

Impact of Social Media in Inculcation of Value for Peace in the Society

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Abstract: In this fast changing world people have become more intolerant, anxious and confused as they fail to understand and differentiate between right or wrong, good or bad. The New generation is very much engrossed and influenced by the social media where their morality and value are often channelized by the trends in social media. They follow the social media and donot use their rationale and thinking ability in day to day lives which at certain times leads them to accept socially unaccepted values. But social media is not always bad, it has its good impacts as well by making them aware, providing them with information and spreading the message of peace, harmony and social cohesion across the globe. For the present paper the researcher administered a self-made tool on 70 boys and girls aged 18 to 22 years by sampling them incidentally to know how much social media is capable of inculcating values for peace in the society. The results of the study have been discussed descriptively.

Key Words: SOCIAL MEDIA, VALUES, PEACE.

1. INTRODUCTION:

Today's lives are changing day by day. Their values are changing with their life style simultaneously. In this century, people are very much dependable on social media. The new generation is highly influenced by the social media. They are becoming intolerant very easily. As a result, peace and values in the society are being disrupted. But on the other hand, there is a positive side of social media which is able to keep the values and peace in the society. There are so many positive and negative effects of social media on society. Social media connects people. People from anywhere can connect with anyone. It can share important information, messages very quickly. It helps in building relationship in various communities. The bloggers chose the social networking sites like Facebook, twitter to reveal their opinion about social issues or ideological talks. So if we able to spread the messages of peace through social media, then it will be very effective for the society. And it must be spread among the youth.

2. LITERATURE REVIEW:

There are so many positive and negative effects of social media. If we focus on positive effects, then we notice that it gives us to keep in touch with people who lives far away, here the people share everything like interesting and informative contents. Within a short time it makes a large number of friends, it helps in speedy communication, has made the world smaller, builds relationships.

Sri Wahyuningih (2018) has suggested that, nowadays, people use the social media as a medium of expressing their opinion, thoughts and messages. Here she had said that language is most important. We are influenced by the messages of social media.

Most of the previous work has focused on the impact of social media, pros and cons of social media and negative effects of social media. But there are many positive impacts to inculcate values and peace in the society. The researcher has conducted a study on how does the social media influence to inculcate the values and peace in the society.

3. METHOD:

The youngsters filled up a online questionnaire or survey form which was consisted with some related questions. The survey was conducted via facebook, messenger and whatsapp. There were 48 boys and 22 girls, living in Kolkata, Howrah in West Bengal. The researcher also interviewed 10 younkers over phone calls.

4. FINDINGS:

The researcher conducted a study on 70 young boys and girls aged 18 to 22. She interviewed, surveyed them through questionnaires. After the analysation, found that most of boys and girls are aware of society only for social media. Because' the new generation is always busy with social networking sites. Although many younkers said that social media has insisted them to perform many social activities which helps in bringing peace in the society. They

create groups in social networking site. The group members organize different types of social activities; such as plantation, donating to the poor and seek people, arranging meetings for peace. Their friends and friends of friends are also influenced by their activities and programs. Apart from group members other people can also participate in those programs.

5. SOCIAL MEDIA AND INCULCATION OF VALUES AND PEACE IN THE SOCIETY

There are lot of activities to inculcate the values and peace in the society. The social activities may help to inculcate values like secularism, democracy, tolerance, empathy, togetherness, belongingness etc.

- **Plantation**

Plantation is one of the most popular activities in India.

- **Education**

There are many groups who take responsibility for educating the poor children, provide free coaching and books to them.

- **Food subsidies**

Provides foods to the poor everyday or one day in every month or week or every year.

- **Health care**

These groups also organize blood donation camps, free health check-ups, eye tests, medicine supplies etc.

6. CONCLUSION:

If we minimize the negative impact of social media, there is a great contribution of social media which helps in creating a peaceful world. For creating a peaceful world, we have to increase our social awareness. Have to awaken the young generation. Have to spread messages and information regarding peace and values. Young generation is the future of our society.

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