IMPACT OF E-MEDIA THROUGH SOCIAL NETWORKING SITES

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ABSTRACT

In this paper we have discussed about e-Governance and its implementation in various fields like agriculture, banking, RTI, education and health. The text then covers the section related to use of social networking sites and the indispensable part it has become of our lives. The main objective of this paper is to analyze the role of electronic media and how it has influenced our day to day lives. A comparative table is also presented that reflects how electronic media has changed the way we manage our daily affairs.

Indexing terms/Keywords

Social networking sites, textual media, electronic media.

Academic Discipline And Sub-Disciplines

 Education; Sociology

SUBJECT CLASSIFICATION

ICT(information and communication Technology)

TYPE (METHOD/APPROACH)

Survey

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INTRODUCTION

In e-Governance "e" stands for electronic and hence e-Governance means governance through internet. Where Government is one of the participation entity in the transaction then it is e-Governance. E-Governance is an application of Information and Communication Technology ICT to provide government services, exchange of information and integration between various business models such as government to consumer(G2C), consumer to government(C2G), government to business(G2B), business to government(B2G) and government to government(G2G). Through the e-Governance, the government services are made available to the citizens in a convenient, efficient and transparent manner.

Various Projects under e-Governance comprises of "connecting people through online medium i.e. by use of online social networking sites". E-Governance provides better services through transparency and accountability. It empowers people with information and improves government efficiency.

IMPLEMENTATION OF E_GOVERNANCE

Agriculture-The department of Agriculture and Cooperation(DAC) provides services through various schemes such as centralized agricultural portal, kisan centres, mobiles etc[1]. IT is used in all stages of agricultural crop cycle from crop selection stage to the harvesting stage[2]. Information is provided to the farmers on several issues such as seeds ,soil test information, fertilizers, pests, government schemes and weather[3]. This minimizes the loss of life and material and maximizes the profit margin.

Banking-Banks are using communication networks which includes Automatic Teller Machine(ATM),internet, mobile devices and telephones to provide large number of services to its customers. The connection between bank and customer helps to manage and control transactions. E-Banking services include services where customers receive information about the bank, its products and services, customers can download account information and perform banking transactions such as online bill payments, transfer between accounts electronically.

RTI- The governance is called good when its laws and procedures are transparent, clearly defined and understood by those who are governed by it and implementation is quick and smooth.RTI helps to access public documents, file complaints, grievances and suggestions, file online income tax returns.RTI can also help gain information about government proceedings which further provides transparency in the system [4].

Education- Literacy plays a major role in a country's development and a major section of our population is in remote areas therefore e-education provides a medium to reach the masses and overcome distances and delivering issues of quality education. E-governance in education can help to overcome administrative delays in education system and brings transparency and accountability. It provides for optimum use of available resources, fund monitoring. It helps students in online learning and online test certifications.[5] It also facilitates interaction of students to industry experts and thus narrows the gap between theory and practicality.

Health-E-Governance in health provides connectivity upto the primary health care level. There are E-gram, E-mamta projects, hospital management information system(HMIS).E-mamta is a management tool to plan, deliver and monitor quality of mother child health(MCH) services ,track drop outs and ensure complete delivery and thereby reduce Infant mortality rate
(IMR)/ mother mortality rate(MMR). HMIS is healthcare solution to provide better care to patients by addressing all the major functional areas of the hospital with the help of ICT. There are also unique ID based online family health databases. E-governance in health sector reduces in field work, improves inventory management and financial management of health care programmes[6].

IMPACT OF SOCIAL COMMUNICATION UNDER E-GOVERNANCE

Social media helps in keeping in touch with family and friends and finding out what other people are doing and chatting with others. It could also be used to invite people to an event and making arrangements to meet someone. Social media plays a major role in finding out people with similar interests. This can help in flourishing business and sharing information online with others and making new friends[7]. But with the pros also come the cons. Social networking addict could be considered someone who uses social media excessively to a point where it interferes with other daily activities. Other researchers have also linked anxiety, sleep deprivation, depression and some psychological disorders to people who spend too much time online**.** While using networking sites we get updated with what is going on in others life and start comparing ourselves. This may lead to a sense of insecurity and we may tend to demotivate ourselves. At times we may not be comfortable in sharing our personal pictures with colleagues so this creates a question about where to draw a line**.** Moreover, while we might think that our information is safe on the internet but in reality most of us are rendered vulnerable by the information we post. Social networking helps to connect to new people whom we actually don't know. This could prove to be dangerous. It causes distraction in everyday life and leads to decreased productivity. We spends hours

scrolling down the posts on these sites. On social networking sites people can post whatever they want without facing any serious consequences. Much of this information shared is often untrue and rarely controlled by the social media sites. The information provided by social media is available to predators as well as friends. Kids especially are vulnerable to the practice of cyber-bullying. The devastation of these online attacks can leave deep mental scars. Social media sites can make it difficult for us to distinguish between the relationships that we have in the real world, and the virtual relationships formed through social media. Spending so much time and energy on these less meaningful relationships, makes our actual relationships suffer. Networking encourages people to be more public about their personal lives and the things they post remain available indefinitely. This could cause serious damage to one's identity. Mostly victims of social network are students because when they are studying or searching their course material online, they get attracted to these sites to kill the boredom in their study time hence diverting them from their actual work. Students tend to have reduced leaning and creative writing skills, they have become dependent on the data that is available online and most often copy paste their assignments from the internet because the information is easily available there. Students while searching and studying online get attracted to these sites and waste a lot of time[8]. It is found in researches that there is a relation between hyper networking, which is more than three hours of internet time, and negative health behavior such as depression, drug abuse and isolation among teenagers.

Table 1. Analysis

S.no	Electronic media	Textual media
.1.	Education is able to reach masses through online learning systems.	The remote areas were deprived of quality education
2.	Accessbility of large amount of information that is available on the internet	Less exposure to information sources
3.	Farmers are updated about weather forecast that minimizes loss	No such updates were possible earlier for the local people
4.	Availability of call centres to help people	Only local interaction was possible and there was lack of expert advice.
5.	Provides online banking capabilities through the centralized banking systems	In banks people had to wait in large queues for making transactions
6.	Helps government in the monitoring of various projects.	Monitoring of projects was a difficult task without electronic media.
7.	Allows student industry interaction through various blogs.	Practicality part was lacking in education
8.	Important information is available without much wastage of time.	To gain information on a particular subject a lot of time and energy was wasted
9.	Helps to meet people of similar interest	Difficult to find this in local areas
10.	e-business reduces the administrative and operative costs	In normal business this accounts for a large amount.
11.	Marketing is easy using today's electronic media.	Marketing was a difficult task.
12.	Inventory cost in reduced in e-commerce applications	Inventory cost is large in normal trading.
13.	Internet opens up wide variety of options for people involved in business	Options are limited and association are generally formed locally
14.	Online consultancy services are provided	Offline consulting services lead to a lot of time wastage
15	It requires know how about how the use the different electronic gadgets	No such complexities involved
16	It is an expensive media	No such expenses

CONCLUSION AND FUTURE SCOPE

Internet which stands for "interconnection of networks" has really been able to meet its objective, it does what it says. The usage of internet in every field has played a major role in saving time and energy. It has simplified our daily lives to a great extent and has proved out to be the greatest inventions of mankind. Though social networking is very common in today's era, but still there are flaws like misuse of social networking sites. The solution to the negative impact of using social media could be efficient time management among students so that it is used by them only to refresh themselves and not to waste time. Parents should keep a check on internet usage time of their children. Other resolution could be a self regulatory body under some governance to keep tracking the negativities.

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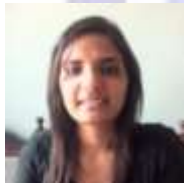
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