

IMPACT OF MEDIA ON HUMAN BEHAVIOUR AND ATTITUDE

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Abstract

We have the choice, now that we are living in the 21st century, to either admit that we are improving as time goes on or that we are getting more and more lost in the darkness of the world. In the same way that other facets of contemporary life may have both beneficial and bad consequences on our lives, so too can the usage of social media. It had such an effect on people that they do not even know whether they are enjoying their lives or if they just want their life to be controlled by social media. It had such an effect on people that it had such an impact on people that it had such an effect on people. This is as a result of the effect that it had on them in such a way. As a direct consequence of their excessive use of social media, they have become completely bewildered in the real world. The investigation of the impact that being exposed to social media has on the behaviours of people is the major objective of this research. We conducted an in-depth analysis and summary of the pertinent information that is now available regarding social media in order to achieve our objective of maximising the impact of social media on our target audience. The good and negative impacts of different types of media will be the subject of some of the questions that will be included in this enquiry.

keywords: *media, human, behaviour*

Introduction

There is an expectation that the media would hasten the movement towards social welfare and individual empowerment for all people since they are seen as the agent of change and progress. The act of communicating has resulted in a public that is more informed. The media, in its capacity as a gatekeeper, has also made a contribution to the empowerment of the people, as well as the dissemination of inventions and the philosophy of progress and modernity. In a democratic nation such as India, the media has traditionally been seen as the ally and voice of the populace when pitted against the forces of power, money, and exploitative practises. But the question is, does the media really serve such tasks, and has it really just benefited the people? Media is that digital technology which not only provides the everyday instruments of communication, information, and entertainment for young, but which has also become an intrinsic part of the life of these individuals. The youth of today have access to media around the clock; they wake up to an alarm on their cell phone, utilise a variety of technologies during the day, and finally go to sleep browsing the internet on either their smart phones or their laptops while they are sitting on their laps. Numerous young people have access to a variety of media technology, including television, personal computers, the internet, and mobile phones. This media certainly has an effect on us as it provides us with ideas, motivates us to carry out particular activities, and motivates us to begin what we see. Those who have access to media are just as likely to be impacted by it as everyone else. The media has power over society, and the artists and designers who work behind the scenes to make the media what it is are the ones who are responsible for crafting a virtual world that is completely related to the real one.

People have a tendency to regard the contents of the media as an intrinsic part of their life, assuming it to be a reality. This is done so that the connection between the virtual world and the actual world may be readily formed. Therefore, the media may be both beneficial and harmful, and it has the ability to change human conduct, as well as living styles, moral views, and the repercussions of such behaviours. It is generally accepted that the media is an ever-evolving phenomenon, and along with it, the generations evolve as well. Although the media as a kind of technology may have many beneficial elements, it is possible for it to become harmful if it is used in the wrong hands. When it comes to young people, the media may persuade them to participate in activities that they and their peers consider to be enjoyable or interesting, while at the same time encouraging them to avoid the supervision of adults. The term "youth" is most appropriately interpreted as referring to the period of time during which one makes the transition from the reliance of childhood to the autonomy of maturity while simultaneously developing an awareness of our interconnectedness with other members of our society. It is a classification that has greater flexibility than a set age group would have. However, the age range of these young people is the most straightforward method to categorise them. The United Nations (UN) defines "youth" as those who are between the ages of 15 and 24 years, irrespective of any different definitions provided by Member States. This is done to ensure statistical uniformity between areas. Livingstone (2008) is of the opinion that for today's youth, the online world represents their space and may be adopted with great ardour because it is visible to the peer group more than to adult surveillance, an exciting yet relatively safe opportunity to conduct the social psychological task of adolescence – to construct, experiment with, and present a reflexive project of the self in a social context, and for some, as the refusal to obey communicative norms and also for other risk-taking behaviours. Livingstone (2008) also It is thus difficult to imagine what life would be like without the media, since the majority of the time, we are dependent on various forms of the media. This is because the media has become such an essential component of our lives. It's possible that this is due to a variety of factors, including health considerations, the educational sector, a healthy balance in personal life, or even more. To acquire and make use of mass media has been an absolute must for us throughout our lives. On the other hand, however, the media may also have a detrimental impact on human conduct in some areas, such as when young people and others misuse the media. This is one of the negative effects of the media. Therefore, the media is contributing to the problems facing society in many different ways. To begin, this is accomplished by sowing discord among the general public by erroneously interpreting the facts, and secondly, this is accomplished because the media does not produce the actual occurrences of the world but rather constructs a new universe. Therefore, my actions in the media have an effect on their conduct, which in turn has a negative impact on society. People need to learn to endure the media since it may have both a beneficial and a detrimental affect on them. This is something that can be accomplished by comprehending the idea that there are two sides to the same coin, each of which has the same worth. Studies done in the past have shown that the media, such as the Internet, may have both a beneficial and a bad influence on the day-to-day lives of those who utilise it in today's contemporary society. This negative impact caused by the media has been a topic of concern that the Internet has on students concerning the violent and sexual content and a displacement effect in such areas as of social relationships, including interaction with family and friends, physical activity, and other leisure-time activities, such as reading and playing. Another area of concern is that the Internet has on students is that it has a displacement effect in such areas as of social relationships.

REVIEW OF LITERATURE

The creation of media was carried out with an eye towards future technological advances that would improve levels of knowledge, creativity, and innovation. Joseph Klapper (1960), a professor at Columbia University,

was worried that the general public overestimated the influence of the media. He presented a hypothesis that he referred to as phenominist theory. In addition, he argued with the assistance of this theory that the media are relatively impotent when compared to other social and psychological elements like as participation in a group, social position, firmly held opinions, education, and so on, and that they seldom have any direct influence.

However, in recent years it has been abundantly clear that there is a connection between the media and the influence that it has on the way young people behave. As a consequence of this, information may reach any audience or target group in real time, and these audiences and groups can bring about shifts and trends. According to research conducted by the Kaiser Family Foundation in 2005, the media play a significant part in the lives of young people. Their living spaces and even their beds are filled with various forms of media. They are often among the first people to purchase personal computers and are the main audience for a significant portion of the material that can be found on the World Wide Web.

Tapscott (1998) refers to today's youngsters as the "Nett Generation" when discussing the phenomenon of growing up in a digital world. The primary features of people who belong to the "N-Gen" culture are as follows: independence, emotional and intellectual openness, freedom of speech and strong opinions, innovative, enjoyment by the enquiry, inclusiveness, obsession with maturity, immediacy, and sensitivity to business interest, authentication, and trust. Tapscott's work from 1998 is cited here.

Because the media plays such an important part in young people's lives, and because young people themselves are constantly and excessively reliant on media, they adapt to it, and as a result, it has an effect on the activities and behaviours that they engage in. According to Berson and Berson (2005), young people may be seen of as active agents because of their ability to generate, alter, adapt, and spread ideas and goods via the use of communication technology.

During the teenage years, a child's capacity to make decisions that will affect their lives is still developing. (Berson and Berson, 2005). In point of fact, young people have traditionally been seen as more susceptible to engaging in dangerous behaviours such as the drinking of alcoholic beverages or illicit narcotics. As a consequence, the growth of this technology has also contributed to the harmful behaviours that may be seen online. Not only has the large detailed and explanatory exposure of undesired content been thought to be a severe danger, similar to that posed by pornographic advertisements, but also the involvement in problematic organisations and the chance to join them has been brought up as potential concerns. There are certain young people who may deeply identify with the stuff presented here, and as a result, they may feel validated and encouraged to do it. (Wolak, et al., 2003). Bullying is one example of another kind of risky activity that may occur online. Because of this, bullying and harassment among young people has reached new heights as a result of their access to various contemporary technology. Online harassment has emerged as a new front in the fight against bullying (Li, 2006). This is connected to Marshall McLuhan's Technological Determinism Theory, which was developed in 1962. This theory proposes that media technology determines how individuals in a society think, feel, and act, as well as how the society itself functions as we move from one technological age to another (tribal, literate, print, electronic, and social media). It goes on to explain that people learn, feel, and think in the same manner that we do because of the signals they get through the technology that is accessible today. When people take these newly formed senses back into their regular lives, they find that they desire to utilise them once again. In regard to our goal, a closer study reveals that high levels of online involvement or internet usage have been linked to increased instances of online danger. However, using the

internet alone is not sufficient to accurately estimate danger. In a study titled "Enhancing Child Safety & Online Technologies," which was published in 2008 by Harvard University, the university made this assertion. It is possible to argue, from the point of view of development, that in the context of young people's use of the internet, the various sensory inputs might overload children's ability to participate in critical decision making and are demanding on cognitive resources (Berson and Berson, 2005). As a result, the media has an effect on today's young in a variety of different ways.

Methodology

This study is a quantitative investigation that makes use of a descriptive survey approach. The purpose of the study is to concentrate on social media and the affects that it has on individuals. In order to do this, we have carried out research that will provide us with the ability to understand the behaviour and attitude of a person who is active in using social media, as well as the amount of time spent on social media by a person. This study will also enable us to get a better understanding of the negative and positive impacts that social media has on people, as well as the role that it plays in human education. Therefore, in order to make headway in the study, we surveyed a group of people from the general public who had been exposed to an adequate amount of mass media and inquired about the impacts of using social media (Ijeoma & Burke). We have devised a questionnaire in order to enquire of the members of society about the essential enquiries that will assist us in visualising the demography of our investigation. We have settled on 10 questions to ask in order to fulfil our requirements for data collecting and to go forwards with our investigation. We have condensed it in order to get the broadest possible view of the data horizon, thus we have made it shorter. The following is a review of the qualities, methodologies, and instruments that we used in the course of doing our study.

Survey Method

Google Forms was used to create the survey, and it turned out to be an excellent tool that was very user-friendly, not just for the person conducting the survey but also for the people who responded to it. The specifics of the survey will be dissected in the part under "Results and Discussion," which will also go into depth about the features of the instruments used in the study and sampling procedures.

Results and Discussion

In what follows, we will talk about the survey findings, as well as the points of action and conclusions that correspond to them.

Sampling.

It is essential to emphasise the fact that this poll was sent to our contemporaries as well as members of our families. We have received approximately sixty answers, the majority of which come from people in the age range of 18 to 25.

The percentages of each age group are shown in the following pie chart.

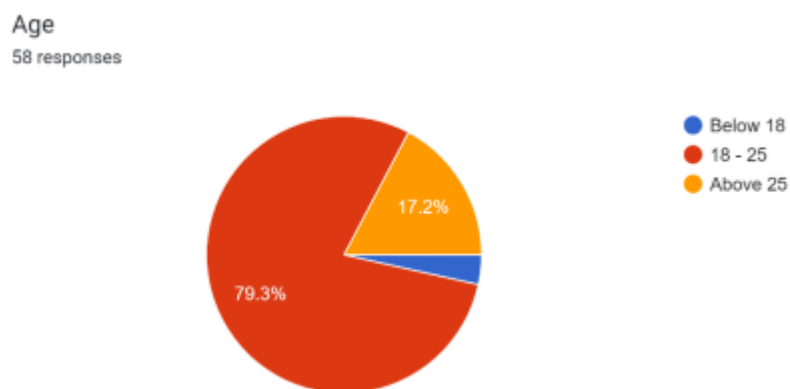


Figure 1: Pie chart representing age group of the responders.

It is clear that the vast majority of people in this population are adults who are not yet 25 years old and are older than 18. Because the goal of the study is also to synchronise with the present and the future, and because these data will assist monitor the behaviours of new generation, this may be helpful for us. Another important aspect of the sample that has to be discussed in the context of this investigation is the gender distribution of the people who answered our questions. The following pie chart presents the percentages of those who responded, broken down into their various categories.

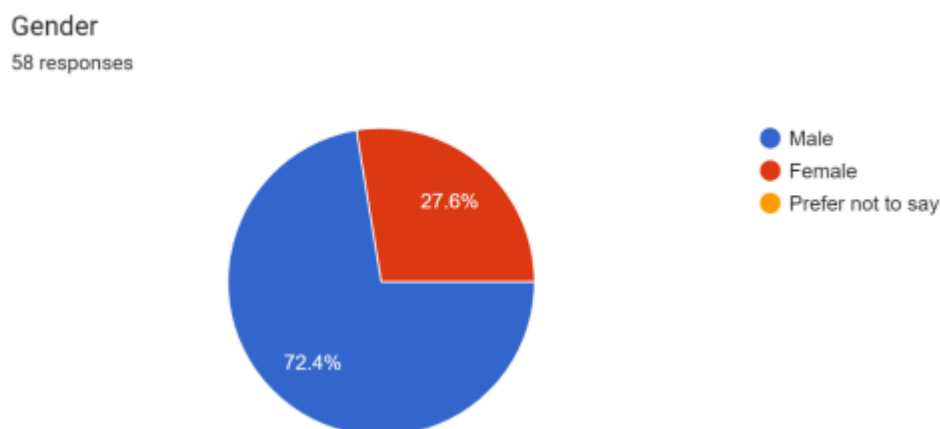


Figure 2: Diagram in the form of a pie showing the male to female proportion of respondents.

Characteristics of Survey

Questions that are essential to our investigation were included in our survey's pool of options. The in-depth explanations of these questions are included in the following paragraphs.

1. Which form/s of mass media creates a greater impact on you?

The purpose of this enquiry was to determine which forms of mass communication are the most prevalent in our culture and which kind of media people are most loyal to. The results of this question are shown in the chart that follows.

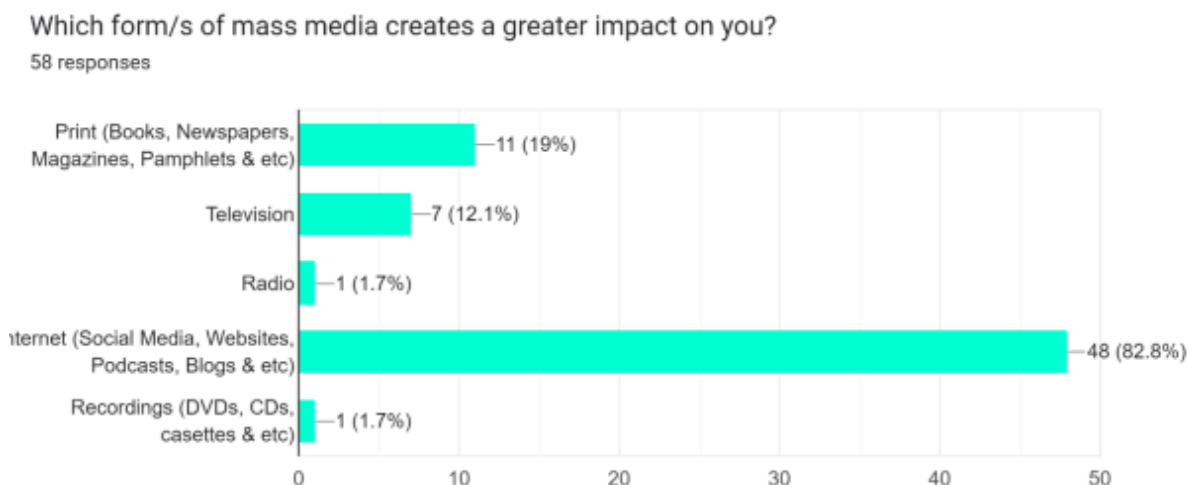


Figure 3: Bar chart showing most impactful media

Internet is by far the most influential medium, which is something that should not come as a surprise given the current condition of society. These findings demonstrate that there is a considerable difference between the various alternatives that were provided. The fact that 19% of respondents picked print media is unexpected, but it may be a good thing for society. The majority of people who participated in our poll were young adults, and if print media is having an effect on their life, then it might be a good thing for society.

2. How much time do you typically spend consuming the form(s) of media that you like the most?

The purpose of this enquiry was to establish how much time individuals devote to various forms of media technology. The findings are shown in the pie chart that follows.

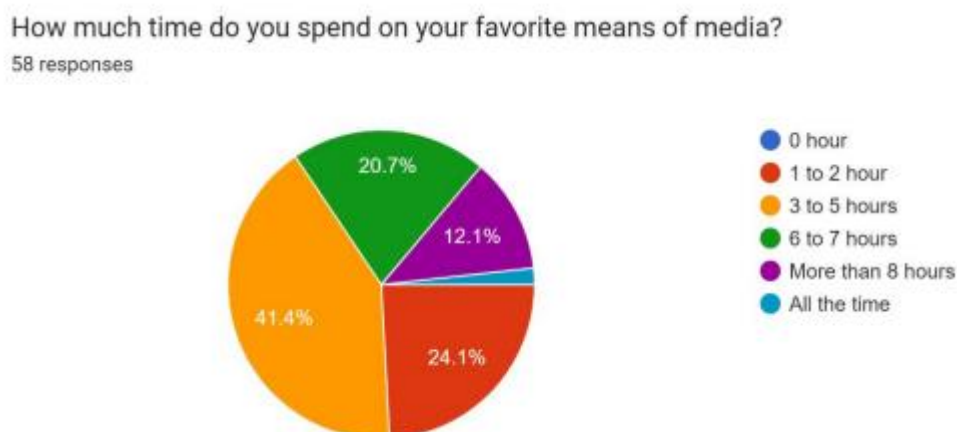


Figure 4: Graph in the form of a pie displaying the amount of time spent by respondents

According to these findings, the majority of individuals spend between three and five hours engaging with various forms of media each week, while a nearly equal number of people spend between one and two hours and six to seven hours, respectively. There are also customers who spend more than eight hours on media every week.

3. Do you feel as if you spend an excessive amount of time on various social media platforms?

The purpose of this enquiry was to determine whether or not individuals are OK with devoting such a large portion of their lives to various forms of media technology. The findings are shown in the pie chart that follows.

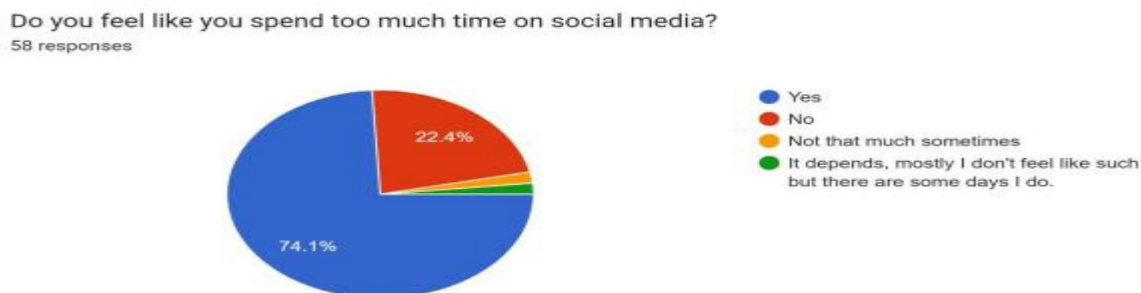


Figure 5: Pie chart showing what responders feel about their time on social media

Seventy-four point one percent of individuals believe that they devote an excessive amount of time to social media and are unsure whether or not they should decrease the amount of time they devote to it.

4. If your answer is "Yes" then how much time you would like to spend?

This question is the continuation of the one that came before it, and its purpose was to determine how much more time individuals are prepared to devote to media technologies even if they believe they are currently devoting an excessive amount of their time to such technologies. The findings are shown in the pie chart that follows.

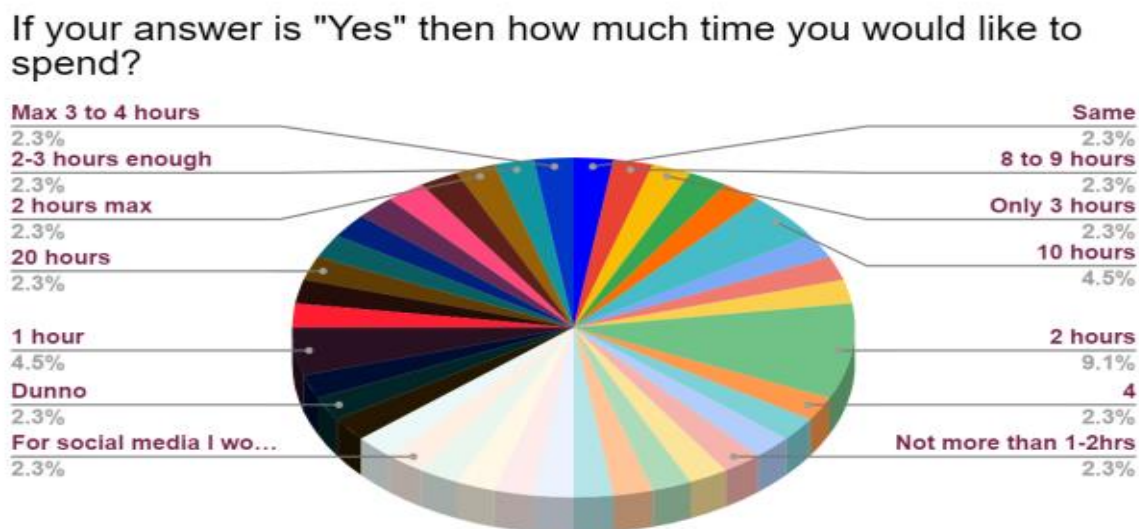


Figure 6: A pie chart illustrating the preferences of respondents about their time expenditures.

According to these findings, the vast majority of individuals wish to limit the amount of time they spend consuming media on a daily basis to between one and two hours only.

5. How do you feel when you are without social media for a prolonged period?

The purpose of this enquiry was to determine whether or not the use of social media has an effect on human behaviour even when it is not used for an extended length of time.

The findings are shown in the pie chart that follows.

How do you feel when you are without social media for a long period of time?

58 responses

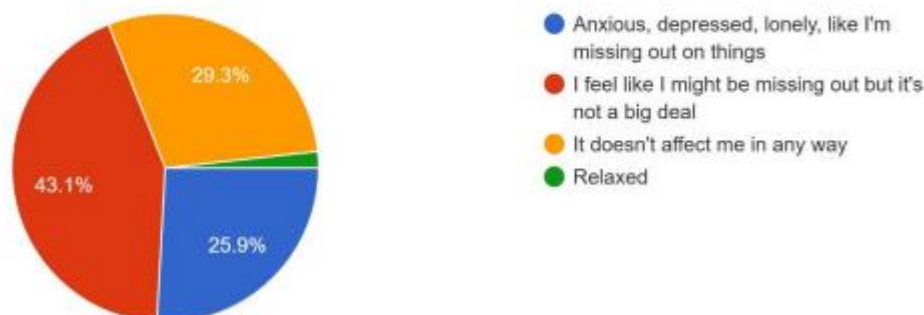


Figure 7: Diagram in the form of a pie showing how respondents feel after being without social media for an extended amount of time. This finding indicates that practically everyone experiences some kind of abnormal sensation, but the vast majority of individuals choose to disregard such sensations. Some people may experience feelings of anxiety and depression, while others may not experience any emotions at all.

6. When you were using social media, did you ever encounter any instances of cyberbullying?

In addition, we made the most of the chance to carry out a demographic survey in order to determine how many of these individuals had been the targets of instances of cyberbullying. The findings are shown in the following pie chart.

Have you ever been subjected to cyberbullying while on social media?

58 responses

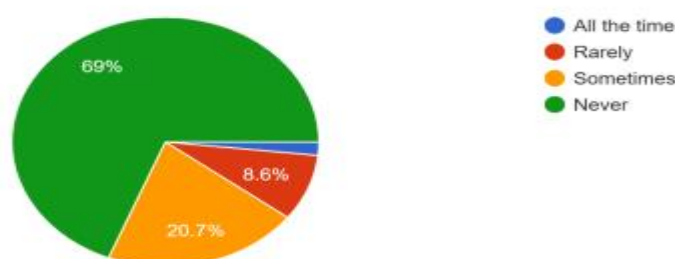


Figure 8: Pie chart showing response to cyberbullying.

According to these findings, 69% of the individuals surveyed said that they had not been the target of any kind of cyberbullying.

Limitations

Despite the fact that this study's research covers a vast amount of ground, there are undoubtedly some gaps in the coverage that need to be filled up. Since we have attempted to circulate the survey to our circles, but it is

possible that it has not been distributed outside of our own circles, the data that we have recorded may be biased in some of the areas due to the variance in the sample population. The primary restriction would be the variation in sample population. The third constraint is that there was a non-equal ratio of male and female respondents, and the vast majority of those respondents were men. This might have led to results that were more favourable to men. Also, there were only fifty-eight replies, which is not enough for a representative sample of the population. However, given that the study was limited to persons who were worried, it is possible that the results did not have a significant influence.

Conclusion

The purpose of the article was to investigate the influence that social media has on the actions of users. It was difficult to cover all of the aspects that impact this research due to the enormous scope of the issue and its applicability to a number of other fields of study. Despite the fact that we have mentioned some of the contributing components, particularly those that were based on the survey, it was still feasible to piece together the puzzle. When we were gathering data for our research paper, we came across something that led us to the conclusion that there is a need for a comprehensive qualitative study that incorporates a database that analyses user behaviour on digital platforms. In order to satisfy this need, we decided to conduct a poll in order to get the opinions of a broad spectrum of people on the aforementioned matter. We now have data from a demographic that demonstrates the tendencies of various mass media platforms as well as the relationship between them. According to the findings of our study, we are able to draw the conclusion that consumers exhibit a reliance on social media platforms for their day-to-day life for a variety of emotional and transactional reasons. Because the influence of social media is subtle and builds up over time, as demonstrated by the following: "Ultimately, the way you fight this is by enhancing your self-awareness. It's not that you shouldn't spend time on Facebook; rather, it's that you should be conscious of what the platform may be doing to you. (Wilcox & Stephen, 2012).

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