

SPWI JOURNAL FOR SOCIAL WELFARE

(A Multi Disciplinary Peer-Review Bi-Quarterly
Social Science Research Journal)

Volume 6 Issue 1, January - March 2023

Editor

Dr. D. Suresh



SOCIETY FOR PUBLIC WELFARE AND INITIATIVES

H. No. 5-11-559, Srinagar Colony, Naimnagar,
Hanmakonda, Warangal Urban - 506009, Telangana (India)

Website: www.spwijournal.com

Email: spwird@gmail.com / spwi.ngo.2014@gmail.com

devaathsuresh@gmail.com

Ph: 9959026635, 8790826635



SOCIETY FOR PUBLIC WELFARE AND INITIATIVES


H. No. 5-11-559, Srinagar Colony, Naimnagar,
Hanmakonda, Warangal Urban - 506009, Telangana (India)

Website: www.spwijournal.com

Email: spwird@gmail.com / spwi.ngo.2014@gmail.com

devaathsuresh@gmail.com

Ph: 9959026635, 8790826635

	<p style="text-align: center;">SPWI JOURNAL FOR SOCIAL WELFARE (A Multi Disciplinary Peer-Review Bi-Quarterly Social Science Research Journal) Volume : 6 Issue : 1 January-March 2023 An ISO 9001-2015 Certified Journal</p>
---	--

Contents

1. Musical Instruments of Lambadi (Bhat & Dhadi) Tribes in Telangana- 1
A Study
----- *Dr. Devath Suresh*
2. Musical Instruments of Andh Tribes in Telangana State - *A Study* 13
----- *Dr. Gaddam Venkanna*
3. Social Media is There to Stay- *An Empirical Study* 20
----- *Dr. Bollam Tirupathi*
4. Telugu Linguistic Minorities in Tamil Speaking - *A Study* 31
----- *Dr. Narsingh Naik Lavudya*
5. Juvenile Justice System in India - *A Study With Referece To Functioning of Child Institutions in Telangana State* 38
----- *Kancha Prasad*
6. Role of Students in Telangana Movement - *A Study* 58
----- *Y. Suneetha*
7. AASARA Scheme - *A Detailed Study About Implementation of AASARA Scheme Under Greater Warangal Municipal Corporation* 70
----- *Ch. Swapna*
8. Implementation of MGNREGS in Telangana State - *A Study* 84
----- *D. Demudu Naidu*
9. Brand Building of Organization With Corporate Social Responsibility 88
----- *Ravindhar Kumbam*

10. Digitalization of Agriculture in India: *Challenges and Prospects* 100
----- *N. Vijay*
11. India and United States of America Relations in Modi Era: *An Overview* 111
----- *Kethavath Ravindar*

**SPWI JOURNAL FOR SOCIAL WELFARE**

(A Multi Disciplinary Peer-Review Bi-Quarterly
Social Science Research Journal)

Volume : 6 Issue : 1 January-March 2023

An ISO 9001-2015 Certified

**SOCIAL MEDIA IS THERE TO STAY –
AN EMPIRICAL STUDY**

Dr. Bollam Tirupathi

PDF Fellow, Deptt. of Mass Communication and Journalism,
Osmania University and Senior Journalist,
Hyderabad, TS

Cell No. +91 9010799934 Mail Id: tirupathitv9@gmail.com

Abstract: *This research article has amply brought out that social media will reach the level of future media and can emerge as an alternative to print and electronic media. However, in social media, there is a high risk of fake news being circulated. What is understandable is that if social media must emerge as the fifth institution, there are bound to be gains and losses. This article was written through secondary data. Surveying has been done through the Quantitative method. Answers were obtained from 200 Respondents in Hyderabad through 6 questions. A fascinating aspect of social media is that it has amalgamated media forms like text and image; audio and video. This paper will seek to highlight how this new form of media has transformed our lives. It is a known fact that social media has contributed to the overthrow of entrenched dictatorships due to its facility to keep people better informed and stay more connected. Social media is changing how we think, and act. Unfortunately, there is a risk of our brains being numbed and adversely impacting our mental faculties. In the conventional print and electronic and print media, there is some sort of editorial control to check whether the matter being put out is safe for 'public consumption'. On the other hand, any person having access to a smart phone or an Internet connection can become a journalist and transcend vast geographical boundaries in a matter of seconds.*

Keywords: *Human Rights, Justice, Social movements, Social Network sites, Virtual Communication.*

Introduction

Social media are computer-media domains that allow people or companies to transmit ideas, and imagery, create, share, or exchange information on virtual communities and networks.

A very important social media platform is Face book. It began in February 2004. Today, 91.6% of the population of the United States have Face book accounts. Another platform is Google Plus, known as G.Plus. It was launched on 16th June 2011. Linked In is a professional social platform. Fourth MySpace was the largest social networking site in the world from 2005 to 2009 (Allcott 2017). Other platforms include Twitter and Pinterest. Apart from these, many social media networks are available. Examples of social media are Internet magazines, forums, web blogs, micro blogs, wikis, pot costumes, toys, videos, ratings, social book marketing sites etc. This information can be categorized in different ways, depending on the information or the elements.

The potential of social media was very succinctly brought out by 'The Economist' in its cover story, 'Do Social Media Threaten Democracy?' in 2017, when it commented, "Not long ago, social media held out the promise of a more enlightened politics, as accurate information and effortless communication helped good people to drive out corruption, bigotry and lies. Far from bringing enlightened, social media has been spreading poison. By spreading untruth and outrage, corroding voters' judgment and aggravating partisanship, social media erode the conditions that foster liberty."

Social media platforms are competing for using the growing technology across the world. The use of social media was an hour or two hours per day from 2006 to 2016 (Hargittai, 2009). But now it has been revealed that social media is part of youth life. According to a survey by Nielsen's company, social media in India is growing at 100% annually.

The United Nations was rather charitable when it stated: "Social networking sites on the Internet contribute to the development of human rights, the fight against disparities, and the development of human progression and progress. So, all countries should be able to make the Internet available as per public media and give preference to the people" the United Nations.

Social networking and social media are now very popular. Social media is the reason for the revolutions in several Arab countries (Messing and Westwood, 2012). Social media has successfully played its role in raising public anger against the governments in power. On the other side, leaders like Modi, Donald Trump, and Jair Bolsonaro (Brazil) were able to put across their views very successfully to the users as they swept aside the opposition in their race to power. Some of the popular movements which owed their vast reach to their target audiences through social media were:

- **Jasmine Revolution of 2010 in Tunisia.** The stir, which spread across the country through Facebook and Twitter, forced the then President (for 23 years) to flee the country.
- **Arab Spring (in 2011) in Egypt.** In this case, too, the entrenched President, Hosni Mubarak, was unseated. Even though Mubarak tried to block Internet and mobile phone services, those opposed to him were able to use satellite phones to reach out to even more people.

It needs to be understood, here, that social media alone was not responsible for the authoritarian regimes being overthrown. This media largely served as the means for organization, communication, and dissemination of the message of the revolutionaries.

There was a time when the national radio station of a country going off the air for a few hours was an indication that a coup had taken place in that country. In such countries, the radio was almost invariably owned and controlled by the government in power. The radio was found to be a very effective medium for airing propaganda and publicity material for those in power. Naturally, the group that seized power sought to use this medium to spread its message to the citizens. Today, the clampdown on mobile and internet services in a particular region is an indication that something is amiss there. Recent instances of these have been J&K (in the aftermath of the abrogation of Article 370 of the Constitution of India) and Assam and a few other parts of the country in the wake of the passing of the Citizenship Amendment Act (CAA). In all such cases, the authorities were apprehensive that provocative and instigative messages could be easily transmitted through this media and further vitiate the already surcharged atmosphere.

In his Bashiruddin Memorial Lecture, delivered on 12th October 2019, the speaker, Krishna Prasad, former Editor-in-Chief, of Outlook magazine, cited the instance of a protestor in Egypt who said that his group used, "Facebook to schedule the protests, Twitter to coordinate and YouTube to tell the world." This brings out the multi-disciplinary character of social media today. We can no longer dismiss instances like Nirbhaya and Disha, Unnao Gang rape, mob lynching in the name of cow protection, or the perceived injustice to Muslims due to the CAA, as isolated events confined to certain areas. The resultant public outrage is assuming a pan-India character and giving plenty of fodder for anti-India forces. No wonder, "Social media is capable of being a tsunami under the mat." (Dennis, 2012)

Even in the Assembly elections in Telangana, the parties used social media beyond the mainstream media. Social media has given posts and counters. Special teams have also been set up for social media in the party. Social media was used as a platform for the opponents to give a counter.

Review of Literature

There has been a wide variety of experiments around the world that have impacted the social media community. Research articles have also been published on this issue in many journals. Some of these articles have been discussed in this paper.

Homero Gil de Zuniga Nakwon, Jung Sebastian Valenzuela (2012.) This article describes how to use digital media for the dissemination of information, besides promoting democracy and creating social investment. In today's social-network community, the growth of social media applications (i.e., Facebook) has revealed new perspectives.

Dennis Linders (2012). Social media and social networks can provide public services and better benefits. Social media finds many branches of computing labels, models, and concepts in the age group, "Citizen Sourcing", "Government as a Platform", and "Do-It-Yourself Government." To demonstrate its use, the typology will be applied prominently in the US government's implementation. Potential implications for public administration, restrictions, and growing social concerns have been discussed in this article. A new social contract has empowered the people to play a more active role.

Summer Harlow (2011). A video based on May 2009 was posted on social media, as was the murder of the leading lawyer, Rodrigo Rosenberg. The social media influence is described in this article. Concerns began to grow in the country's Alvaro Colony due to social media posts. Instances of social media surfaced beyond the mainstream media in the country. As a result, President Alvaro was forced to lose his job

Objectives

The study has been undertaken with the following objectives:

1. To Identify how social media has become a transparent media,
2. To Find out how social media is playing a key role in the movements and struggles, and
3. To determine the impact of fake news on social media.

Methodology

This research article was written through secondary data. Surveying has been done through the Quantitative method. Answers were obtained from 200 Respondents in Hyderabad through 6 questions. The respondents were from the age of 20 to 50 years. Questions to the participants in the survey included the following:

- Can social media be an alternative to print and electronic media?
- Whether social media can become the Fifth Estate;
- Whether social media can play a key role in media in the coming days;
- Is social media only putting out bad news on social media?
- Can there be controls (and by whom) on social media?

Data Analysis

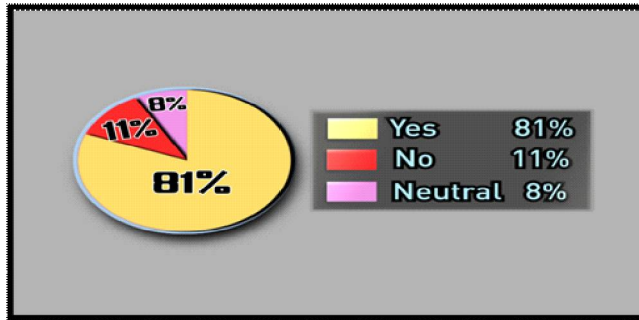
The secondary data received by the survey was analyzed in SPSS software.

Social Media- and Alternative to Print and Electronic Media

Today, many youngsters can stay connected almost instantaneously with the rest of the world due to the smartphone revolution. A study in America has concluded that one out of every three teenagers is more familiar with his or her Smartphone than

books. The researchers say that this is a dangerous trend. While, in the 1970s, 70% of the youth was reading books, today the figure has dropped to only 16%. This is raising the question of whether social media is emerging as an alternative to print and electronic media. The Figure below will present the views of the respondents on this issue.

Figure1: Whether social media is emerging as an alternative to Print and electronic media

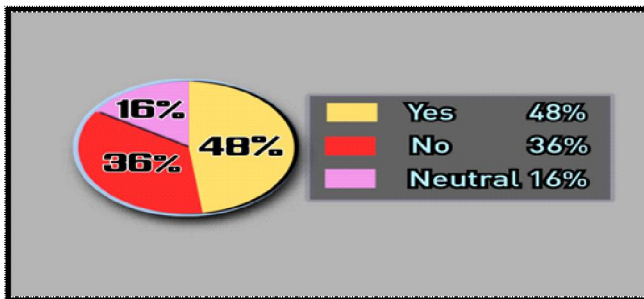


The largest proportion (81%) of the respondents agreed that social media can indeed supplant print and electronic media. It also emerged during personal interactions that as high as 82% can learn about the news from social media. On the other hand, only 11% of the respondents felt that the print and electronic media were there to stay (the 'No' responses). Those who chose to stay neutral constituted only 8% of the total population.

Social Media will become Fifth Estate

For a long time, the print media was called the Fourth Estate. The growing popularity of social media is raising the question of whether this media can logically be called the Fifth Estate, since seems to have gained in status as a source of news and information. The Figure below will depict the views of the respondents on this issue.

Figure 2: Social Media will become Fifth Estate

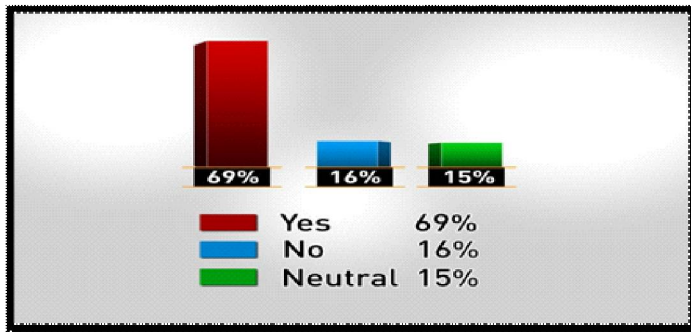


In this case, too, the 'Yes" responses (48%) were more in proportion than the other two options- 'No' (36%) and 'Neutral' (16%). The very noticeable proportion of respondents who replied negatively shows that they felt that social media has 'miles to go' before it could be termed as the 'Fifth Estate.'

Social media is a key role in media in the coming days

Social networking sites and social media are now very popular. Revolutions in Arab countries had been largely triggered by social media (Summer Harlow, 2011). A moot point is the role of social media in the days to come. The Figure below will depict the perceptions of the respondents on this subject.

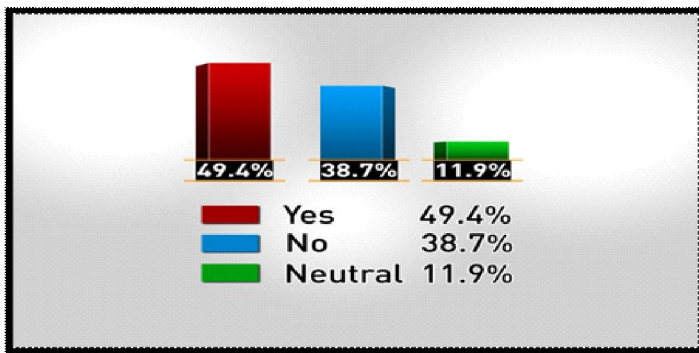
Figure 3: social media is a key role in media in the coming days



It is pertinent to note that the largest proportion (69%) of the respondents accepted the future potential of social media. True, some disagreed (16%) and those who chose to stay neutral (15%).

There is fake news on social media

Figure 4: There is fake news on social media



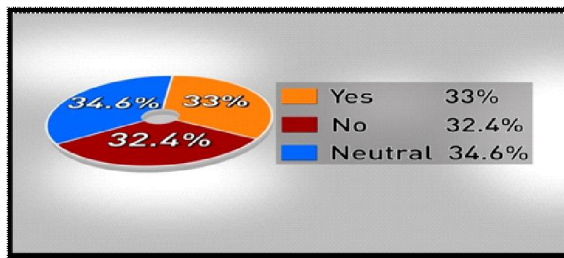
One strong criticism of social media is its very strong potential for becoming a vehicle for spreading fake news which could create a lot of damage in society. The figure below would present what the respondents felt about this issue.

One cannot ignore the fact that the largest proportion (49.4%) of the respondents agreed that fake news was indeed being peddled on social media. At the other end of the spectrum were 38.7% who did not agree with this proposition. A relatively lesser proportion (11.9%) chose not to take an extreme position on this issue.

Control over social media

Today, a lot of content like positive information and mischievous matter (pornography, gossip, and rumours) is appearing on social media. The question arises whether there should be some control over social media. The Figure below will depict what the respondents felt on this issue.

Figure 5: Control over social media

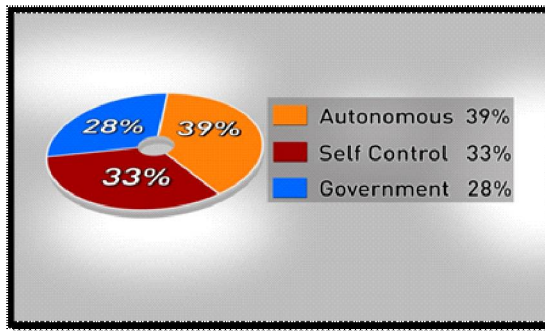


One needs to take cognizance of the fact that the largest proportion of respondents (34.6%) chose to stay neutral on this issue. Not this was followed by those who agreed that there should be control. The highly significant proportion (32.4%) of those who did not want any control over social media was probably prompted by considerations like the right to know and the need to protect the privacy of the individuals shown on the social media

Control over the news appearing on social media

When one keeps hearing about the way the already existing tensions are being aggravated by the 'news' being posted on social media, one can wonder whether there is a need to keep surveillance on such news. The Figure below would depict the views of the respondents on this issue.

It is significant to note the least proportion of respondents (28%) was in favour of the government exercising control over social media. As high as 39% of the respondents wanted autonomous agencies to keep a tab on the content; while 33% spoke about self-control.

Figure 6: Controlling the news coming on social media

Today, when there is so much talk about democracy and the public's right to know, it is unlikely that any stringent legislation by the government will gain much public support.

It must also be noted that none of the respondents said that there should be No Control on social media.

Conclusions

This article has amply brought out that social media will reach the level of future media and can emerge as an alternative to print and electronic media. However, in social media, there is a high risk of fake news being circulated. What is understandable is that if social media must emerge as the fifth institution, there are bound to be gains and losses.

Social media control methods in different countries need to be followed. There is a need to control the misinformation being carried by social media under the garb of freedom of expression. There is also a view that the existing Fourth Estate will soon be supplanted by the Fifth Estate (the social media). However, before that becomes a reality, there should be a proper connection between the public and the government.

Care must also be taken to ensure that social media does not destroy lives. Already we can find extremely provocative posts on social media are triggering large-scale violence. In many cases, these messages are based on falsehoods and framed without proper verification.

There are not many stringent laws to control the malicious campaigns being transmitted on social media. There is no way other than a criminal case under Section 499 of the misconduct on social media. Justice Chalmeshwar said in a case involving a Delhi college student. However, the Law Commission will study the issue of creating specific guidelines for controlling false propaganda on social media. Police can file a case under section 67 of the IT Act. The guilty can be sentenced to three years

imprisonment. Subsequently, the Supreme Court has issued directions not to arrest persons under Section 66A.

It needs to be highlighted that the right to information does not give one the license to spread misinformation. True, the authorities have been taking actions like suspending Internet and mobile phone services in potentially disturbed areas. However, such measures are being taken, mostly as a proactive response, after the mischief has already been done. Even these activities are being opposed by some hyperactive activists who are only focused on issues like freedom of speech and expression., but are not unduly perturbed about the potential harm that offensive posts can create.

Civil society too can play a very constructive role by educating the lay public about the hazards of blindly believing in posts on social media. Since censorship of the content on social media by the government will be frowned upon by many, it is for the common citizens to verify the facts before rabidly reacting to the messages on social media. It used to be said that the best defiance against AIDS was awareness. In a similar vein, much of the damage caused by social media can be prevented when the viewers start examining each piece of content very dispassionately and not be unduly provoked.

Reference

1. A. Campbell, P. E. Converse, W. E. Miller, 2002- "The American Voter"; (Wiley).
2. A. Guess, B. Nyhan, J. Reifler, 2016- "Selective Exposure to Misinformation: Evidence from the Consumption of Fake News During the 2016 U.S. Presidential Campaign"; <http://www-personal.umich.edu/~bnyhan/fake-news.pdf>.
3. A. Guess, K. Munger, J. Nagler, J. Tucker, 2018- "How Accurate are Survey Responses on Social Media and Politics?" Political Communication. 1–18.
4. A. M. Guess, 2015- "Measure for Measure: An Experimental Test of Online Political Media Exposure"; Political Analysis. 23, 59–75.
5. B. B. Neves, F. Amaro, 2012- "Too Old for Technology? How the Elderly of Lisbon Use and Perceive ICT"; Journal Community Inform. 8, 1–12.
6. B. Schäffer, 2007- "The Digital Literacy of Seniors"; Reviews of Computer Internet Education. 2, 29–42.
7. B. Swire, U. K. H. Ecker, S. Lewandowsky, 2017- "The Role of Familiarity in Correcting Inaccurate Information"; Journal Express Psychol. Learn. Mem. Cogn. 43, 1948–1961.
8. C. A. Klofstad, 2009- "The Sociological Bases of Political Preferences and Behavior, in the Future of Political Science: 100 Perspectives"; (Rutledge).
9. C. Silverman, 2016- "Here are 50 of the Biggest Fake News Hits on FaceBook from 2016"; www.buzzfeed.com/craigsilverman/top-fake-news-of-2016.
10. C. Silverman, 2016- "This Analysis Shows How Fake Election News Stories Outperformed Real News on Facebook"; www.buzzfeed.com/craigsilverman/viral-fakeelection-news-outperformed-real-news-on-facebook.

11. D. Green, B. Palmquist, E. Schickler, 2002- "Partisan Hearts and Minds"; (Yale Univ. Press).
12. D. M. J. Lazer, M. A. Baum, Y. Benkler, A. J. Berinsky, K. M. Greenhill, F. Menczer, M. J. Metzger, B. Nyhan, G. Pennycook, D. Rothschild, M. Schudson, S. A. Sloman, C. R. Sunstein, E. A. Thorson, D. J. Watts, J. L. Zittrain, 2019- "The Science of Fake News"; Science 359, 1094–1096. Downloaded from <http://advances.sciencemag.org/> on January 10, 2019 Guess et al., Sci. Adv. 2019; 5: edu 4586 9 January 2019 Science Advances | Research Article 8 of 8
13. D. Rivers, 2006- "Sample Matching: Representative Sampling from Internet Panels"; (Polimetrix White Paper Series).
14. Dennis Linders, 2012- "From e-Government to we-Government: Defining a Typology for Citizen Coproduction in the Age of Social Media"; Publisher Elsevier, Government Information Quarterly, Volume29, Issue 4, October 2012, PP 446-454; <https://doi.org/10.1016/j.giq.2012.06.003>.
15. E. Bakshy, S. Messing, L. A. Adamic, 2015- "Exposure to Ideologically Diverse News and Opinion on Facebook"; Science 348, 1130–1132.
16. E. Hargittai, 2005- "Survey Measures of Web-Oriented Digital Literacy"; Social Science Computer Review. 23, 371–379.
17. E. Hargittai, 2009- "An Update on Survey Measures of Web-Oriented Digital Literacy"; Social Science Computer Review.27, 130–137.
18. E. L. Glisky, S. R. Rubin, P. S. R. Davidson, 2001- "Source Memory in Older Adults: An Encoding or Retrieval Problem?" Journal Express Psychol. Learn. Mem. Cogn. 27, 1131–1146
19. E. Porter, T. J. Wood, D. Kirby, 2018- "Sex Trafficking, Russian Infiltration, Birth Certificates, and Pedophilia: A Survey Experiment Correcting Fake News"; Journal Express Political Science. 5, 159–164.
20. G. King, N. Persily, 2018- "A New Model for Industry-Academic Partnerships";
21. G. Pennycook, T. D. Cannon, D. G. Rand, 2015- "Prior Exposure Increases Perceived Accuracy of Fake News"; Journal Express Psychology General, in press.
22. H. Allcott, M. Gentzkow, 2017- "Social Media and Fake News in the 2016 Election"; Journal of Economic Prospect. 31, 211 – 236 (2017).
23. Homero Gil de Zuniga Nakwon, Jung Sebastian Valenzuela,2012- "Social Media Use for News and Individuals' Social Capital, Civic Engagement and Political Participation"; Journal of Computer-Mediated Communication, Volume 17, Issue 3, PP. 319-336, <https://doi.org/10.1111/j.1083-6101.2012.0157.x>
24. <https://gking.harvard.edu/files/gking/files/partnerships.pdf>.

25. I. Skurnik, C. Yoon, D. C. Park, N. Schwarz, 2005- "How Warnings about False Claims Become Recommendations"; *Journal Consumers Reviews*. 31, 713–724.
26. J. A. Tucker, A. Guess, P. Barberá, C. Vaccari, A. Siegel, S. Sanovich, D. Stukal, B. Nyhan, 2018- "Social Media, Political Polarization, and Political Disinformation"; *A Review of the Scientific Literature* (William and Flora Hewlett Foundation).
27. S. Bennett, K. Maton, L. Kervin, 2008- "The 'Digital Natives' Debate: A Critical Review of the Evidence"; *Br. Journal for Education Technol.* 39, 775–786.
28. S. Livingstone, 2004- "Media Literacy and the Challenge of New Information and Communication Technologies"; *Communication Review*. 7, 3–14.
29. S. Messing, S. J. Westwood, 2012- "Selective Exposure in the Age of Social Media: Endorsements Trump Partisan Source Affiliation when Selecting News Online"; *Communication Reviews*. 41, 1042–1063.
30. S. Vosoughi, D. Roy, S.Aral, 2018- "The Spread of True and False News Online"; *Science* 359, 1146–1151.
31. Summer Harlow, 2011- social media and Social Movements: FaceBook and an Online Guatemalan Justice Movement that Moved Offline"; *Sage Journals*, Volume: 14 Issue:2, PP.225-243.