes of media communication. They are instruction, amusement, and information. In order to increase participation and localization in the information transmission process, the media's role has also been expanded. Through the use of content analysis, this article will aim to examine how the idea of development communication is growing as well as the function of mobile phones as a tool. The term "global village" is used in the literature to refer to a society in which everyone is connected to everyone else, and even individual villages are connected to the wider world. Mobile phones are a reasonably priced and easily accessible form of communication. Mobile phone adoption and economic growth are correlated, according to a World Bank study of 120 nations. According to the study, developing nations experience a rise in economic growth of 0.8% percentage points for every 10% increase in the adoption of mobile phones. [6]

According to Karpagam. E. (2014), the Internet and ICT's rapid development are the most exciting phenomenon since they enable new forms of communication, provide access to information, and support numerous online services in the fields of technology, culture, entertainment, and education. For the first time in history, children are more familiar with, knowledgeable of, and literate about a technological advancement crucial to society's operation than their parents. In addition to providing students with strong intellectual tools, computers and the internet also influence how they think about themselves and their social environments, such as sexuality, interpersonal relationships, and personal identity. These aspects of students' involvement and interaction with cutting-edge communication technology are also studied by the author. A systematic questionnaire was used to gather information from 200 government and private college students regarding their opinions on utilizing ICT for educational reasons such as creating assignments, taking notes, creating PowerPoint presentations, and other related tasks. According to the study, ICT could lead to improved academic results for kids and teenagers. [7]

The first section of Sanyogita Choudhary and Deepa Zutshi's (2014) paper briefly describes the many aspects of social networking, including scraping, profile setting, photo and video sharing, gaming, online conversation, commenting, and professional use. The survey focuses on seniors over 45 to determine whether their usage of social networking sites is comparable to that of the younger generation. The research, which gathered information from 100 samples, found that social networking is just as addicting for the elderly as it is for younger people, and that establishing friends is also at the top of their list of priorities. The consumption pattern reflects the older population's maturity and greater stability on both a personal and professional level. [8]

According to Kerri E. McPherson et al. (2014), maintaining good mental health is essential for leading a fulfilling life. According to estimates, 10–20% of children and adolescents currently experience mental health difficulties. This is a significant prevalence. These mental health issues include behavioral issues that are externalizing (such as violence and anti-social behavior) as well as internalizing (such as depression and social anxiety). The bulk (n = 33) of the surveys were cross-sectional and carried out in North America; seven were carried out in the UK. The size of the samples varied from 29 to 98,340. The combined findings show that social capital within the family and the community is linked to behavioral and mental health issues in children and adolescents. Positive parent-child relationships, support from extended families, social networks, religion, neighborhood, and school quality appear to be very significant factors. [9]


According to Preeti Manocha (2014), the media was crucial to the fight for Indian independence. The print medium gave the Indian people a platform to protest the British Raj as a whole. The Arab Spring Movement in the Middle East (2010–2011), the Occupy Wall Street Movement in the United States of America (2011), and the Delhi Gang Rape Protest Movement in India (2012) are just a few of the social movements that are discussed in this research study as examples of how social media has changed over time. Despite the fact that these movements varied in terms of their geographical locations, size, the motivations behind the protests, and the socio-cultural and political impacts that followed, it can be seen that they were all connected through social media. In the end, social media has developed into a news source for mainstream media. Giving a clear case study of these three occurrences, it describes how social media was able to overthrow governments in Egypt, Yemen, Tunisia, and Libya, as well as try to bring about a genuine participatory protest against social crime. It also aimed to call out growing economic injustice. The study demonstrates how social media may support participatory democracy and serve as a catalyst for public policy. The aforementioned movements are created and directed by the masses, who use social media as a channel to disseminate information and organize among one

another before joining forces to demonstrate in person. Information was made available and transmitted in real time thanks to social media. [10]

According to Raghavendra Mishra and Rajeev Lourembam (2014), the National Telecom Policy of 2012 highlighted broadband services and telecommunication as significant drivers of rural development. Mobile phones have served and offered a variety of services over the past 20 years in the transmission and display of information and knowledge in numerous forms to satisfy the varied needs and abilities of people. The advent of mobile phone value-added services, including m-banking, m-education, m-governance, m-health, and m-agriculture, has accelerated development, particularly in rural areas. Through the provision of services, mobile phones are playing a crucial role in empowering all social classes. The essay provides a brief story of the telecommunications scenario in Manipur and other, less well-known locations in India's north-eastern region. The rural population's poverty and backwardness can be changed by providing effective services. Limitations created by a lack of communication and transportation infrastructure can be lifted by mobile technology. As a part of the National Rural Health Mission (NRHM), every village is given access to Accredited Social Health Activities (ASHAs), who serve as a link between rural residents and health service providers and are crucial to achieving the objectives of the country's population and health policies, particularly those pertaining to pregnancy and child immunization. Mobile phones are given out to these ASHAs in order to improve coordination and communication between the NRHM volunteers and the mission's intended recipients. [11]

Shikha Kukreja (2014) focused on how social networking sites help determine the opinions of a large group of people from various groups, fields, and intellectual backgrounds. With the appointment of social media editors and Twitter correspondents as well as training and awareness campaigns, guidelines for news channels are being revised. Social media has had such a significant impact on traditional media outlets that news channels are now able to be found online. People spend a lot of time on social media because it allows them to enjoy themselves or satisfies their desire to always be connected to the internet. For exclusive or breaking news stories, many news outlets crowdsource viewers by using their social media experiences as a source. These websites also aid in the creation of user-generated content, which enables people and news organizations to exchange images, keep up with information, and engage in online discussions about a range of urgent and troubling subjects. In order to investigate the feedback mechanism, the study's goal is to comprehend the numerous ways that people and the media interact. It aims to comprehend how news networks used social media during the 2013 elections and how the feedback system worked. The study lists websites for news channels, surveys, maps for electoral districts, pop-up ads, Facebook pages with viewers and followers that let people stay up to date on the latest events and opinions from around the world, tabs to access information, applications to keep track, enable alerts, etc. The study focuses on AajTak, CNN IBN, NDTV India, and ABP News and

evaluates how news channels used social media during the 2013 elections. The main advantage of social media has been the rise in TRP. Social networking platforms' widespread use and ease of access gave the average person a platform to express their opinions freely and objectively. Social media also makes it easier to connect with others, communicate with them, and share their stories. Compared to the traditional way of physically gathering opinion and exit poll data, social media has proven to help maintain contact with its audience throughout the election process. Rather than just transmitting news, it facilitates audience interaction. [12]

According to Shivajyoti Das Barua's (2014) essay, media players who provide this goal with a boost are of crucial relevance. Democracy today is becoming more and more important in the pursuit of sustainable development and decentralization. The media is considered a watchdog, a protector of the public interest, and a link between the government and its subjects. It also demonstrates how the media has been able to emphasize its importance in supporting and advancing democracy in many developing countries. Investigative reporting on social media has, in some circumstances, resulted in the overthrow of corrupt governments and the removal of presidents, making the media a more reliable and effective watchdog in the process. Additionally, it has helped create a culture of openness and disclosure that has increased the accountability of democratically elected governments and accustomed officials to a questioning press. Internet-based media, or new media, has emerged with the introduction of new technology, becoming a powerful medium for information sharing among internet-literate individuals and generating a wave of opinion powerful enough to alter the structure of government. The essay illustrates how the new media is a tool that can be utilized to harness positive growth through involvement and knowledge exchange by using a variety of real-life occurrences as examples. The ability for users to own their own content and share it however they like is the power of new media. Social media is inherently gregarious and connected to human emotion, fostering a bond and occasionally an emotional attachment that aids in the rapid dissemination of ideas. Using social media always has an educational and informational component as well as an entertaining component. Because like-minded individuals from all over the world are always connected online, a specific viewpoint can spread very quickly and effectively, more so than through any other medium. [13]

The first line of Thoibee Laisram's (2014) book states that the only thing that is constant is change. In every area of our lives, we can witness and experience this phenomenon. The development of computers and the internet has considerably improved and changed the world. As the government uses social media extensively to communicate with the public and convey news, information, and, most importantly, its ideas, it has come to be seen as an essential part of our governance. The government makes a point of updating its goals and policies on social networking platforms on a regular basis. Because of its widespread use and

quick and potent effects, social media has become an integral element of our administration and is employed in every facet of governance. It is being utilized as a tool to promote social transformation and development. The data shows that even for official pages on social media, there is a surge in the number of likes as and when photographs and links are added. The use of social networking sites is growing rapidly because they offer superior quality, reach, frequency, usability, immediacy, and permanence to television, newspapers, and other traditional forms of communication. By promoting its accomplishments, upcoming objectives, and current activities, the government has effectively exploited it as a tool for image-building. The government uses social networking sites as a means of gathering input and data in order to create plans and programs that are centered on the needs of the citizens. [14]

According to Trisha Dowerah Baruah's (2014) study, the globe is experiencing a social media revolution. It is apparent that various social media platforms are widely used for communication purposes. The study focuses on objectives like evaluating social media as a catalyst for social change and growth because today's youth are more dependent on various social media to stay in touch with their friends. The effects of social media's expansion, its ramifications for society, and the problems and worries it raises are also examined. In essence, the study is a qualitative and quantitative analysis that employs the survey and observation methods of investigation to empirically analyze the efficacy of social media. A total of 375 people, including students, instructors, engineers, marketing specialists, and businessmen, were used in the survey of Guwahati city residents. The results show that social media promotes open communication, which improves information delivery and discovery. It increases market research, executes marketing strategies, sends out communications, and points interested parties to particular websites. Social media can support citizen journalism and help improve the nation's social and political landscape. During significant crises, it serves as a communication tool. The power may be shifting from traditional top-down media to individuals through social media. Thus, it is appropriate to refer to social media as the torchbearer of social change and advancement. [15]

In addition to the customary enduring differences in viewpoint between generations, Harish Kumar (2014) notes that the generation gap is a topic of much discussion as young people adopt a lifestyle that is more difficult for their elders to understand. This is a result of the era's new media. Digital technologies are highly interactive, adaptable, and portable. Technologies are evolving quickly, and new media are incorporating every new technology. A brand-new model of prosumers—people who create and consume content—is beginning to take shape. The new media has established a new virtual universe that not only educates us on many cultures but also on other topics. Technologies are evolving quickly, and new media are incorporating every new technology. The new media is separating us from our families, invading our fundamental right to privacy, endangering our security as a people and

as a country, and making us lazy and dependent. Based on several case studies about new media and the security of digital media observation, which makes us lazier and addicted, this study aims to take a critical look at new media and its applications and difficulties. In this way, new media may help us become smarter digital citizens as well as develop appropriate new media policies that are based on more accurate assessments of the dynamics of new media creation and consumption. Modern children have grown up with new media and technologies integrated into their daily lives, leaving parents to deal with their children while living in a generational gap. This refers to the requirement for parental media literacy. [16]

Murty, A.V.N. et al. (2014) investigated naturally occurring groupings of people and groups based on common interests or causes. In times of crisis, such as the Hati earthquake or the Mumbai terrorist attacks, there are more broadcast-based information sharing activities, in which users push information out to a large audience rather than targeting a single user. Social media isn't typically used in this way, but in emergency situations, these interactions can have a significant tactical, social, communal, and emotional impact. According to the study, people who use social media during a crisis are more inclined to use it regularly in the future. [17]

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According to Pawan Koundal (2014), the rapidly expanding field of e-government encompasses, at the national level, infrastructure development, technology management, process reform, the provision of electronic services, and change management. The largest organizational transformation effort in many economies may be e-government. The

mainstay of India's rural communities is being transformed by information and communication technologies (ICTs). The government makes use of ICT to provide services where it is most convenient for the people. It is essential to achieve citizen participation and contributes to the transformation of government by making it more approachable, efficient, and responsible. The National e-Government Plan, which consists of 8 components and 27 Mission Mode initiatives, was authorized by the government. Government to citizen, government to business, and government to government services are all referred to as G2C. Projects like Project Bhoomi, Project Gyandoot, Project Janmitra, Project Lokmitra, Project Warana wired village, Project DISK Dairy Information Services kiosk, Project Gram Sampark, and Project e-chaupal are just a few examples of the numerous case studies of significant successful e-government projects implemented in rural India. Different ICT applications and e-governance projects in rural India are raising hopes for closing the country's digital divide. The various state governments have created numerous websites and online programs to educate rural residents. With such technical advancements, it is extremely likely that society as a whole can flourish without prejudice toward the rural-urban split. [19]

Mamatha K. and Murali Mohan K. (2014) stated that on the gender gap in mobile phone use in low- and middle-income countries, having a cell phone made it easier for women to live more secure, connected, and successful lives. In this study, 120 Hakkipikki women from a community in Karnataka that was randomly chosen to participate were asked about their use of mobile devices. Because non-tribal malevolence has been observed in tribal conduct and it frequently leads people to avoid tribalism, it has been discovered that tribe involvement in the market mechanism, consumer culture, and modern forms of entertainment has expanded and poses a threat to tribal depositary norms. According to the survey, women are utilizing mobile technology to seize economic opportunities. Women who work in businesses, in particular, saw their phones as indispensable tools for productivity, and more than half of respondents said that using mobile technology has helped them to increase their income. 85% of women claimed that using a phone had increased their sense of independence. [20]

According to Archna Katoch (2014), social media has been readily adopted because it fosters previously unheard-of connections between individuals that are useful, significant, and practical. After describing social media's qualities, the essay discusses how WikiLeaks could make social media a potential whistleblower. Social media has altered how we engage with others and how we understand and express love, friendship, family, intimacy, and other human emotions. Additionally, it argues that freedom of speech should not be confused with freedom of expression, which implies obligations. New and interesting ways to network are always emerging thanks to social media. The social media platforms have also eliminated the geographic dependence of cultural diversity. By eliminating the digital divide and

empowering and bolstering democracy, technology is undoubtedly a catalyst for social change. [21]

Bhosle, D. M., and Dharurkar, V. (2014) essay discusses potential explanations for what social media is made up of, the communication sociology perspective on social media's ascent to prominence, and how social media is fostering the formation of new ideas. Utilizing the five Cs of social media—conversation, contribution, collaboration, connection, and community—social media can increase productivity and offer effective solutions to upcoming difficulties. The writers contend that social media aids in painting a complete picture of modern life. Social media has created a forum for discussion on how to use new technology for development among activists, technologists, policymakers, and academics. The right use of social media may unite NGOs, government organizations, and civil society to bring about change in a methodical way. [22]

The participatory aspect of social media, which has also revolutionized the expressive power of regular citizens with extraordinary speed in barely a decade, is described by Kadambari Nayar (2014). The essay investigates the impact of social media and young people's use of it. A new media literacy has evolved thanks to social media. The study examines all the ways that youth can use new media for activities like hanging out, forming relationships, and a novel kind of communication where updates are possible without having to engage in direct dialogue. Youth represent a variety of ages and stages. Through mobile phones, social media has introduced an always-on mode. Additionally, it gives young people plenty of room to flirt, date, and have fun. The essay provides a thorough account of how young people interact with modern media in their daily lives. [23]

The article by Kulwinder Singh and Sheetal Sharma (2014) focuses on the quick transition from mainstream media to social media and the possibility it provides to create powerful, important messages. It also explains the reasons behind the growth of social media and how it is facilitating the process of bringing people closer together. According to the report, social media has evolved from being a platform for marketing and advertisements to a significant player that has taken control of our lives. It is now possible to create newer doors to the world, and connectivity has become instant. Social media has the potential to reinvent itself as a quicker, better, and more intelligent form of forward communication that will continue to create almost seamless connections between people everywhere and support societies in overcoming issues throughout the globe in unseen ways. The essay also discusses social media's role as an economic stimulant, a tool for movements, a vehicle for creating jobs and income, a tool for knowledge, a tool for community, and a tool for influence. As a result, it has become a brand-new information-powered, versatile, and affordable instrument. [24]

The purpose of Kusham Lata's (2014) study is to examine how people use social media. Kushamlata asserts that social media has spawned a brand-new web society with a

predetermined set of laws. As there is a lot of difference in the ideas, thoughts, opinions, and language obtained, there are some rules that must be followed in order to maintain relationships with peers. This study also examines the kinds of unwritten standards that new media users adhere to. These standards describe what one ought to and ought not to do in certain circumstances. The study focuses on the parallels and differences between social norms and norms on social media. The study investigated and tabulated information, including profile information with regard to the photo, gender, age, number of friends, status updates, likes, and kind of comments on the sharing post, using the researcher's buddy list as a sample. The findings show that the primary function of social networks is self-presentation. In the virtual world, people are eager to reconnect with their true selves. Most users connect with one another instantaneously, like and comment on each other's posts, and share their opinions. The study comes to the conclusion that there are both positive and negative effects of this medium and that there is a pressing need for a regulatory organization to oversee social media material. [25]

**CONCLUSION:**

People's use of social media has boosted engagement, connecting with others, and reconnecting with lost contacts and old friends. On social networking sites, it is easy to share media files, content, papers, personal ideas, opinions, and even images with groups or communities that have similar interests. In times of loneliness or distress, it serves as a companion and offers comfort, security, and safety. The use of social media has increased as a result of the larger population's greater access to smart phones at a low cost. These phones make it simple to stay connected and informed of the most recent events because they are integrated with the most well-known networking sites and have free, easily downloadable apps for chat, messaging, posting images or videos, and rapid sharing.

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