

Tilak Maharashtra Vidyapeeth



Growth in Media

Socio political changes brought about by social media

Research Dissertation by

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Growth in media with relation to social media

Socio political changes brought about to society with help of social media

A research dissertation submitted as a partial fulfillment of the programme

Bachelor of Arts in Journalism and Mass Communication

By

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Certificate

To whomsoever it may concern

This is to certify that Mr. /Ms Vipransa Gyan, student of Department of Mass Communication; Tilak Maharashtra Vidyapeeth has completed his/ her research dissertation titled-'Growth in media ;how social media brings about socio political change ' during December-2017 to March-2018.

The dissertation is submitted as a partial fulfillment of the requirements of B.A. in Journalism and Mass Communication programme conducted by Department.

I have guided the researcher on the topic, issues and methods during this research project.

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Abstract

If you would ask millennials how they felt about smartphones and social media you would be met with an instant positive response , and its true . People blame social media for the negative effects on society , well i am here to discuss the positive influences of staring at your phones all day !

With the platform created to share , share and share! All you see people doing these days is sharing what they are doing , this sharing leads to being overly involved in each others lives . Now some people consider this to be beautiful , while others value their privacy . This nonchalant method of maintaining relationships leads to very exciting developments for example if a beggar ask for money on the streets you'd never give him the money , but should a stranger construct a heartfelt post about his goals and ambitions , hell have a gofundme starter for 20000 usd within a week .

We are here to discuss the power of social media

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Chapter 1 - Introduction

1.1 Introduction to the whole chapter

Media is the cornerstone of democracy and also considered the fourth pillar of government. It is media's responsibility to act as a watchdog for the masses towards the government . Media provide and spread awareness ,information and entertainment.

It is beneficial to the populace that media has complete freedom and authority as it keeps the government in check regarding their policies and governance. This sword is double edged as government also enjoys free publicity .

Media is also responsible for the recreational aspect ,which involves providing citizens with entertainment in forms of reality shows ,movies ,sitcoms,sports ,infotainments and educational programs . This improves quality of life and provides nourishment to brain .

The most important aspect of media is the ability to provide news and information to the individuals which is delivered by the television , radio , print and social platforms.

Print media has been the forerunner and the oldest dog in the game of providing information to the masses . Invented in 15th century , it cured the problem of having to painstaking write every single thing and then proceed to propagate it . People could now have knowledge about things other than 5 kilometers of landscape surrounding them . Individuals could find out what was happening in Sydney while living in London in the 15th century , within a matter of few

days. Seems moot now , but it was technological breach of skill which was state of the art was marvelous .

Print media dominated the market for centuries (nourishing the journalistic discipline) until the invention of radio at the turn on the 20th century. People no longer required to be educated or able to read and write to consume content!

Radio shattered boundaries with its arrival with it becoming the dominant platform due to the audio variable factor and also because radio waves were highly penetrative which allowed for even remote inaccessible areas to consume content.

Radios glory days were short lived , as technological advancement was about to sit on the hotseat to take off into the glorious 21st century boost to quality of life .

With the invention of television in the 1930s , life was set to change and so was society . No more living in closed cultures and limiting ourselves. The brand new audio visual format not only cemented itself as the dominant media as it was on every household's to own list .

The ability to see moving images really changed people's perception about media as it seemed something out of this world , like magic . Originally television was primarily used as a source of entertainment with maybe an hour of news a day . Today television news channels mostly run 24/7 .

By the 1980s with technological advancements in the video camera , news channels were reporting live and doing prime time live , which started gathering interest as anchors and reporters moved away from the traditional monotonous reporting of news . By the 80s if you would ask nobody , do you believe the news on tv , you would probably be met with a reassuring answer regarding .

In 1990 , the world wide web was created by Tim Berners Lee , which can now be looked back at as a milestone of the 20th century , which set things in motion for where are today in 2019 . The internet is nothing but a connection of vast majority of cables in the entire planet .

So now one could share with somebody over 7000 kilometres away within seconds ,this changed the world drastically . In the golden age of digitalization , many websites started up that are today's giants such as Amazon , Google , Paypal . In the early years of digitalisation , only the primary and important disciplines in life took advantage of it , with the banking sector shifting slowly to digitisation , entities coming up with editing software . Briefly stated , the early years of internet and the world wide web did not revolve around the entertainment of masses , it was primarily built to share and exchange information .

After the 21st century had settled down and laws for the internet were established almost everywhere it existed came the second rise in the dot.com boom with Google going public in 2004 which , as we know its history was set to become one of the biggest conglomerates in the world and they offered their services for free . This paved the way for the renaissance kind of way for the likes of Facebook , Youtube and later on Twitter . Initially only a search engine for research paper , today Google could award a man with a bachelor's degree with the amount of free flow information available .

Facebook founded in 2004 was originally a social networking site , but today has its horizons broadened to community building , public outreach and maintenance of business .

Twitter was founded in 2008 with the purpose of keeping things short and sweet with their 140 character limit , but soon it took off really well amongst celebrities and known figures and had its limit increased to 280 in the recent years .

Social media is set to overtake traditional forms of media . Its only a matter of time .

1.2. Problem of Study

Social media is yet to become the primary platform for consumption of information and news , as print and television still maintain grip over the information and infotainment market .Total users of print and television media encompasses social media as the availability and access to technology and smartphones is not provided to the underdeveloped nations and people from the lower strata of economy .Although smartphones and accessibility to internet is becoming cheaper day by day ,it's still far off from becoming the primary source of information consumption for the entire planet .

The problem with social media is the stigma of how people consider it as only a source of entertainment or not worth their time .Media with its free range use platform allows for plenty of unchecked influencers to share content which may have a negative influence on some youngster who are the major and target demographic of social media .

Most people cannot afford to own a smartphone or are not able to access the internet, which limits their input of information to print ,radio and television .This causes individuals to blindly believe whatever is provided to them ,without having the resources to factcheck .

Not a few years ago , internet and social media was a thing of the youth , but nowadays people from all ages use social media , even though the youth still remains the dominant demographic.

Maximum media traffic is governed by entertainers ,which causes a strong attraction amongst younger children and teenagers ,this prevents educational influencers from making their dough due to lack of traffic on their channel/page ,which leads to them shutting down their services and discourages anybody who wishes to do the same.

Social media promotes escapism, a phenomenon where humans avoid social interaction in exchange for escape in virtual reality as people don't have to deal with social courtesy.

Although social media can rally people behind a cause swiftly and quickly ,it has no moral compass and the outcome of such endeavours cannot be controlled.

Social media content is still dominated by irrelevant entertainment content .This promotes other influencers to try their hand at their 15 mins of fame , which leads to really terrible social media challenges and movements like the kiki challenge (responsible for deaths) , tidepod challenge(kids eating actual tide detergent),kylie jenner challenge (girls proceeded to suck on a inverted shotglass to get puffier lips). One should not promote such irrelevant and unhealthy behaviour.

1.3. Objectives of the Research

1. To assess the power of social media to influence socio-political changes in society .
2. To find out how social media speeds up globalization
3. To see if social media has a positive or a negative influence on society
4. To see if which media is dominant in bringing change .

1.4. Aim of the Research

1. To trace social media's impact on society since its inception
2. To assert the dominance of social media over print and television
3. To highlight the victories of social media
4. To portray the necessity of an internet connection or owning a smartphone
5. To know which social media platform is most used

6. To develop awareness about the the power of new medium

1.5. Details of concept

Twitter

Twitter is a social media networking platform , which is available on the world wide web and application can be accessed on your mobile phones . It functions on the basic principle of sharing , using a limit of 280 (formerly 140) to convey your message .

These 280 characters messages are called “tweets” . Individual can reply to tweets and also repost tweets , which promotes aforementioned tweet .Individuals can follow anybody they please , which keeps them on track .

Twitter has had major impact on western society and in recent times , even in the Indian subcontinent on almost all fields be it Journalism , Politics , Science or Business . Each field has their work experience enriched by twitter in some degree .

Businesses say that although the public channels allow for frequent public scrutiny and complaints , twitter helps keep business in check by addressing issues immediately . Customer feedback allows for tactical business info . This also reduces major costs for customer support ,especially for non profits and charities .

For journalists , twitter came as a blessing in disguise . Although not happy about the word count to expressing their opinion , they gladly accept the instant connectivity and the willingness of people to use this medium to release news and other effective information . This allowed for quick exchange of crucial information often in times of peril , like when terrorist attacks occurred in France or when public shootings take place in the United States . All variables considered , one should not rely on twitter for news , unless released by a verified source .

Twitter has been a breeding ground for large scale experiments conducted by Scientists who use data available on the web or data provided by users upon answering questions . Twitter is a massive base for sampling for research say scientists. Impressively enough scientists showed us how they managed to track a flood using a programmed simulation where the pictures from twitter users would shape the simulation and update it as it goes along . Its clear science can use twitter productively .

Twitter has been a hot bed for political entities as it is the perfect place for promotion , public relations and propaganda . Politicians hold the same status as celebrities on twitter , which elevates them from the public servant stature . Campaigns are openly run and promoted on twitter and as for the case of USA , most of the political updates come on twitter .

Twitter has become an effective medium to express opinions . Celebrities and popular figures prefer twitter as their communication platform . The information is easier to consume as there is a character limit . Due to the unique function of #hashtags any individual can tune into any topic they prefer . Trending charts are available on the homepage of twitter ,which shows all the most searched hashtags in ascending order , these are usually dictators of the billion odd twitter users daily .

Twitter has been an ally to the social movements on social media , by providing a channel for people to communicate , organise their movements and gather support . Twitter has worked towards helping women and advocating for women rights around the world . Twitter is the most preferred platform for individuals from underdeveloped countries to ask for any aid if needed .

Twitter is not short of its negative influences with impressions of promotion of mob type behaviour where a people rally behind a single opinion (which is rarely correct) with no opposition .

1.6. Details of Concept

Facebook

Facebook was founded in 2004 by Mark zuckerberg while he was in college at stanford . It began as a social networking sites for stanford and harvard students , but soon expanded out to the nearby colleges and universities . Although it began as a minor social interaction site , today it has grown to a global entity which owns most of the social interaction applications like Whatsapp and Instagram .

Facebook began as a place to connect with friends and catch up with people who you had lost contact with ,all for free globally . Today it provides a range of customisations and applications , where you can form groups , host discussions , create a page where people could subscribe and follow you without friending you (helpful to celebrities and famous people),promote your business via usage of facebook ads . You can now edit your pictures on the app itself , with many third party applications being supported in the form of plugins on facebook . You can also play games on facebook via said plugins.

With tenacious updates to the original user interface , Facebook and Mark Zuckerberg have come a long way since its 2004 early bird start .Todays facebook provides a top to down scroll interface whose algorithm studies your history, trends and like , then suggest similar content , which allows for binging and is addictive to be honest .You can connect with like minded individuals within seconds and share vividly amongst each other and not only over standard text messages .

Therefore ,Facebook provides a strong platform for communities to flourish under its wing .This leads to exchange of opinions on a massive and fast pace .Politics and propaganda is rampant on facebook should you fall down the rabbit hole .Since facebook studies your patterns and predicts suggestions accordingly .Its hard to lose to loop of content delivery and get something fresh .

This many has described this as “social media storm” where certain amount of individuals draft an opinion which is highly upvoted , so the public opinion skews towards this as majority backs it and nobody prefers to speak out or offer a different opinion .This causes individuals of said cause to have a false sense of foundation to their advantage ,which can be clearly proved with the example of the 2016 United States of America presidential election ,where an overwhelming amount of social media news agencies reported that Hilary Clinton would secure the victory in the presidential elections with a landslide victory with some polls predicting upto 80% of votes in favour of Hilary Rodham Clinton .This was proven false when Donald Trump pursued to win the election with 55% of the vote ,shocking the entire industry and cementing the popular opinon that ,

Not everybody was on the internet and used social media .

This prompted concerned individuals to look into the various social networking entities and how they functioned while providing this “helpful” platform for citizens and users. They found that Facebook ,Whatsapp(owned by facebook) and quite a few number of various internet websites that host discussion threads, could not possibly keep in check the various amounts of discussions that took place .

Even with moderators there in place to control the environment from being uncivil ,there are still many pages floating on facebook that propagate hate, terrorism , sedition openly with sometimes upto thousands of followers .Facebook has a efficient and large security team , but one cannot deal with the problems unless they are reported by some individual and therein lies the problem .

When a platform is provided on such a large scale to communicate with almost no moderation and no way of legislation with zero censorship .It tends to depict that facebook has no guidelines and is governed by the laws of the jungle .Public opinion is skewed heavily by people who have the most followers instead of recognized institutions of information ,as the lines between entertainment and news merge and seem hazy .Its often joked that comedians are a more reliable source of information rather than actual journalists.

Facebook is entirely blamed in a documentary called Arab Spring where they were blamed for allowing their platform to alter public opinion ,which allowed for mutiny and overthrowal of the respective government of Egypt in 2011. The frenzy was labelled as “facebook storm” which eventually led to the ban of facebook and internet in Egypt .

1.7. Significance of Research

This study aims at convincing the populace of the potential of social media to bring about change in society .It aims to show using study of various movements , how community building and acting can move mountains in minutes .It aims to discuss the topic of polarization and disinformation on the traditional platforms of media and to find out how much content is consumed from said media .

Another cause of this study is to answer the age old debate of , is social media a negative influence on society or is it a positive influence ? Social media started out as a brilliant way to connect with loved ones and catch up with old friends , but today it holds a much higher priority in our lives . With apps like Instagram ,Twitter ,Facebook and Youtube there is no shortage of content to be consumed , in fact there is too much content to consume!

Remember when you used to brag about have 100 channels on your television set ! yeah we have come a long way , where today we truly have no time to choose , yet so much to choose.

Facebook is known for selling public data to advertisers ,important security information like phone numbers, addresses , likes and search history .The tech-giant dont exactly have clean track record , when it comes to how it processes its users data (that they input).

Twitter is known for having a fine line between free speech and hate speech , whilst finding it hard to control their platform. Even though the security is there ,it can only be processed or detected upon being reported .This can lead to witch hunting without offering any solution to the original problem .

Youtube demonetized a lot of its original content creators upon branching out to the Asian and South American continents in attempts to purify the “air”. This angered the Youtube community. Internet was a free for all destination in the early and mid 2000’s , with no censorship and legislation allowing people to do whatever they please. That was the basic concept or idea of internet for the masses , once people started placing restrictions and guidelines , they were not received well by the public users.

The studies goal is to showcase how these platforms are able to bring people closer ,cause change in society , empower men and women and provide a nurturing environment . It also aims to show that social media is but a sponge and that it depends on the individual and his surrounding for him to have a positive or negative influence from social media .

1.8. Summary

Social media is capable of moving mountains , as we can see that when compressed to daily , social media platforms as individuals pull in more traffic than any one channel of television or a certain print organisation can . You can instantly respond on the social media platform and authorities are looking to create a channel . Social media costs less to maintain and use while providing one of the highest connectivity ranges due to the LTE system .

Chapter 2 - Review of Literature

2.1 Introduction

Reviewing literature in regards to growth in social media in terms of academic papers was hard to find , as the growth of social media movements is still in its inception and not enough data is available for a full blown academic research .

We begin our research on the literature for our subject at wikipedia , to get aware on salient and key points before diving further down the rabbit hole

We are going to be reviewing the capabilities of social media platforms to create change in socio-political spheres using apt articles and theses provided available .

We are going to reviewing few moments in recent history where social media came together to help a noble cause .

2.2 Review

All the information and opinions were formulated after carefully researching definition , articles and subjective opinions on said subject.

Me Too movement

The me too movement traces back its origin to as early as 2006 when, Tarana Burke an American social activist coined the term which was later popularised by American actress Alyssa Milano in 2017 using social media platform Twitter. The term “ Metoo” encourages the victims of sexual harassment to tweet about it and give people a sense of magnitude of the problem. Following huge support from a large number of high-profile celebrities posting on Twitter with their responses on their experiences which soon led to a snowball effect for a sweeping change in how sexual harassment cases are handled in the current times .

The objective of the movement was to uncover or unearth the dirty secrets of hollywood and the powerful men that control it , with its primal target being (formerly)Top-Dog producer Harvey Weinstein , who has been in the industry for decades and boosted the likes of Roman Polanski , Meryl Streep.

Harvey Weinstein , like all things heavy and large , fell from his podium of power in spectacular fashion .

Scrutinized by almost the entire planet , the world joined hands together to stop this evil which used to be orchestrated in broad daylight for many decades , where actresses were asked for sexual favours in exchange for a helping hand in their careers .

The movement soon branched out rapidly to the other industries which had a professional environment , which led several men holding key post in organizations lose their jobs due to the grievances they caused to their coworker . Some cases recorded were upto 40 years dated , where women came forward with their untold stories .

Using social media platforms like facebook , youtube , reddit and instagram , women were able to come forward and share their experiences which , if not for social media , these women would have hindered to come forward due to fear of humiliation from society , lack of proof and fear of losing their jobs , if their harassment was work related .

There have been a few criticisms about this movement , as there are negatives to almost anything . The me too movement sort of became a witch hunt armed with artillery where everyone and everybody was going down along with collateral damage , with the #metoo tag being a potential Public Relations disaster for any organization in terms of business and profits , nobody was willing to allow due process to take place and many people were fired without any proof and purely on allegations . Advertisers strayed as far away as possible from as possible , which led to even more people getting sacked , on the fear of losing profits .

But that's just a narrative trying to be woven to create the illusion that all women are false accusers and attention mongers . Fact is only 8-10% cases are falsely reported , and this is without accounting for the victims that don't come ahead to report the crimes .

Social Media provided an outlet for the victims to confide in each other , sympathize and share . Support from people all around helped the victims in relations to image , self esteem and self worth . People advocated change with all their resources at dispense , which showed , when the original hashtag was shared over 500,000 times within the month on twitter and Facebook reported almost 4.5 million shares of the hashtag #metoo with a 24 hour period , while claiming 12 million posts and comments were shared . This showcases the potential of social media.

ALS Ice Bucket Challenge

The ALS Ice bucket challenge , or commonly known as ice bucket challenge is a awareness campaign developed on social media to bring light on the amyotrophic lateral sclerosis disease.

Its a disease that prevents motor function in body , leaving a perfectly healthy person in his early stages of life paralysed. It is also known as Lou Gehrig's Disease or motor neuron disease , as it prevents any neurons from function or creating synapses with the brain .

The challenge involves a person and a bucket filled with ice and cold water . The objective is to pour the ice bucket over your head , which in theory is supposed to make you feel what it is like to lose motor function for a few moments . You must then proceed to nominate your peers to this challenge , who must do so within 24 hours or bow out of the challenge by donating to the charities in question .

The ALS association is a USA based national non-profit organization dedicated to helped individuals diagnosed with Lou Gehrig's Disease. Like most non-profits, the agency's sustenance, comes from welcome donations.Due to the likes of Bill Gates , Dwanye Johnson , Ellen Degeneres and Barack Obama propelling the movement on social media , this challenge gained fever like rise to the spotlight overnight , where the ALS association received 10 times the amount they received the entire previous year , in just a week .

It was clear , that power of social media did not extend to politcal and social matters , it could help in technology and science too , not only did this make people aware about an important disease that goes unnoticed but also provided them a sense of reassurance about the communities want to do good by society . This can be counted as a positive influence on the maximum scale .

And because this serious issue was approached in a modern and trendy way , so to say , it was able to gain traction among young users which were able propel the movement as the younger users dominated the internet traffic . With the combination of celebrity involvement and a trendy approach to this delicate situation , individuals were able to fund successfully the

research for cure of ALS , which is an under researched disease due to the low number of patients , hence the lack of profit , so no pharmaceutical entity bothers with it .

Without the presence of social media platforms like facebook and twitter , the time and resources required to rally such an amount and such support would take years considering the current mediums like television and print media . With the social media platforms enabling plug-ins that allow users to donate directly to the ALS association and other accredited non-profits , it becomes an easier channel for the individual to trace is funds and ensure they are received by those concerned .

The movement also prompted a lot of literature to be shared online about ALS or the motor neuron disease , which educated the common masses on trivial but important information . This also caused people to turn their heads and look elsewhere , on the other places they had not been paying attention to regarding the areas of research in medicine . Because this campaign had a participatory tone to it , it was easy to get into , and social media provided the platform for that.

Nepal Earthquake

A terrible earthquake struck Nepal in 2015 killing around 8,000 people and leaving upto 200,000 people stranded homeless . Nepal is one of the poorest nations on the earth , and has one of the toughest terrains known to man in the form of the Himalayan mountain range.

Rescue effort was slow and inefficient due to immense scale of the disaster , Nepal could not cope . Loved ones try to reach each other to see if they were safe , but phone lines were severed everywhere .

Some areas were so remote that they were completely inaccessible and people trying to

contact for help were unable to, and people from the mainland trying to reach the affected people couldnt do so either . This posed a tricky problem . Nepal lacked the funds and the connectivity to proceed with a swift rescue operation .

Facebook within hours of the incident developed a safety check feature . The feature allowed people to highlight their profile with the status of safe in concern to earthquake. Aftershocks were still occurring , which are equally dangerous . Although phone lines were severed ,people could still use internet wherever possible . But only 40 % of Nepal has internet so this was again an issue to be tackled with .

Twitter was on its heels within the next few days of the earthquake , with distress calls coming from everywhere citing lack of basic necessities and calls for help . Although networks were jammed , facebook and twitter posts were still functioning . Facebook set up various volunteer groups like , Nepal Earthquake Relief Volunteers , which were crucial in bringing the relief effort to Nepal . Articles show that although online support was rampant , there wasnt enough logistical support to the people on the ground to execute these efforts

Volunteer groups as such helped compile all the posts that gathered support for Nepal all into one giant megathread , which would keep updating . These volunteer groups reached upwards of 100,000 people through facebook within a week , all just by pure volunteer work .

A twitter account set up by Nepalese Government National Emergency Operation Center in the following weeks presented its objective as declaring the official death toll , helping citizens with useful information like sources of clean water , safezones . Public support gathered behind this account to magnify their scale of impact .

With Twitter and Facebook both allowing their users to immediately donate to the respective authorities directly , they also helped ease the economic burden on the Nepal government .

With various non profits using social media for a feedback loop to show the individuals how their charity is being spent using data .

Twitter , Facebook also provided platform to showcase the true disaster of the nepal earthquake when people shared images from remote locations . Many locations were ignored by mainstream media as they were either inaccessible or unresourceful , but social media allowed for a channel of constant communication .

Trash Tag Challenge

The trash tag challenge revolves around an individual cleaning an area from all the waste accumulated . The individual is nominated by someone and must nominate another after completion . Said Individual must post before and after photos as proof of completion.

As individuals encouraged each other to clean our environment , almost 20,000 posts on instagram have been made regarding to cleaning up . As this can be fun group activity its been attracting people in a trendy sort of fashion , but since it helps the environment , its a win-win situation .

Folks in India have also responded keenly to this endeavour , looking to shed image of untidy streets and surroundings for India , people have flocked the streets , beaches and jungles in groups collecting heaps of garbage and collecting brownie points on the internet .

This sort of channel between social media and user , which creates instant gratification while enriching society must be observed and used more often .

With the help of Facebook , Twitter , Youtube , Instagram and Reddit , people were able to spread awareness and encourage other people to enjoy cleaner surroundings around them as the pictures portray a positive light to a moot point , which is cleanliness .

This movement has rather spun out of the global rallying behind advocating for climate change, which in recent times has shed light on the amount of money spent by top organisations denying climate change (est 1 billion \$) . There are many people to this day that deny climate change , which leads to rampant abuse of the environmental resources .

This movement provided the perfect positive protest to the abusers of the environment .

2.3 Hypothesis

I hypothesise that the advancement in internet technology and the readily availability of social media has led to socio political changes in our society .

Directional Hypothesis - Socio political changes happen in society due to social media

Non Directional Hypothesis - Socio political changes happen in society due to traditional media

Null Hypothesis - Socio political changes happen in society naturally

2.4 Summary

From the articles , academic posts and various blogspots studied , its safe to assume that there is a research gap , where I could back my points up using academic sources . The various

movements social media brought about ,were not only impactful but also spread awareness and educated people.

Chapter 3- Research Methodology

3.1. Introduction

No study can be complete without proof , hence we use research methodology to come to a conclusion in our aims and objectives . This chapter proves the means by which the study was carried out and provides support to inquiries .

This research is designed to understand the power of social media in bringing about socio-political changes in society .

Various tools are employed to collect the data . Your tools depend on your research proposal . The two main type of research are :

1. Qualitative Research
2. Quantitative Research

Qualitative research revolves around the gathering of written data which cannot necessarily be measured . It involves the usage of pictures , phrases and objects .This type of research is used to get in depth answers from samples with vivid depictions of experiences .Usually when you have how or why questions in your research , you turn to qualitative research to guide you. Qualitative research is often employed by political science, social work, and education researchers.

Quantitative research revolves around the combination of mathematical expressions with graphs and charts , to prove the research systematically and undeniably . It involves research that tends to engineer and employ theories , mathematical models and hypothesis. Quantitative data is any data that is in numerical form such as statistics, percentages or numerical values .When theories are developed and need to be proved , one tends to look towards quantitative research .

Quantitative research is the most common form of research chosen by most disciplines as it allows the researcher to conclude with definite proof of theory .

3.2. Sample

Count - 52 users submitted

For the study i had limited the entries to a short amount to prevent the sample demographic from extending purely to the internet , i invited via email ,few people from the extreme ranges of my spectrum. Keeping in perspective the difference in demographic , questions are kept simple and informative .

Area - Random

No limit to the area , as the survey is conducted on the internet . That being said , most of the samplers where from the Indian subcontinent or resided in Pune. The study revolves around social media , it's only apt that majority of the sample comes from it .

Gender - N/A

There is no limitations to this study in terms of preferred gender .

Age - Between 18 and 50 years of age

Age bar is set to anybody who can operate a computer application from his young age . So this extends to the current 30-50 year olds , although they may not be as into social media as their younger counterparts , they still have an important say in how social media should be structured.

Sampling - We use non-probability sampling because we want to achieve a certain amount of value to the data by having people who are users of social media networking applications .

3.3 Variables

Variables are the most important part of the research , as they bring depth and structure to your argument and what you are trying to prove . A variable can cause a change in direction of any research .

- Independent Variable - Impact of Social Media on Society

Social media has shown its capability to rally communities for various causes , changing the landscape of geopolitics . Its ability to reach anyone and anybody , without losing a fortune is a remarkable achievement

- Dependant Variable - Choice of social media platform

There is an abundance of choice of social media platforms with each platform providing its own range of services . Each platform has various sharing capabilities .

- Extraneous Variable - Accessibility or availability of internet and social media .

Till this day majority of the world , continues to live in poverty ,and for those on the lower end of the economic strata , technology gets the short stick every time .

3.4 Methodology

The study aims to analyse the data provided by the samples in the form of answers to a questionnaire provided to them via google forms . In the questionnaire there shall be 22 questions with 20 questions set for data collections for survey . The questions will aim to extract data from the samples regarding their perception of social media .

3.5. Procedure

The questions in regards will use Likert Scaling technique and after data collection , the results can be calculated , which will lead to the studies conclusion. To arrive at the conclusion one must find out Mean , Mode and Median which will lead to :

1. Average number (Mean)
2. Most frequent number (Mode)
3. Middle value number , when set to ascending order (Median)

By calculating the Mean , one can prove the study's hypothesis by assigning ranges to the variables on the scale . Our scale is from 1 to 5 and we have 3 hypotheses so dividing 1 to 5 into 3 ranges , reveals data ;

3.66 to 5 the mean will represent directional hypothesis

2.33 to 3.66 the mean will prove a non directional hypothesis

1 to 2.33 the mean will conclude a null hypothesis

We can conclude our study after calculating Mean , Mode and Median which will provide us with our hypothesis .

3.6. Summary

The questions provided for the questionnaire should allow the samples to provide me data to prove my hypothesis ,whilst coming to a mathematical and proved conclusion . The approach with the tools and variable used should be deemed satisfactory .

Questionnaire for research

Q1. How would you rate your social media consumption ?

< Non-existent ((1) (2) (3) (4) (5)) Rampant >

Q2. How does media influence society ?

< Negative ((1) (2) (3) (4) (5)) Positive >

Q3. At what rate do you feel social media platforms advocate for betterment of society ?

< None ((1) (2) (3) (4) (5)) All >

Q4. Do you trust the news provided to you to be objective and unbiased ?

1. Not possible
2. Losing trust
3. Suits their agenda
4. Informative
5. Definitely

Q5. Is social media a reliable place to consume information and news ?

< Never ((1) (2) (3) (4) (5)) Trusted >

Q6. Is social media better than print media ?

< Never ((1) (2) (3) (4) (5)) Ofcourse >

Q7. Is print media biased ?

< Not possible ((1) (2) (3) (4) (5)) Completely >

Q8. Do you believe the world is a better place with social media ?

1. Strongly Disagree
2. Disagree
3. Indecisive
4. Agree

5. Strongly Agree

Q9. How would you rate the current generation of content creators on social media platforms ?

1. Unbearable
2. Not interesting
3. Excellent
4. Entertaining
5. Outstanding

Q10. Do you feel social media represents too many irrelevant things today ?

< None ((1) (2) (3) (4) (5)) Always >

Q11. How do you rate your knowledge on current affairs ?

< None ((1) (2) (3) (4) (5)) Ask me anything >

Q12. What is your perception of television media ?

1. Terrible
2. Unsatisfactory
3. Neutral
4. Informative
5. Unquestionable

Q13. How often do you use your television set ?

1. Never
2. Rarely
3. Often
4. Regularly
5. All the time

Q14. How does social media compare to television media ?

< Television is superior ((1) (2) (3) (4) (5)) Social media is superior >

Q15. How often do you use Facebook ?

1. Never
2. Rarely
3. Occasionally
4. Sometimes
5. All the time

Q16. How often do you use Twitter ?

1. Never
2. Rarely
3. Occasionally
4. Sometimes
5. All the time

Q17. How often do you use Youtube ?

1. Never
2. Rarely
3. Occasionally
4. Often
5. Always

Q18. How often do you use Instagram ?

1. Never
2. Rarely
3. Occasionally
4. Often
5. Always

Q19. How often do you tune in for an informative and educative program online ?

< Never ((1) (2) (3) (4) (5)) All the time >

Q20. What is your preferred social media platform ?

1. Facebook
2. Twitter
3. YouTube
4. Reddit
5. Instagram

Q21. Every individual must own a smartphone and an internet connection as a human right .
Leave a comment for you reasoning .

Chapter 4 Result and Data Analysis

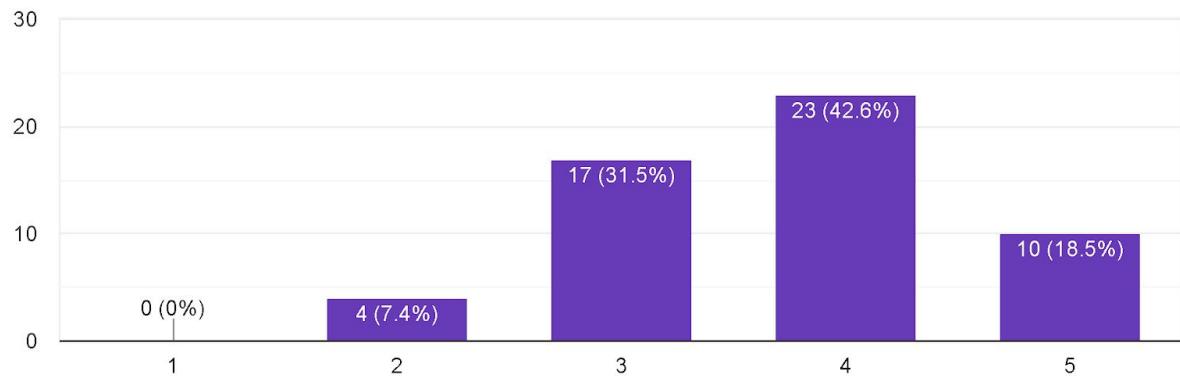
4.1 Introduction

In this chapter we will proceed to explore and explain the data provided to us by our samples. The aim of this chapter is to succinctly deliver the information, whilst proving the hypothesis , we aim to proceed to the conclusion . The results of the survey shall be depicted in the form of pie chart and graphs .

4.2 Results (Discussion , Analysis and Findings)

How would you rate your social media consumption ?

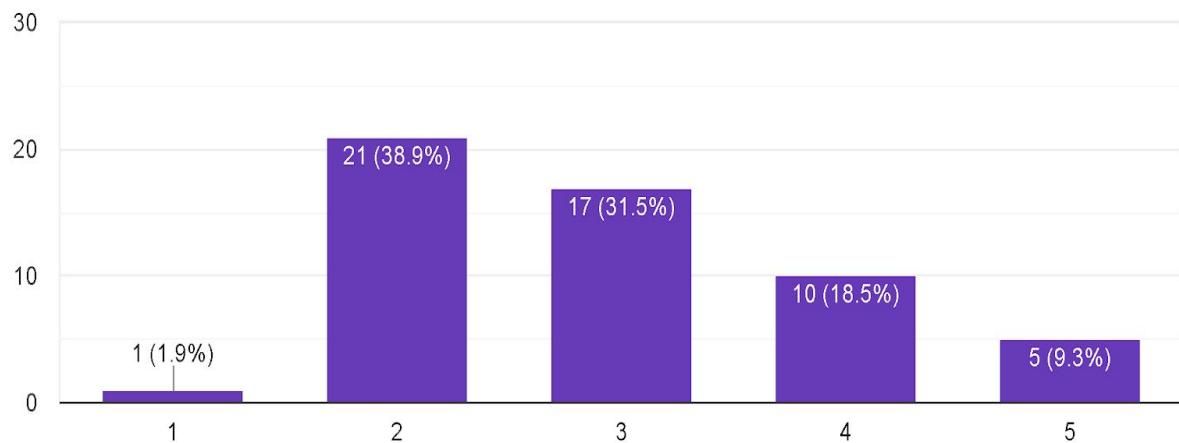
54 responses



54 Samples answered this question on the scale of 1 to 5 , where the lowest value (1) indicated that the sample had no social media presence whereas the highest value (5) depicted that the sample spends all his time on social media . Majority of the samples gilded up in the middle with 42% of the samples choosing 4 on the scale and 31.5% choosing 3 , which indicates that they are frequent and regular users. 18.5% samples spend all their time on social media

How does media influence society ?

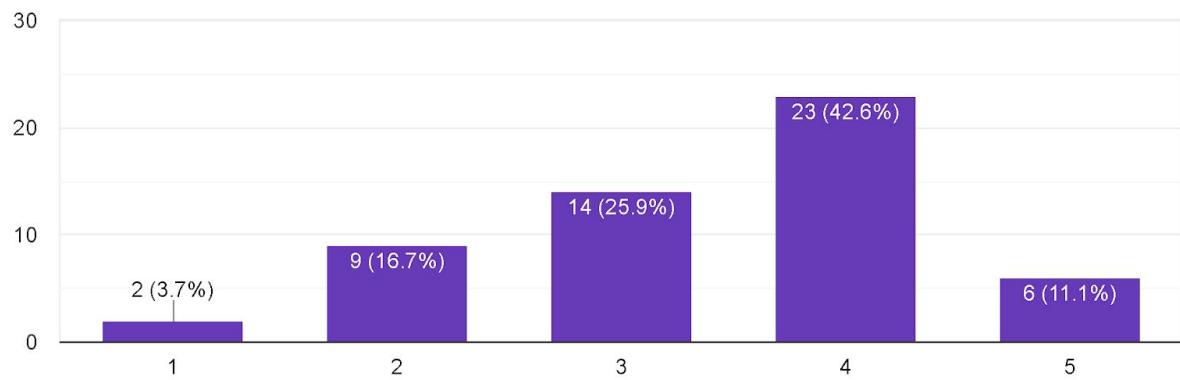
54 responses



54 samples answered this question. Again the scale has a numerical value of 1 to 5 with (1) representing negative and (5) representing positive . Majority of the vote went in favour of the negative influence of media on society with 38.9% samples voting 2 on the scale . 31.5% remained neutral , whilst a collection 28% people thought media was a positive influence .

At what rate do you feel Social media platforms advocate for betterment of society ?

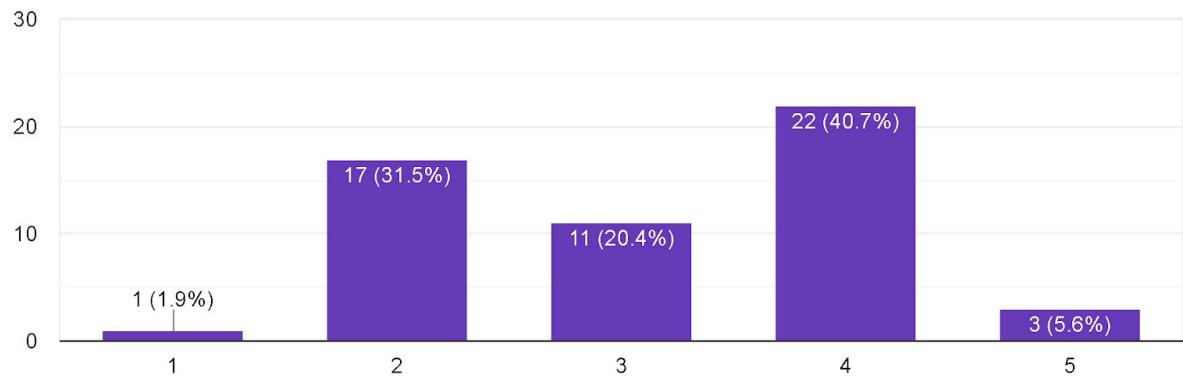
54 responses



54 samples answered this question. This is a likert scale with a numerical depictions of 1 to 5 with (1) None whatsoever and (5)All the time . 51.1% samples believed that social media advocates for change while 20% believed that social media brings none changes whatsoever . The remaining 26 % sat neutral with their opinion . From this we can understand that society does believe that media is working for them

What amount of news do you consume from social media ?

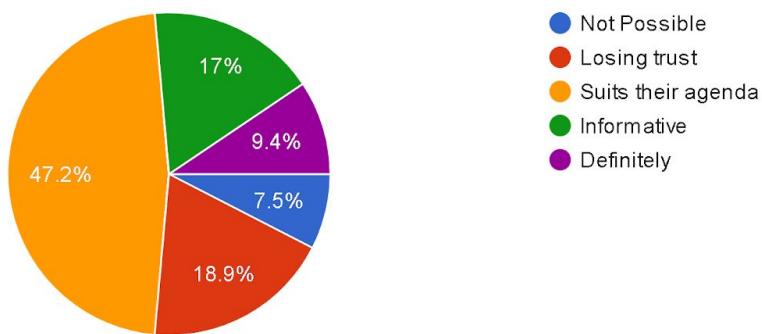
54 responses



Out of the provided data on a numerical scale of 1 to 5 , with (1) none and (5) all . The majority lied with 40.7% of the people on the (4) number on the scale . This indicates that most people do consume their news online .

Do you trust the news provided to you to be objective and unbiased ?

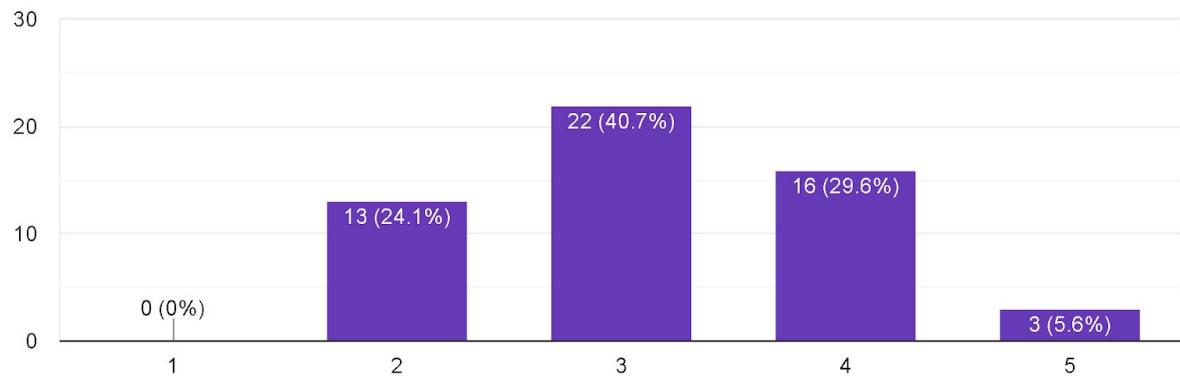
53 responses



54 samples answered this question . This pie-chart depicts samples opinion on the objectivity of news . 47.2% sided with the neutral option and remain the majority with the true learnings coming from the other data , which depicts that more and more people are losing trust in the news provided to them .

Is social media a good place to consume information and news ?

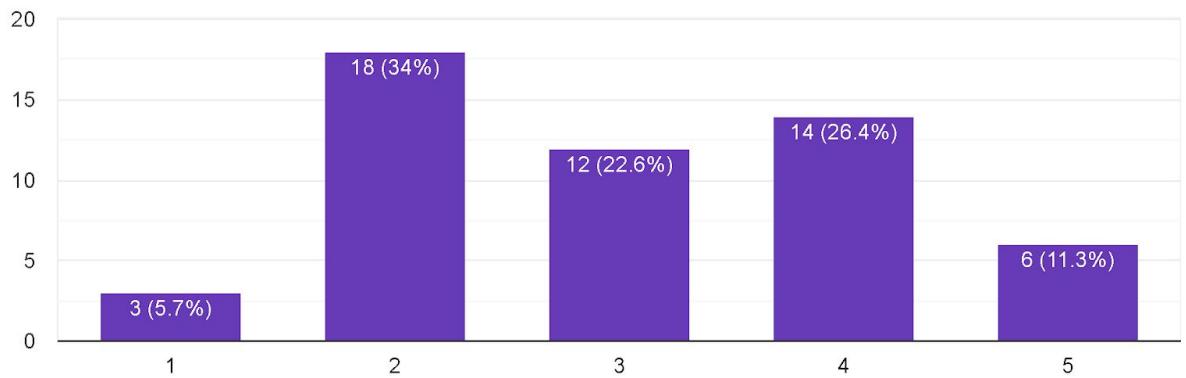
54 responses



54 samples answered since scaled question with numerical values where (1) is Never and (5) is Trusted . Majority sided with the neutral option , with more and more people going for the favour .

Is Social Media better than Print Media ?

53 responses

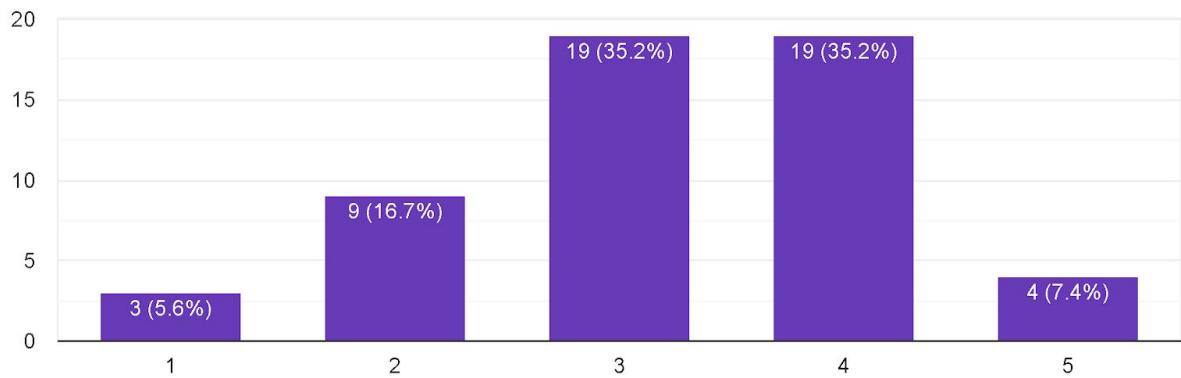


54 samples answered this numerical scale in which the values are (1) never and (5)ofcourse .

Majority of the samples sided with print media being the better option .

Is Print Media Biased ?

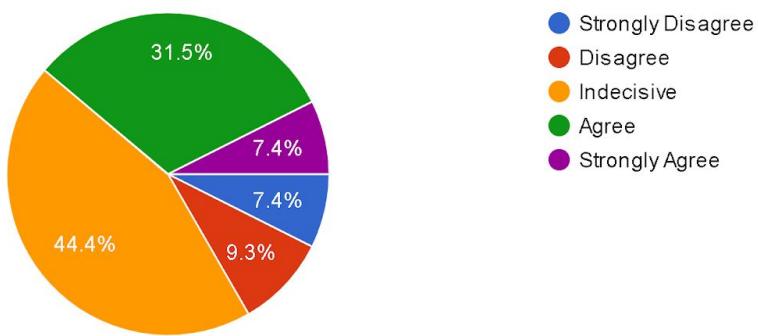
54 responses



54 samples answered this question on a numerical scale where (1) is not possible and (5) is completely . Majority of the samples side with the neutral and favour ass

Do you believe the world is a better place with social media?

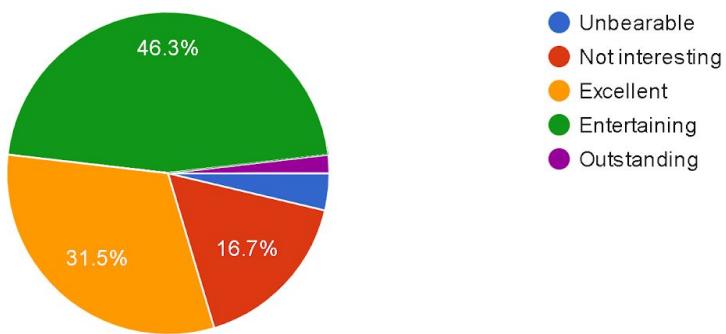
54 responses



54 samples answered this question and their data is depicted on this pie chart . Majority of the vote again goes to neutral standpoint with 44% of the people being indecisive and the next closest majority leaning towards the favour of the arguement.

How would you rate the current generation of content creators on social media platforms ?

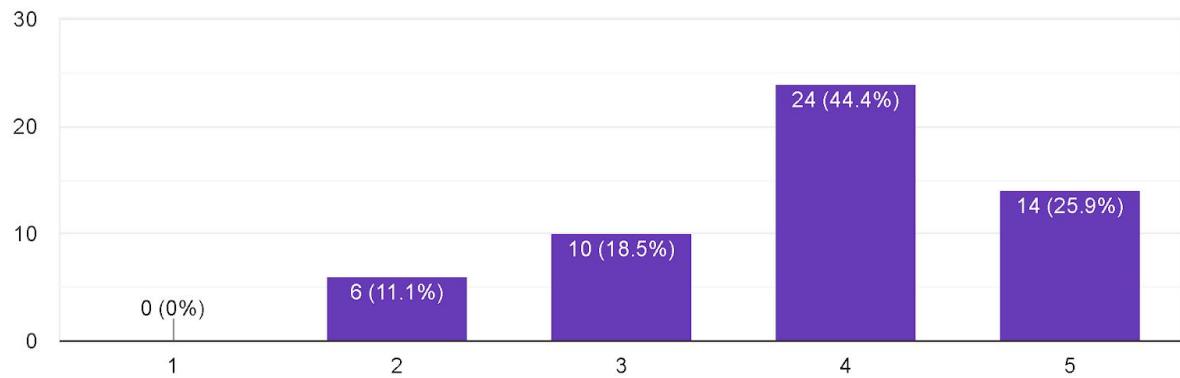
54 responses



54 samples answered this question and their data is depicted on this pie chart . Majority of the samplers found the current generation of entertainers to be entertaining with the next closest majority siding with the neutral arguement .

Do you feel Social Media represents too many irrelevant things today ?

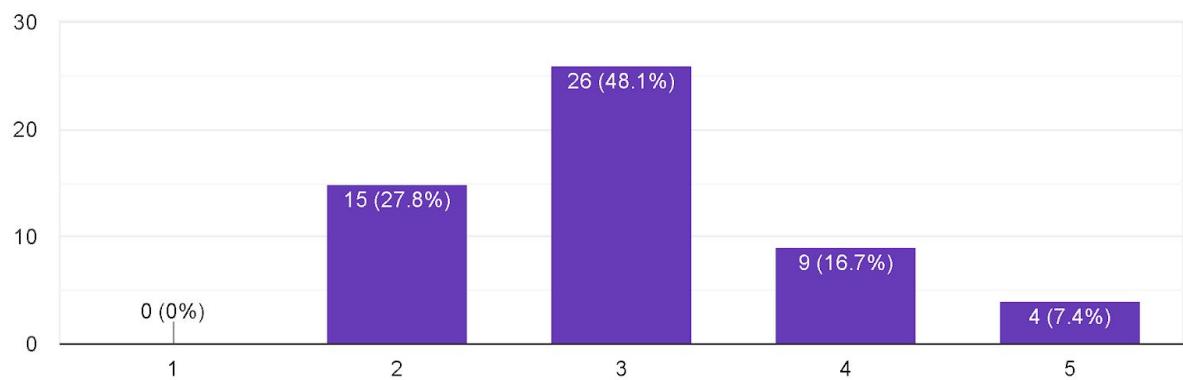
54 responses



54 samples answered their questions on a numerical scale where (1)is Never and (5) is Always .
Majority of the people sided with positive side to the argument .

How do you rate your knowledge on current affairs ?

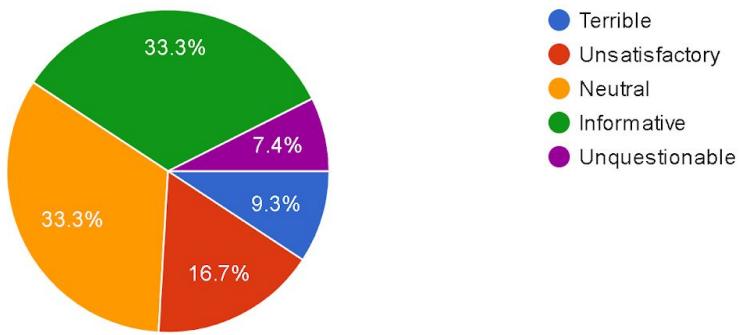
54 responses



54 samples answered this question on a numerical scale where (1) is None and (5) is Ask me anything . Majority of the samples sided with the neutral and against the sides of the argument . This is people being humble

What is your perception of television media ?

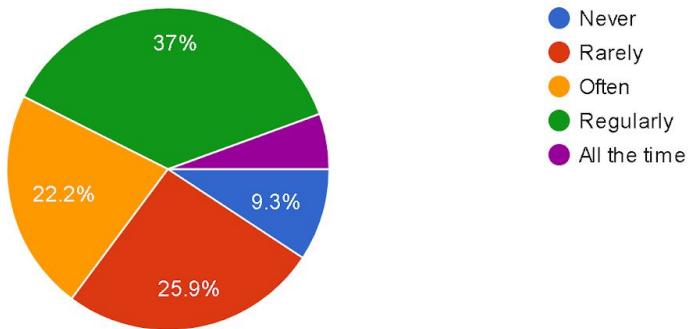
54 responses



54 samples answered this question and the data collected from them is visible to us on this pie chart . Overwhelming majority of the samples sided with the neutral and positive sphere of this arguement

How often do you use your television set ?

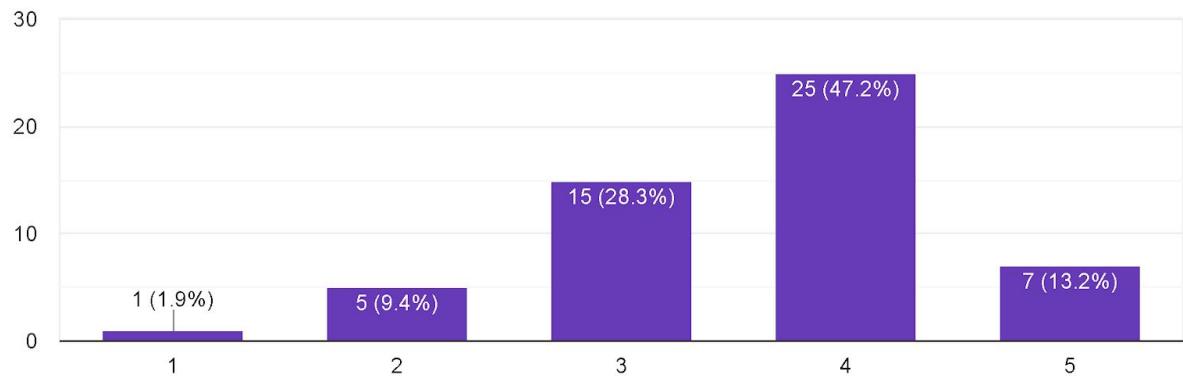
54 responses



54 samples answered this question and their data is depicted on this pie chart . Majority of the samples sided regular usage of tv while a strong amount of samples stray away from the television set .

How does social media compare to television media ?

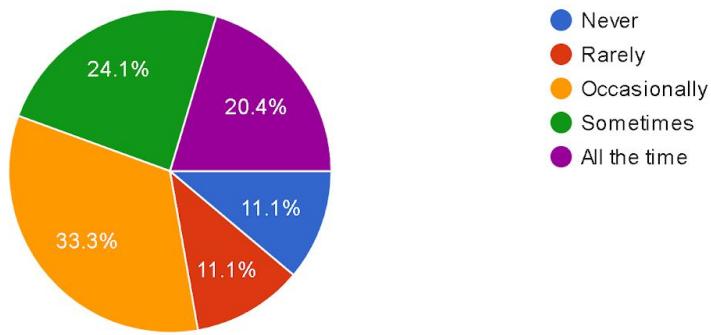
53 responses



54 samples answered this question on a numerical scale where (1) is Television is superior to (5) Social Media is superior . Majority of samples sided with social media being superior with very little support in the favour of television .

How often do you use Facebook ?

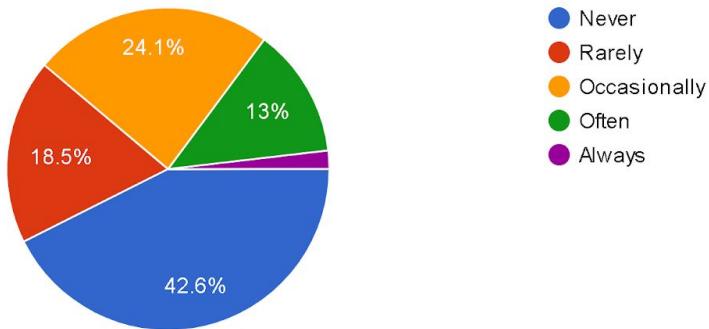
54 responses



54 Samples answered this question and their answers are depicted on this pie chart . The majority sided with positive argument, where almost 70% of the people use more and more of their time on facebook .

How often do you use twitter ?

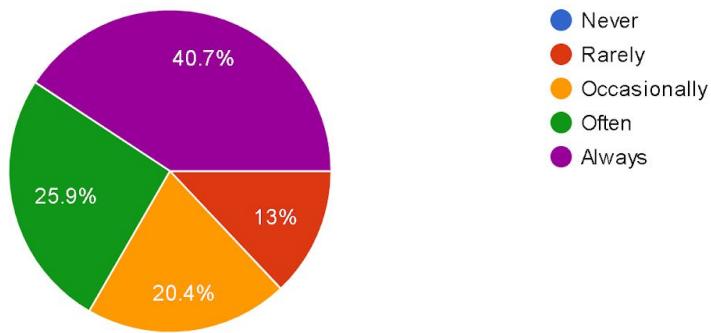
54 responses



54 samples answered this question and their answers are depicted on this pie chart . The majority sided with never using twitter with only a handful people using twitter .

How often do you use Youtube ?

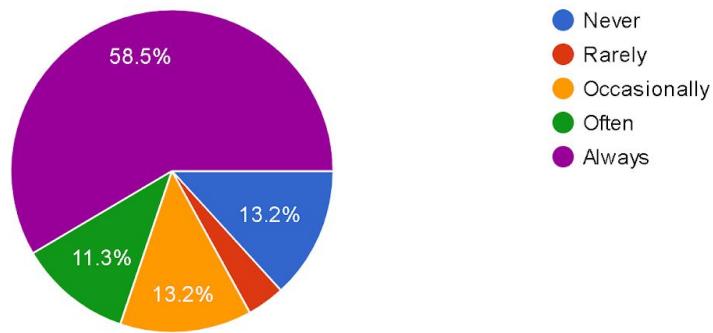
54 responses



54 samples answered this question and their answer is depicted on this piechart . The majority sided with always using youtube . Almost nobody sided with never using youtube .

How often do you use instagram ?

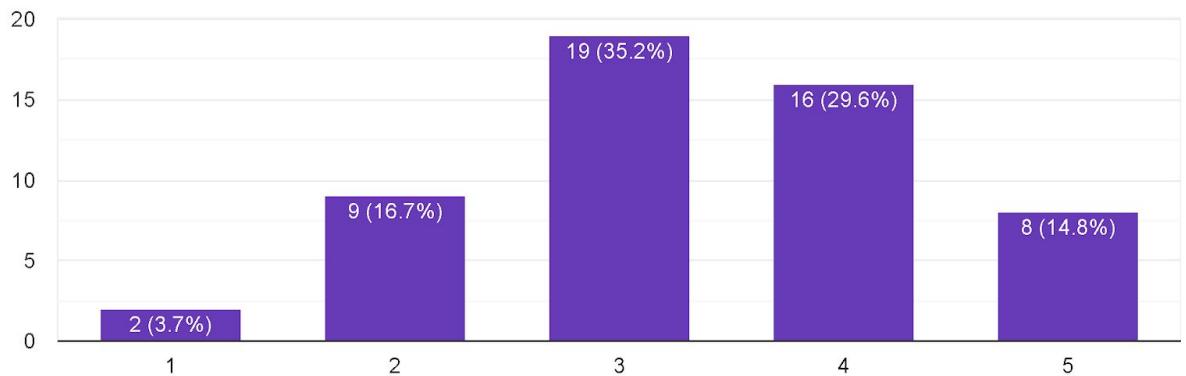
53 responses



54 samples answered this question and their answers are depicted on this piechart . Majority sided with always being on instagram , but they were a few samples that never heard of instagram

How often do you tune in for an informative and educative program online ?

54 responses

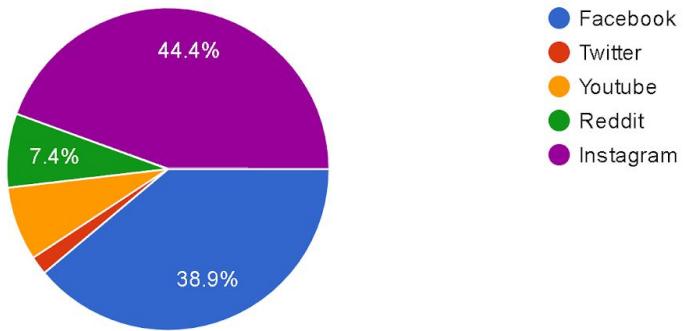


54 samples answered this question on a numerical scale where (1) is Never and (5) is Always.

Overwhelming amount of samples tune in to educational programs with only a few number of samples opting to do something else

What is your preferred Social Media Platform ?

54 responses



This was open question to know and co relate data .

4.3. Table of Findings

| Answer No. | Answer points |
|------------|---------------|
| 1 | 4 |
| 2 | 2 |
| 3 | 4 |
| 4 | 4 |
| 5 | 3 |
| 6 | 3 |
| 7 | 2 |
| 8 | 4 |
| 9 | 3 |
| 10 | 4 |
| 11 | 4 |
| 12 | 3 |
| 13 | 3 |
| 14 | 4 |
| 15 | 4 |
| 16 | 3 |
| 17 | 1 |
| 18 | 5 |
| 19 | 5 |
| 20 | 3 |
| Mean | $68/20=3.4$ |

4.4. Calculations

We have derived the mean which is the value of 3.4

To find the median , we must arrange the answers in ascending order and select the median

1 2 2 3 3 3 3 4 4 4 4 4 4 4 5 5

Out of the 20 questions the median will lie on the `10th which is the value of 4

To find out the mode we must check which answer was repeated the most .

- (1)- Only once
- (2)-Repeated two times
- (3)-Repeated six times
- (4)-Repeated eight times
- (5)-Repeated two times .

Hence we know the following values

MEAN - 3.4

MEDIAN - 4

MODE - 4

4.5 Summary

We have compiled and analysed the data provided to us by the samples and found out our Mode , Mean and Median which will help us prove our hypothesis in the next chapter . The findings bring light to the current understanding of social media by the samples .

Chapter 5 - Conclusion

5.1 Introduction

In this chapter we are going to look back at all that this study has accomplished whilst trying to summarise our findings into a compatible note . The study will explain the proven hypothesis in the previous chapter and look to find some limitations to this study .

5.2 Summary and Conclusion of research

On the course of this study many revelations have occurred , each enlightening in its own . But now it is clear that new media / social media is geared to overtake all forms of other content consumption, sooner or later and this is beneficial to us as a society as this study also showcases the power of social media in terms of rallying behind a good cause.

The non directional hypothesis of “socio political changes occur in society due to traditional media” has been proven , attested by the 3.4 value of the mean . This shows that although social media is powerful, the changes brought about are still carried by the traditional media organizations .

5.3 Limitations

- 1) No Legislations or control over social media
- 2) Not easily available to the entire planet
- 3) Not enough findings to disregard social media as a negative influencer
- 4) Irrelevant things prevail over an important platform such as social media.

5.4. Suggestions

- 1) News could be delivered to us completely fact checked and unbiased if we develop a system that does not function primarily on profits like tv or print does .
- 2) Government identification can be linked to social accounts to prevent sedition and slander online
- 3) Hire more and more ethical hackers to secure systems worldwide
- 4) Bring about more social upbringing challenges like #trashtag etc
- 5) Introduce the older generation as much as possible to technology to increase the amount of influencers on social media

5.5. Scope

The study sheds positive and negative light on the topic regarding growth in media . Although there is overwhelming evidence in the favour of positive influence being the social movements , its hard to overlook the evidence of negative influence that takes place on these platforms .

And wherein lies the paradox , we wish to have more people on social media , so more thoughts and ideas could be shared , but the only people handling the marketing department of these platforms are entertainers , who couldn't care less about the situation. There is scope to eradicate this problem .

People have the stigma that learning cannot be fun or even gripping and entertaining , there are a few people on this planet that can make fire burning interesting , and that's where I feel we should be heading. In the direction of channels on youtube like Vsauce , which focus on combining video editing , background music and gripping orator to teach you about interesting things like coincidences , time dilation , black holes etc. this list goes on . We should not be heading in the direction of vine creation , mockery and reaction videos.

5.6 Summary

In this chapter we have pieced together the information collected and arrived at our results and findings . The limitations to this research topic were seen clearly when people are just not ready to accept social media platforms as holy as one would try to project . Its clear with the directional hypothesis that even though social media lacks the power to steer change , its certainly the fuel that drives it .

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Twitter