

# **IMPACT OF SOCIAL MEDIA, DIPAYAL SILGADHI MUNICIPALITY, DOTI, NEPAL**

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## **ABSTRACT**

Research paper is entitled "Impact of Social Media on the Society, Dipayal Silgadhi Municipality, Doti Nepal. It aims to analyze positive and negative impacts of social media on society. it focuses on the ways of modernization and westernization impacts, positively or negatively in the Socio-Economic, and cultural aspects imposed by Social Media. It motivated them to do something good in their careers as software developers, learn pop culture and preserve their identity. Besides, most of the youth were killing their time by surfing the internet. They were busy on the wrong sites- pornography, rape, dacoit, kidnapping and on the other hand, some people misuse social media which has negative impact on society. For Instance; cybercrime, hacking personal information and security, stretch destroy reputation, sexual harassment /rape case, divorce, bullying, disinformation, misinformation and rise of fake news, imitation of foreign culture, addiction in school children and society youths local to global level; its negative impacts on society, economy, culture, religion, psychology, family life and so on.

Youths from Dipayal Silgadhi Municipality Wards five and six were selected for the study with descriptive and exploratory research design. In total, 220 youths were taken as samples determined by a purposive method. The framework of the study was based on symbolic interactionism. The data collection tools included Interview Schedule, focus group discussion (FGD), key informant interview (KII), observation and case study. It was oriented to find out the impact of social media on the society such as getting knowledge and information in a cheaper, more comfortable and faster way; it helped to be polite, collaborative and cooperative, creative, to pursue a career, links connectivity worldwide, help education and building community, develop social skill, always information and updates, advertising promotion, inspiration on all sectors, to run business and transfer skills and knowledge.

**Key Words: Social Media, Education, Communication, Skill Transfer, Modernization, Westernization Technology**

## **1. Introduction**

Today many more people day by day use the different patterns of Social media in society. They are used in different sectors of work and purpose in this society. So that researchers can find out the positive and negative impact of social media patterns in society. Some people misuse social media which has a

negative impact on society. For instance: cybercrime, sexual harassment/Rape case, suicide, misinformation and rise of fake news, bullying, gender violence, divorce in family, effects on health, imitation of foreign culture, addict of social media of school children and youths. Its negative impact on social, economic, culture, religion, psychology, family life and so on in local to global level. On the other hand creating the critical condition and un-socialization, economic crisis, rearing the culture originality, religion conflict, unbalancing psychology, divorce and conflict in family life local to global perspectives. These challenges of media use and accessibility are very real, and youth need guidance from trusted adults to learn how to negotiate them in order to make the most out of the opportunities that increased access creates. Problem is parents and elders who are supposed to be guiding children have no idea whatsoever on how social media works. Hence, it is suitable and more important in the study area to select research topics for the study. What is Positive and Negative Impact on Society through Social Media? How much do people utilize Social Media Patterns? What is the perception and attitude about the use of Social Media? Social media is all about facilitating people to express and share ideas, thoughts, and opinions with others.

It is also about enabling people to connect with others, like they were doing for the last thousands of years. However, what is of significance is that social media: (a) removed spatial and time constraints that were inherent in traditional methods of communications; (b) on-line tools that enable one too many sharing of multimedia content, and (c) employ easy to use interfaces that will allow even non-specialists to share and connect. In this 21st century, every transaction becomes improved by tools and techniques such as technologies. According to the development stage, this is the period of science and technology, the information and communication technology social media as a more beneficial site and its more positive impact on human life and society. Many adolescent people use their laptops, tablet computers and smartphones to check Tweets and Facebook status updates from their friends and family.

During the last years social media are enjoying a phenomenal success: Facebook, a social networking website, claims that its active users reached 1.3 billion worldwide, more than 50% of which log in every day (Facebook 2014); Twitter, a microblogging website hosts 225 million users who post on average 500 million tweets per day (Twitter 2014); More than 1 billion unique users visit YouTube each month, watching more than 6 billion hours of video(YouTube 2014), Within the tourism context, two thirds (67%) of US travellers seem to read reviews provided by other travellers during their travel-related search process (Google 2014), while 15% of US adults write a hotel review after returning home from a trip (Expedia 2013) Trip Advisor, a travel review website, seems a clear leader among travel-related social media. It serves more than 260 million unique users per month who seek advice about their travel plans among 150+ million travel reviews and opinions for more than 4 million businesses worldwide (Trip

Advisor 2014). Platforms within this definition can be grouped according to functionality. Kaplan and Haenlein identified six classifications for social media platforms based on their functionality (Kaplan & Haenlein, 2010): Blogs and microblog sites (e.g. Twitter, Tumblr) · Social networking sites (e.g. Facebook, MySpace)· Content communities (e.g. YouTube, Daily Motion, Pinterest, Instagram, Flickr, Vine)· Collaborative projects (e.g. Wikipedia)· Virtual game-worlds (e.g. World of Warcraft)· Virtual social worlds (e.g. Second Life, Farmville) Despite being several years old, this framework is a useful starting point for considering the classification of social media, 2013).

According to the above mentioned data, it is found that the number of social media users are increasing day by day in different social networking sites such as; Facebook, IMO, Twitter, Instagram, blogs etc. to exchange their feelings, ideas, information. Besides, they are used for recreation as well as expanding the horizon of knowledge. However, as social media expands and evolves it may be necessary to reassess how platforms are classified in the future.

It is gradually being practiced in the context of Nepal. Social networks are tools which connect people from all over the world physically, mentally and verbally. In other words, Social networks sites are tools of technology to gather people to exchange thoughts, feeling, sharing, and debating and to reach any conclusion. Sahoo and Das (2012) say "On-line social networking is a type of virtual communication that allows people to connect. Men in modern societies are also experiencing various problems. His behaviour gets affected by many things, and social media is one of them.

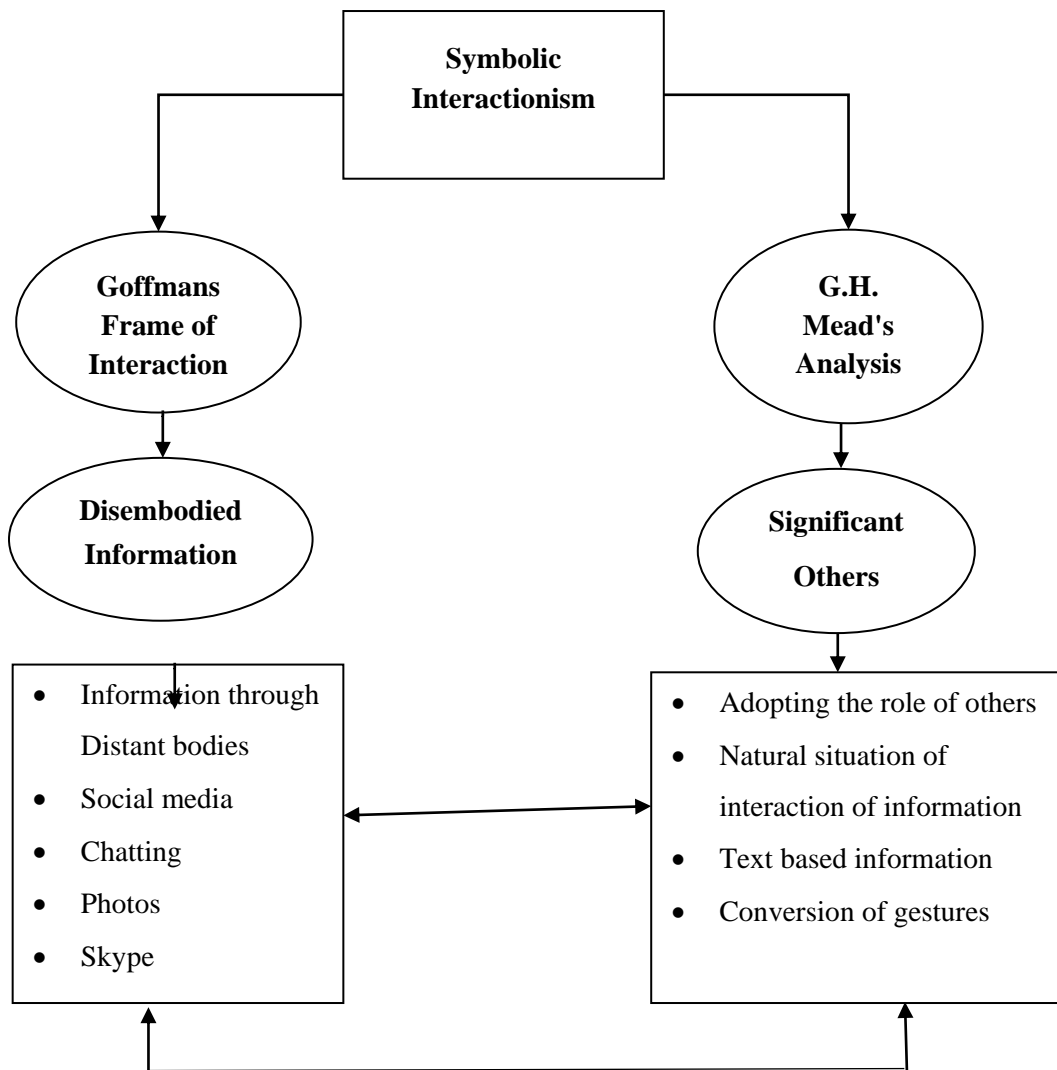
According to the above Sahoo and Das perspectives; Social networking is a virtual communication to share one another's knowledge, experience, thoughts and feelings, etc. In the age of science and technology human beings are experiencing much more advanced technology while operating they have to face many more problems. Their behaviour gets affected by many things among them is social media.

This study area is selected in the Dipayal Silgadhi Municipality ward number 5 and 6, Doti districts. A Sociological study positive and negative impact of Social Media on society in the study area. It also aimed to find out the ways to address those impacts both positive and negative. Specific objectives of the study: To analyze positive and negative impact of Social Media on local and global society. The ways to address modernization and westernization impact, either positive or negative in the socio-economic aspect and culture through Social Media. People and different types of Institution such as: Socio-economic, political and mass media institutions. Research plays a significant role in different sectors such as; education, business, tourism, policy making, agriculture etc. Literature review based on Theoretical Literature (Social change theory, Social Networking Theory and Functionalism theory) and Empirical

Literature review. Research methodology based on descriptive and exploratory design. Nature of data is Quantitative and Qualitative. Data collection through primary source (Observation, Interview, KII, FGD and Case Study), and secondary. This study was conducted in Dipayal Silgadhi Municipality ward number five and six Doti districts. Study area 220 Youths were respondents of the survey. Data analyze to developed theme and social change theory and functionalism system theory.

Youth today have opportunities to use media in ways that could not have even been imagined twenty years ago. There is no doubt that media literacy education is a must for children and adolescents today. With opportunity comes challenge, but when young people are provided with media literacy education, it gives them the tools to learn to use social media safely.

## 2. Theoretical Framework (Symbolic Interactionism)



**Fig. Theoretical Framework**

Researchers need to focus on theoretical as well as empirical review. Within theoretical research: Social Exchange Theory, Social Networking Theory and Functionalism. Does exchange theory explain how human beings communicate with each other? How they form relationships and bonds and how communities are formed through communication exchange. Social Networking Theory: views the community of individually connected acts and uses different models to study its structure development and evolution. Functionalism on media and technology; Functionalism focuses on how media and technology contribute to smooth functioning of society, through commercial function, entertainment function, social norm function, a life-changing function which is significant to sustain a life.

The theoretical framework provided by symbolic interactionism departs from the assumption that culture and society are based on social interaction where people actively construct their everyday reality. The interaction is symbolic; it is based on sign and meaning, and social interaction produces shared meaning. It is important to examine these signs and meanings and the forms of interaction that young people use to produce them every day. Symbolic interactionism presumes that the most fundamental form of interaction is face to face between people. According to Mead (1972) a persons' identity is completed in interaction with significant others, most often with other human beings. People learn to adapt their behavior to their environment by adapting to the role of others. In the presentation of self in everyday life. Goffman (1990) stress the importance of interaction as a social process and place special emphasis on how people represent themselves as acceptable personalities. According to him, the interaction is guided by a "frame" that defines the signs and forms of interaction possible in that situation.

Discussion on the practices and methods of presenting self in interaction situations Goffman differentiates between embodied and disembodied information. In his classification, embodied information constitutes information that is conveyed when the body is present in the activity, whereas disembodied messages are received from "distant bodies" in the form of letters, for example (Goffman, 1974: 14-15). Goffman does not shift the concept of disembodied information to the centre of his analysis. Yet, it is interesting to ask: what are the consequences of traditional face-to-face interaction turning in to mediate communication? For example, one can raise a question on the nature of the interaction situation in the case of young people's text based communication, whereas a crucial form of interaction- in Meads terms, a "conversion of gestures"- has been filtered out. We can ask from the symbolic interactionism standpoint: what is the significance of communication through new media technologies for young people? And how does this mediated communication reconstitute their relationships to their families and peer groups? How can we analyze these new forms of social interaction? Why is "faceless" communication, such as SMS, Chat and

IRC, especially popular among teenagers? How do young people position themselves in relation to technology, and what presentations of gender can we read from these positions.

### **3. Methodology**

The establishment of a systematic methodology is important in gathering, analyzing, and grouping descriptive information available in social media into interpretable concepts for various decision support applications, such as crowdsourcing, profiling, web mining, social recommendation, and social reputation modeling.

The research paper utilized data from primary and secondary sources. Both quantitative and qualitative data were derived from primary and secondary sources and analyzed.

While carrying out research, researchers need to focus on theoretical as well as empirical review. This literature review is based on "Impact of Social Media on the society. " Communication is a form of language while communicating. We need to exchange our feelings, thoughts, emotions, ideas, and opinions through different modes and mediums. It has importance in society and is used in different sectors for different purposes. Within theoretical research: Social Exchange Theory, Social Networking Theory and Functionalism. Does exchange theory explain how human beings communicate with each other? How they form relationships and bonds and how communities are formed through communication exchange. Social Networking Theory: views the community of individually connected acts and uses different models to study its structure development and evolution. Functionalism on media and technology; Functionalism focuses on how media and technology contribute to smooth functioning of society, through commercial function, entertainment function, social norm function, a life-changing function which is significant to sustain a life.

Based on the objectives and research questions, different methodologies were adopted. Dipayal Silgadhi Municipality ward number 5 and 6, Doti districts in the Far-west Province of Nepal was selected for the study. Research Method and Design had been based on a mixed research method and descriptive and exploratory research design. Two hundred twenty respondents were selected on the basis of a judgment sampling method. Both primary and secondary data had been used in this study. Primary data was collected by field study during the field work. Research Tools and Techniques had been selected, such as direct participation observation, Key informant interview, Interview schedule (structured and a semi-structured interview with the household survey) and Focus Group Discussion.

Reliability and validity of data the instruments or tools for research study had been developed based on literature reviews. The validity of instruments was established by consulting research advisors, concerned teachers, experts, colleagues and data were modified as per suggestions. Necessary modifications were made based on pre-testing of interview questionnaires. Methods of data presentation and analysis were collected based on primary data; the researcher classifies and tabulates the raw data in the master chart. Primary data were collected to provide information regarding a specific topic. The data collected from the field study had been edited and coded in tabular form.

Feminist perspective theorists believe this idealized image is crucial in creating and reinforcing stereotypes. For example, Fox and Bailenson (2009) found that online female avatars conforming to gender stereotypes enhance negative attitudes toward women, and Brasted (2010) found that media (advertising in particular) promotes gender stereotypes. Some commercial media enterprises have tried to reconcile their political commitments with their economic viability. For example, as early as 1990 the feminist magazine *Ms.* instituted a policy of publishing without any commercial advertising.

In addition, some conflict theorists suggest that the way U.S. media are generated results in an unbalanced political arena. Those with the most money can buy the most media exposure, run smear campaigns against their competitors, and maximize their visual presence. Almost a year before the 2012 U.S. presidential election, the candidates—Barack Obama for the Democrats and numerous Republican contenders—had raised more than \$186 million (Carmi et al. 2012).

In contrast however, radical religiosity contradicts the functionalist vision. ISIS uses YouTube to showcase its killing; Twitter to increase its presence and Facebook to radicalize and recruit young British Muslims from a distance because criminals ‘are often the result of instinctive, irresistible feelings that they often spread to the innocent object’ (Durkheim, 1893:47; Engel, 2015). While Twitter is constantly deleting ISIS accounts, ISIS is more intelligent than terrorists of the past which most definitely contradicts the functionalist vision (Engel, 2015).

It could be argued that the online community also worships itself as social media sites are central to society (Preston, 2011: [Online]). For example, in the previous week to the time of writing, the Facebook page ‘Jesus Daily’ received 26.6m ‘Likes’ and 3.2m interactions (Facebook, 2015: [Online]). Similarly, In a Facebook post by a Jesuit priest supporting the Supreme Court decision to legalize gay marriage Rev. James Martin asserted that: The Reverend’s message went viral receiving 18,000 posts, 140,000 ‘shares’ and 400,000 ‘likes’ on Facebook (Gibson, 2015:[Online]).

Social media research includes the analysis of citizens' voices on a wide range of topics . According to quantitative data from April 2017 published by Statista, Twitter and Facebook are included in the top ten leading social networks worldwide, as ranked by the number of active users. Facebook is at the top of the list, with 1,968 million active users, and Twitter ranks 10th, with 319 million active users. Between them are the following social networks: WhatsApp, YouTube, Facebook Messenger, WeChat, QQ, Instagram, Qzone and Tumblr. If we look at altmetrics, the tracking of social networks for mentions of research outputs includes Facebook, Twitter, Google+, LinkedIn, SinaWeibo and Pinterest. The social networks common to both sources are Facebook and Twitter. These are also popular platforms that have a relevant coverage of scientific content and easy access to data, and therefore, the research projects selected here for application of the SISM methodology were chosen on these platforms. SISM contribute to advancing this measurement by shedding light on to what extent evidence of the social impact of research is found in social media data. This involves the need to differentiate between tweets or Facebook posts (Fb/posts) used to disseminate research findings from those used to share the social impact of research. Social Impact in social media, Cristina M. Pulido, Gisela Redondo- Sama, Teresa Sorde-Marti, Ramon Flecha (2018). This theory emphasizes the platform of social choice and advancing society development.

#### **4. Result and Discussion of Data**

This chapter made a discussion on the positive and negative impact of social media. Social Media, if used properly, has its benefits. This is a sociological study that aims to discover some new facts regarding the use and impact of Social Media and help find out how to use Social Media fruitfully. This study mainly focused on the youth's attitude and suggestions that were needed for its proper use. During this study the literature on Social Media sociology of knowledge, was reviewed.

Based on the exploratory design, a 220 sample size was selected using a judgment sampling method to collect valid and reliable data. The framework of the study was based on symbolic interactionism. To fulfill the purpose of the study observation questions schedule, FGD, Case study, Key informant questions schedule were adopted as data collection techniques and tools, used for collecting qualitative and quantitative data. Thus, the data collected for the study are primarily based on the primary resource when needed. The collected data were analyzed by using statistical tools, while qualitative data had been analyzed manually. While carrying out research, researchers need to focus on theoretical as well as empirical review. This literature review is based on "Impact of Social Media on society. Within a theoretical research analysis of the study based on Social Exchange theory, Social Networking Theory and Functionalism theory. Social exchange theory mainly focuses on the encouraging and motivating the



youth positive impact of social media for beneficial aspects but reduction of negative impact of social media on youths and society. For instance, Cybercrime, wasting leisure time, disinformation, misinformation and rise of fake news, sexual harassment and rape case, violence, Bullying, imitation of foreign culture, wasting maximum time in playing game and making Tiktok, addict of social media of school children and youths. Social Networking theory focuses on the good interrelation between local and global people. Other hand formation of networks in education, tourism, agriculture, trade, society and other sectors for globalization. Functionalism on media theory focuses on how media and technology contribute to smooth functioning of society, through commercial function, entertainment function, social norm function, a life-changing function local to global level which is significant to sustain a life.

The sociological theories-functionalism, conflict, and symbolic interactionism-help us to think about the Internet as a platform for presenting the self. Functionalists focus on how parts of society function in expected and unexpected ways to maintain existing social order. They also pay attention to how parts disrupt the existing order in expected and unexpected ways. As one critic argues, "There is a general feeling that social networking is the wild west of identity management" (Martin 2008). A unexpected, or latent, dysfunction of social networking sites is that once something is posted for others to access, there is no way to control how it will be used.

Conflict theorists seek to identify advantaged and disadvantaged groups, document unequal access to scarce and valued resources, and describe the ways in which advantaged groups promote and protect their interests. Conflict theorists maintain that the advantaged groups include those who own the social networking websites, advertisers, potential employers, and other parties interested in selling products. . No matter how much users think they benefit from social networking, in the final analysis they are the disadvantaged groups, especially if they mistakenly believe that they control the information they have posted. On close analysis we see that the control lies with the website. Facebook (2008),

Symbolic interactionists study social interaction and focus on self-awareness, symbols, and negotiated order. Symbolic interactionists ask, "How do the involved parties experience, interpret, influence, and respond to what they and others are saying and doing?" Symbolic interactionists are interested in learning how social networking platforms serve as a mirror, giving users especially teenagers the chance to be noticed by others and to receive feedback.

Symbolic interactionists studying Facebook and other social networking sites familiarize themselves with vocabulary and symbols people use to convey intent and mood with words such as block (take action to prevent a user from making contact or viewing a profile) and add (to gain a new friend). Finally, symbolic interactionists are interested in how order is dealt with presenting the self and seeking responses to that presentation.

These are sociological theory emphasis on the follow of cyber law, conscious of selfness to appropriately utilize social media for beneficial work in daily life in different sectors. It helps to reduce the negative habit and activities of cyber bullying which, directly and indirectly have a negative impact in local to global society.

51.36 percent of the total respondent had been using Social Media since more than a year 16.81 percent were using it since a month where 21.81 reported that they were using Social Media since a year from these facts, similarly, the larger number of Social Media users found in higher secondary schools of Dipayal Silgadhi Municipality, the maximum number, i.e. 124 respondents use the Social Media daily. In contrast, only 7 of them use it once a month. So, here we can assume that the rate of using Social Media is comparatively greater among the youths, maximum no. of respondents use Social Media to chat (25 percent), meet old friends (21.36 percent) and gain knowledge (19.55), apart from that only 5.45 percent of the respondent regards Social Media as the tool for time-pass. Almost half (i.e. 50.90 percent) of the total respondents think that teenagers are taking the benefit from Social Media, 38.63 percent responded that Social Media benefits youth whereas 10.45 percent respondents think only elders are taking benefit from Social Media. This concludes that most of the beneficiaries of Social Media are teenagers. The rate of using Social Media has been getting very high, i.e. by 67.73 percent. Only 27.27 percent of the total respondents said the growth rate is medium, and rest 5 percent told the growth rate is low, among 35.90 percent of the Social Media users spend most of their time chatting. The youth using the feature newsfeed & photo upload is almost similar, i.e. 38 and 39 percent, from the users 24.09 percent of the respondent uses Social Media to give congratulation & condolence while only 7.27 percent of them use it for informing the public about social crime. 16.81 percent of the youth use Social Media for invitation in their different festivals and festivals where 15 percent enjoy the festival season. 17.27 percent upload their ceremonial photos, in 38.18 percent of the respondents suggested taking help of print media, 34.09 percent electronic media and 15 percent pamphlets while only 12.72 percent public programs for awareness, 74.61 percent (147) of the total respondents had reported that Social Media has positive influence in the day to day activities whereas 25.38 percent replied that Social Media has negative influence. This means, most of the respondents have positive thoughts towards Social Media.

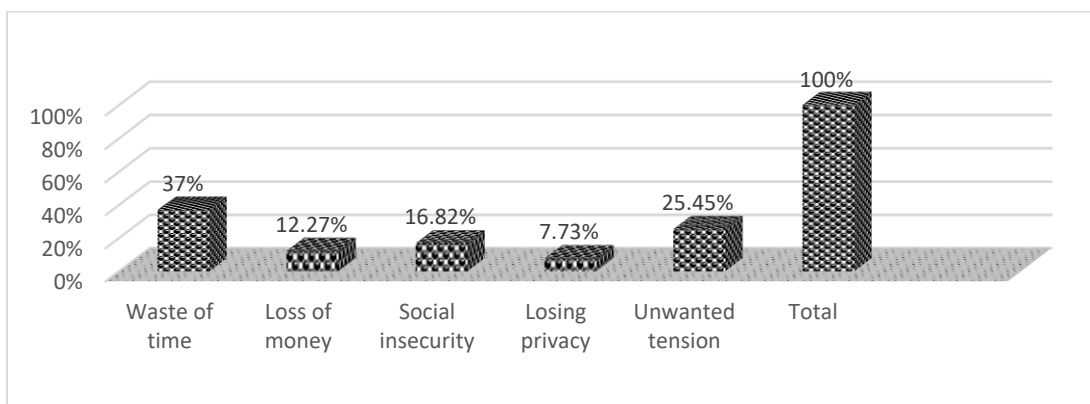
### Positive Influence of Social Media

Positive influence	Frequency	Percent
Sharing knowledge	98	44.54
Making friends	20	9.09
Communicably	17	7.72
Updating news	45	20.45
Knowing near ones	27	12.27
Searching for old friends	13	5.93
Total	220	100.0

**Source:** Field survey, 2020

44.54 percent of the respondents use Social Media to share knowledge as a positive aspect of Social Media. In comparison, only 5.90 percent of them use Social Media to search for old friends.

### Negative Aspects of Social Media



In 37.72 percent i.e. majority of the respondent thought that social media using is just a waste of time, 25.45 percent unwanted tension, 16.82 percent social insecurity, 12.27 percent loss of money while 7.72 percent think people lose privacy by the use of it.

### **Minimizing the Negative Impacts**

<b>Ways</b>	<b>Frequency</b>	<b>Percent</b>
Not adding unknowns	70	31.82
Proper use	41	18.64
Awareness	15	6.82
Age limit	07	3.18
Maintaining privacy	36	16.36
Time limit	51	23.18
Total	220	100.0

**Source:** Field survey, 2020

In 31.81 percent of the respondents said that to minimize the negative impacts of Social Media, it is better not to make unknown people as Social Media friends. 23.18 percent said to manage time, 18.63 said to use appropriately, 16.36 percent said to maintain privacy, 6.81 said to be aware, and 3.18 percent said to make age limit to use Social Media, Social Media is a tool to wish everyone about the festivals while celebrating.

## Case Study of Respondent's Response

### Neela Shrestha

*Neela Shrestha (22 years) is a B.Ed fourth-year student studying in Doti Multiple Campus, Silgadhi, Doti . She has been using Social Media for six years every alternative day. She uses Social Media to chat, and other purposes with her friends, family members living abroad and to know current information and technology happening in the world. Mostly youth is beneficial from Social Media, but it does not mean that Social Media does not benefit elder and teenagers. It influences the day to day activities. According to her, it has both a negative and positive influence on the youth, but more it has positive effects. She also said public awareness and positive attitude or behaviour are required to use modern technology.*

*She also found changes in society after the use of Social Media. Crimes happening in the world are known by the general public. They got a chance to be aware. Family members living abroad can be linked to time and often .and other developmental work. The rate of growth of using Social Media among today's youth is high. Mostly she uses the wall of Social Media and chatting. Sometimes her parents ignore Social Media's use, scolding her, while other people perceive indifferently. According to her, the disorder of Social Media is breaking relations and black-mailing.*

*In gaining news articles, the business strategy of the current world, she uses Social Media. Sometimes school administration suggests the use of Social Media and manages the bill of payment with the help of parents. She doesn't know the history of Social Media. She thinks about 70% of the people use Social Media in Nepal teenagers, youth, and elders all aged group people use Social Media. It has changed people negatively as well as positively. By the use of Social Media even youth and elders are on the wrong track, divorce, tension, disorder.*

*At last, she suggests using Social Media very wisely and positively. The rules against and towards Social Media must be strictly followed by every person. Everyone must use modern technology to know about the world. Social media helps to know about science, management, history and others if we use it properly.*

Thirty-one respondents said this while only 2 of them thought that westernization is seen during the celebration of festivals, from the survey, 153 respondents (i.e. 69.55 percent) thought the Social Media brought a change in dress style. In contrast, 38 (i.e. 17.27 percent) & 29 (i.e. 13.18 percent) respondent told that change in food habit and behaviour respectively is seen due to the use of Social Media, in 45.90 percent of the respondents think ignoring cultural values is one of the changes in the lifestyle of the

people concerning westernization were major findings.

Compare my research finding has been with previous researcher findings as a similar topics. A survey conducted (in 2011), by Pew Internet Research, discussed in Lee Rainie and Barry Wellman's *Networked – The New Social Operating System*, These are some of the content creation activities that networked individuals take part in: Writing material, such as text or online comments, on a social networking site such as; Face-book 65% of Internet users do this, Sharing digital photos 55%, Contributing rankings and reviews of products or services 37%, Creating "tags" of content, such as tagging songs by genre 33%, Posting comments on third-party websites or blogs 26%, Taking online material and remixing it into a new creation, 15% of Internet users do this with photos, video, audio, or text, Creating or working on a blog 14% Another survey conducted (in 2015) by Pew Internet Research shows that the Internet users among American adults who use at least one social networking site has increased from 10% to 76% since 2005. Women were even more active on social media a couple of years ago, however today's numbers point at women: 68%, and men: 62%.

India will have the world's second-largest Internet user base by this December, overtaking the US. This is among the many interesting findings in the 'Internet in India 2015' Report released by the Internet and Mobile Association of India (IAMAI) and IMRB International. International Journal of Engineering Research & Technology (IJERT) <http://www.ijert.org> ISSN: 2278-0181 IJERTV6IS070249 (This work is licensed under a Creative Commons Attribution 4.0 International License.) Published by: [www.ijert.org](http://www.ijert.org) Vol. 6 Issue 07, July - 2017 382 According to report, India will have 402 million Internet users by December 2015 and its user base has increased by 49 percent compared to last year. In October, 317 million Indian users accessed Internet. In Urban India, the mobile Internet user base grew by 65 percent over last year to reach 197 million in October 2015. In Rural India, the mobile Internet user base is expected to reach 87 million by December 2015 and 109 million by June 2016. Ninety-four percent of users access the Internet through their mobile phones in Urban India. However, 64 percent also use the desktop or laptop to access the Internet. But 90 percent of those who use the mobile to access the Internet consider it their primary device for browsing. Face-book Depression Several researchers have proposed a new phenomenon called " 'Face-book depression', which is defined as depression that develops when individuals spend an excessive amounts of time on social media sites, such as Face-book, and then begin to exhibit classic symptoms of depression. Seeking acceptance and staying connected with peers is an important element of social life. However, the intensity of the online world, which requires constant engagement, creates a factor of self-awareness that may trigger depression in some people. For clarity, Face-book depression is not just limited to Face- book, but also refers to the impact of other social

networking sites causing psychological problems. Because Face-book is currently the largest and most widely used social medium, the phenomenon of social media caused depression has taken its name. People are motivated to portray themselves in a way that is appropriate to the situation and serves their best interest. Often the things posted online are the positive aspects of people's lives, making other people question why their own lives are not as exciting or fulfilling. This can lead to depression and other self-esteem issues.

According to the above my research article findings compare with 'A survey conducted (in 2011), by Pew Internet Research, discussed in Lee Rainier and Barry Wellman's Networked – The New Social Operating System, Facebook and blogs were used to sharing, comment, posting, contributing ranking, taking and remixing it into a new creation. Women have been active in social media (68%) more than men (62%). So that maximum people used the social media for beneficial work more than my research area respondents. Because, they used for more time as an entertainment, add new friend and chatting. Other hand my findings compare with 'Internet in India 2015' Report released by the Internet and Mobile Association of India (IAMAI) and IMRB International. India has to rank second users of internet in the world. They have 402 million Internet users by December 2015 and its user base has increased by 49 percent compared to last year. In October, 317 million Indian users accessed Internet. Most people users and accessed of Social media in India more than Nepal and my research area. They used in valuable time for innovative work. Indian some people misuse of social media, such as a teenagers and youths misused of social media, for instance Facebook, YouTube, Viber, and WhatsApp. They were depressed and anxiety due to misuse of social media.

China has the largest Internet user base, with over 600 million users. It is not surprising anymore that mobile is responsible for a big chunk of this growth (2015). According to a Chinese government study, 802 million people in China are now active internet users. This amounts to 57.7% of the country's population. Compare the US's estimated 300 million internet users, or 78.2% of its population. While China might not yet have the same market penetration, it has a greater potential for growth. Even more interesting is the incredible level of mobile uptake in China: 98% of Chinese people using the internet do so via mobile devices. Compare that with just 73% in the US. This makes Chinese social media more immediate and dynamic, with mobile users looking to platforms like WeChat and Weibo for the latest recommendations, testimonials, and tips. The peoples in all over China are using those above social media. The peoples share their thoughts, activities and acquire knowledge from it. Besides the benefits, it has some negative effects for the users, especially the teenagers. They are getting addicted by those social media and wasting their valuable time by doing some non- fruitful activities. This makes Chinese social

media more immediate and dynamic, with mobile users looking to platforms like WeChat and Weibo for the latest recommendations, testimonials, and tips. The peoples in all over China are using those above social media. The peoples share their thoughts, activities and acquire knowledge from it. Besides the benefits, it has some negative effects for the users, especially the teenagers. They are getting addicted by those social media and wasting their valuable time by doing some non- fruitful activities.

According to the above my research article findings compare with pervious researcher findings of china in social media impacts. China has the largest Internet user base, with over 600 million users (2015). It is not surprising anymore that mobile is responsible for a big chunk of this growth. Most of the Chinese people used to social media for beneficial work. Such as education, health, business, tourism, agriculture sector and so on. Also obtained from the data that there are some meaningful relationship between addiction level and gender with age. Chinese some people misuse of social media such as teenage and youths, but Most of the Nepalese teenagers and youths has been misuse of social media by non-fruitful activities in without beneficial work.

## **5. Conclusion**

Social media is a popular networking website that allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues. In our present context, most of the people from teenage to old age are using it. The influence of this website is seen in all age groups. Young people have been positive and negative influences are seen during the study period. Youths are spending more time on Social Media instead of study. Love affairs are increasing in them. Instead of using their valuable time in productive work, youth are spending time on social media.

Within a theoretical research analysis of the study based on Social Exchange theory, Social Networking Theory and Functionalism theory such as E. Durkheim, Preston and Engel. Research Method and Design had been based on a mixed research method and descriptive and exploratory research design. Two hundred twenty respondents were selected on the basis of a judgment sampling method. Both primary and secondary data had been used in this study. Research article paper discussed various positive and negative impacts that today's media has on society. I find that a major chunk of youth is using social media networks more than 5 hours a day resulting in decreasing their general health in general and mental health in particular. I also found that the media is playing both constructive as well as destructive roles on one hand it has lots of advantages but on the other hand it has lots of disadvantages and at the end it's up to the individual and society to decide which ones to use.



Youths have more interest in a western culture like New year, Christmas, and Valentine day than our Nepalese culture. The rate of using Social media is very high. So, parents are suggested to take care of their children properly. It is becoming very urgent to the government of Nepal as well as all over the world to enforce cyber law to control the misuse of the internet. Social media is an important part of our life because it promotes the interconnectedness and interdependence of our culturally diverse world. Media for social interaction allows for people to communicate and engage with information that is quickly accessible on the Internet. Social media contribution in local to global society, such as a policy making, curriculum design, develop the positive attitudes, follow the cyber law, be creative and innovative, appropriately use and practice for beneficial work, establish good relationship and networking, social change and development .

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