CULTURAL IMPACT ON INDIAN ADULT BY USING SOCIAL SITES

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Abstract

The current study is an attempt to find the answer to the effect and impact of social networking sites in socialization, entertainment self-status quest and knowledge search on Indian young adults. In recent years, social networking sites have developed rapidly worldwide, also in India. These sites have penetrated their users' daily lives easily and profoundly. In India, social networking sites such as Facebook, YouTube and Orkut are more popular sites and are also part of Indian adults' everyday lives. There is no question that jobs, marketing; personal development, knowledge sharing, and entertainment are generated by these social networking sites. However, little is known about the influence of culture and sex on Indian adults. The present study explores the effect of culture and gender on why Indian people use social networking sites, based on a cross-sectional survey of 450 Indian young adults.

Keywords*: India, Media, Network, Social, Site.*

I. INTRODUCTION

In the last few decades, social media has greatly changed both local and global communication. The practice and use of social media in India has seen a dramatic rise in the last few decades. For different purposes, social media is used for fun, seeking information and several other factors. The use of it varies from user to user and from male to female. For several factors, due to high-speed access, inexpensive web technologies and the availability of many services, several researchers assume that the Internet changes the way people interact with each other[1]. Internet features such as interactivity and digital content have been pointed out by scholars that allow information flow freely. This shows that, for socialization and entertainment purposes, people, young people in particular, rely heavily on social media. Access and use of social media and social networks in the world has multiplied year by year, with approximately 1.22 billion users in 2011, 1.37 billion in 2012, 1.73 billion

in 2013 and 1.97 billion in 2014, indicating an upward trend in the number of people moving along with this digital age and 1 in 4 people using social media networks Such rapid growth has interacted with people's needs and motivation[2].

India is not left out in this revolution of social media use. It can indeed be said that India is rapidly developing as a hub for information technology on the Asian continent. According to statistics in 2011, there are 122 million users of social media in India, with 147 million users of social media in India in 2012 and 197 million in India in 2014. It demonstrates that the penetration of social media is also increasing in India. Social media adds value in many areas beyond search, including research and development, customer support, generation of demand, branding, HR and sales[3]. It can be easy for marketers to lose focus, with all the value-added opportunities that social media presents and the plethora of technology and data available, and it can be difficult to keep search engine optimization and social media aligned effectively. Social media thus also presents its own unique challenges of prioritization. With a clear understanding of the key areas of value that social media brings, the businesses that will get the most value from their social media efforts will be those that are able to overcome the challenge of effectively scaling social media across the organization[4].

Since the very beginning of the Internet, social media has existed, but mostly as messaging boards where people can post messages on different topics and wait for others to respond. In 2003, MySpace was the first social network website to popularize social media with its easy-to-use blogging platform and the ability to share music and videos among users easily. The same year, YouTube was created, enabling people to share videos online. It was followed by the development of Facebook that is barely understood because it radically changes the way we communicate, the way we define the media, and the relationships between people and the media. Among academics, social media has attracted significant interest[5]. As a social networking site, it provides an online forum where users create profiles, produce and exchange information and content, and connect with other known and unknown contacts. In recent years, social networking sites have also undergone vast growth, leading to widespread use of individuals from all industries. Many nations have caught up with the United States to launch their own social networking sites similar to Facebook because of its dynamic functions and strength. Indian social media literature is difficult to locate, so it is important for this study to fill the void. The current study examines why Indian young adults use social media and how the Indian users are affected by their culture and gendering in using social media[6].

Although cultures around the world value their individual traditions, beliefs, and norms that make them unique, irrespective of differences and geographical boundaries, social media connects people around the world. Because of the convergence of digital media and globalization, the compression of time and space has compressed the planet into a far smaller interactive area. Within seconds of sending and receiving messages, people around the globe will communicate with each other. "In the "world village," social media has brought people from various backgrounds together. Individuals use social media during intercultural adaptation to learn about their host countries, build and maintain relationships, and remain

updated about events in their home countries. Communication and communication are main factors affecting how society is influenced by social media[7].

A.   Cultural influence on Social Networking Use

Culture forms the attitudes, ideals and actions of individuals. It is important to see how culture plays a role in influencing Indian young adults to use this social networking site with fast social media growth. When studying cultural impact in a global context, the scholars of intercultural communications have concentrated on a variety of cultural constructs. Social networking is a significant component of our lives because it facilitates our culturally diverse world's interconnections and interdependence. Social networking helps people to connect and communicate with knowledge that is easily available on the Internet. There is a growing number of Internet users in today's society, so social media in everyday habits and routines has become more common. Interactive dialogues that create awareness of various points of view are facilitated by the communication that takes place in these online contexts. Social media means everyone is released and everyone's a critic. People have the ability to express their views to the public on social networking sites and to engage in conversations and dialogue through a popular virtual medium[8].

For several purposes, the public and young people use social networking sites. For many purposes, they use it for communicating and engaging with others. The aim of adults is to satisfy a sense of belonging by supporting relationships with others. After gaining psychological and safety criteria, individuals aspire to fulfill the need to belong. These social network sites have given the opportunity for individuals to connect with others through virtual communities on the Internet and belong to different networks. People use social media to gain awareness and learn about various viewpoints and views of problems, subjects, and events in connection with communicating with others online. Almost the use of social network sites is for socializing, it is a type of media that enables people to interact without being face-to-face with others in discussions and online discussion[9].

The concept of culture derives from the convergence in the twentieth century of new modes of communication technology. The world has been connected together by these convergent in ways that make it relatively easier to connect with people and culture across the world. The Internet innovation of the 20th century is a globally linked collection of computer networks that have produced enormous social changes. Several studies have shown that the Internet has contributed to the rise, discovery and homogenization of cultures all over the world. This is due to its effect on global communication, education, commerce and the ability to access knowledge about other cultures. World trade has become universal, more and more terms is exchanged through languages, people are aware of the political situation across the world and how their own situation is influenced and global audiences are simultaneously watching sports and entertainment. Such social media visibility and modern ways of communication are helping to disperse cultural elements. Modern ways of communication and the Internet have linked people around the world, bringing together people from different cultures in a much more personal and grassroots way. A global community is evolving and its integration

is strongly encouraged by modern means of communication. New ways of communication have fallen out of the sky like a bomb and exploded into the culture scene every year with numerous increases in scale[10].

II.   CONCLUSION & DISCUSSION

This is an exploratory study focusing on how cultural and gender factors influence the use of social networking sites by Indian young adults. The study revealed social networks' use motives with an emphasis on the disparities between women and men. The exploratory factor analysis was carried out and the purposes of use of individual social networks were classified under use, access to social networks in adult daily life in India. Adults have been found to more often use social networking sites to sustain established relationships. As social networks give users an opportunity to communicate with friends via messages or chat and also, to track their friend's status messages, walls and other profile changes, adults tend to benefit from these facilities form social networks sites. Usage of social networks is classified as uses of individuals in several categories, namely social interactions, mutual identities, photos, content gratifications, social analysis, social network surfing and status updates, and found that the most significant uses of social networks are connected to social connections, like finding out what old friends are doing now, reacquiring lost.

III.   REFERENCES

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