



Research Article

DOI: 10.58966/JCM2023245

# The Digital Duality: Social Media's Impact on Society, Communication, and Language

Soumen Das

Assistant Professor, School of Media Science, Institute of Management Study, Kolkata, West Bengal, India

## ARTICLE INFO

**Article history:**

Received: 13 October, 2023

Revised: 16 October, 2023

Accepted: 13 November, 2023

Published: 18 December, 2023

**Keywords:**

Social media, Communication, Information dissemination, Security, Cyberbullying, Online Safety

## ABSTRACT

This study explores the nuanced effects of social media on society, emphasising how it has both positive and negative aspects. Positively, social media has revolutionised global connectivity by democratising journalism, encouraging participation across great distances, and giving companies access to low-cost advertising channels. The report does admit many drawbacks, too, such as privacy issues, cyberbullying, and the quick dissemination of false information. The study promotes digital literacy, user education, and proactive actions from social media companies to address these problems. It highlights how critical thinking abilities are necessary to successfully traverse the internet environment. Furthermore, the study draws attention to the linguistic influence of social media by presenting acronyms, abbreviations, and colloquial language, prompting concerns about possible negative effects on written language proficiency and the significance of maintaining linguistic norms. Overall, the study highlights how social media has a significant impact on a variety of fields, including activism, politics, marketing, and education. It also highlights the need for a balanced strategy to maximise social media's advantages while minimising its drawbacks.

## INTRODUCTION

Over the past ten years, social media's widespread effect has significantly changed contact, connection, and communication. This essay examines the conflicting effects of it on several societal facets, including the English language, as well as its beneficial and bad consequences. By analysing the benefits and drawbacks, we hope to offer a thorough grasp of the complex impacts of social media. Its incredible influence and reach serve as a bridge that connects people across the world, despite geographical barriers. Due to social media's significant impact on public opinion, political discourse, and consumer behaviour, it is evident how pervasive it is in contemporary society.

### The Boons of Social Media

**Global Connectivity:** Social media platforms have revolutionized the realm of global connectivity, dismantling geographical barriers that once constrained human interactions. This newfound connectivity

empowers individuals to engage with friends, family, and acquaintances across vast distances, contributing to the exchange of ideas, cultural diversity, and the creation of virtual communities. According to the Digital 2021 Global Overview Report by We Are Social and Hootsuite, 4.20 billion people utilise social media worldwide, overcoming geographic constraints.

**Information Dissemination and Awareness:** Social media has emerged as a potent tool for disseminating information and raising awareness about various social, political, and environmental issues. It has democratized the role of journalism, enabling ordinary individuals to become citizen journalists, amplifying marginalized voices, and shedding light on pressing societal matters. Furthermore, these platforms function as real-time news sources, delivering instantaneous updates on global events.

**Business Opportunities and Marketing:** The advent of social media has unlocked new avenues for businesses

\*Corresponding Author: Soumen Das

**Address:** Assistant Professor, School of Media Science, Institute of Management Study, Kolkata, West Bengal, India

**Email** ✉: [soumenfilm@gmail.com](mailto:soumenfilm@gmail.com)

**Relevant conflicts of interest/financial disclosures:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

© 2023, Soumen Das, This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 License, which allows others to remix, tweak, and build upon the work non-commercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.

to connect with their target audiences, facilitating promotional efforts, brand building, and the acquisition of invaluable consumer insights. Small enterprises and entrepreneurs stand to gain from the cost-effective advertising options that social media affords, thereby levelling the competitive playing field.

### **The Banes of Social Media**

**Privacy and Security Concerns:** Concerns about security and privacy have increased in tandem with the rise in social media use. Concerns about identity theft and data breaches are raised by the growing susceptibility of user personal data due to its unauthorised gathering and possible exploitation by other parties. User privacy is further compromised by the oversharing mentality that is pervasive on these networks.

**Cyberbullying and Online Harassment:** Because social media platforms provide anonymity, they unfortunately encourage cyberbullying and online harassment. For the victims, this causes excruciating emotional suffering that affects not only their personal lives but sometimes their performance in the workplace or in school.

**Fake News and Misinformation:** The startling growth of false information and fake news has been made possible by the quick dissemination of information on social media. These occurrences have a significant impact on public opinion, elections, and the maintenance of social divisions. Both social media companies and consumers have substantial problems in addressing and minimising disinformation.

### **Balancing the Scales: Mitigating the Banes**

**User Education and Digital Literacy:** Prioritising digital literacy, encouraging appropriate online behaviour, and developing critical thinking abilities are essential to addressing the negative aspects of social media. By educating people on fact-checking, one can reduce their vulnerability to false information and online harassment. To create a safer online environment, social media businesses and users must work together. Collaborations with nonprofits, such as Instagram with The Cybersmile Foundation, provide an example of how efforts are being made to address cyberbullying by providing resources, campaigns, and tools.

**Platform Regulations and Policies:** Social media platforms must take proactive measures to regulate content and enforce stringent policies aimed at curbing the dissemination of fake news, cyberbullying, and privacy breaches. Robust moderation mechanisms, transparent reporting systems, and collaboration with external organizations can foster safer online environments.

**The Expansive Impact of Social Media:** Social media has an impact on a wide range of businesses. It has revolutionised education by introducing virtual classrooms, encouraged political participation, and propelled social movements such as #BlackLivesMatter.

It transforms marketing by raising brand awareness and facilitating in-the-moment customer interactions. Notwithstanding worries about false information, it transforms journalism and makes citizen reporting easier. Most importantly, it influences public opinion and propels social change, as demonstrated by the Arab Spring. It fosters advocacy, creates networks, and acts as a hub for knowledge in the healthcare industry. The revolutionary impact of social media is felt throughout the world, influencing consciousness in a variety of fields.

### **Impact on the English Language**

Social media has had a major impact on language evolution during the past ten years, and in the digital era, linguistic shifts are becoming more noticeable. Language-related trends, memes, and new language have become more widely shared thanks to social media sites like Facebook, Instagram, and Twitter. Because of character restrictions and a casual communication style prevalent on social media platforms like Twitter and text messaging, abbreviations, acronyms, and slang have become increasingly common in English. This is one way that social media has influenced the language. Expressions like “LOL,” “OMG,” and “BRB” have become commonplace in ordinary speech and have transcended online interactions. Social media has also led to the creation of new vocabulary, such as “selfie,” “hashtag,” and “trending,” which have all melted into everyday speech. The use of emojis, GIFs, and memes blurs the distinction between formal and informal writing styles, which has prompted concerns about the possible worsening of grammar, spelling, and punctuation due to the casual character of online communication.

Social media has a significant impact on language, communication, and society. It presents both inherent challenges and revolutionary promise. Widespread information exchange, worldwide connectivity, and business prospects are made possible by it, but it also brings with it problems like false information, cyberbullying, and privacy concerns. Maintaining equilibrium requires strict platform policies in addition to extensive user training and digital literacy programmes. Social media’s widespread reach across platforms emphasises how important it is in influencing societal narratives and raising public awareness of international concerns. The changing linguistic dynamics, characterised by acronyms and a fusion of official and informal styles, mirror the way social media is changing in the digital era and necessitate careful handling of its intricacies.

### **Review of Literature**

This literature review continues the investigation started in the previous parts by going deeper into the complex dynamics of social media’s influence on language, communication, and society. Expanding upon the fundamental discoveries about the dual character of social media’s impact, the subsequent examination

seeks to traverse through the extant academic literature, illuminating various viewpoints and advancing a sophisticated comprehension of the intricate relationship between digital platforms and the development of language in modern conversation.

Numerous studies have underscored the constructive impact of social media on global connectivity. *Castells (2010)* has elucidated how social media platforms serve as bridges that transcend geographical barriers, enabling individuals to connect and engage with others hailing from diverse cultures and backgrounds. Likewise, *Rheingold (2012)* posits that social media has been instrumental in fostering the formation of virtual communities and facilitating the exchange of experiences, knowledge, and ideas on a global scale. These studies shed light on the positive aspect of social media by accentuating its role in nurturing interconnectedness and promoting cross-cultural understanding.

*Malissa Maria Mahmud (2014)*, in her work titled 'Social Media: A Boon or A Bane,' raises a noteworthy concern about the potential deterioration of language due to the prevalence of social media. She aptly underscores that an excessively favourable view of social media may inadvertently lead to an oversight of its implications on students' language acquisition, both semantically and syntactically.

The benefits of social media-enabled hybrid learning include real-time feedback, individualised learning experiences, improved online collaboration, flexible access to content, and multimedia integration. This fusion of digital and conventional approaches creates a dynamic learning environment.

Studies highlight the influence of social media on learning and education, particularly in the context of blended learning. Positive student opinions of social media, which are influenced by websites like 9gags, Tumblr, Facebook, and Twitter, have a global impact on language learning. Language changes as communication channels do. Shorthand expressions that reflect globalisation include "b4" for "before" and "RUOK" for "Are you okay?" Concerns are raised regarding the possible effects of this linguistic shift—which is typical of online communication—on students' academic writing because of the shorter sentences and avoidance of specific grammatical structures.

Privacy and security concerns associated with social media have been subjects of significant attention within the academic sphere. *Boyd and Hargittai (2010)* have shed light on the potential risks posed by data breaches and unauthorized access to personal information on social media platforms. They emphasize the need for users to exercise vigilance regarding privacy settings and the responsible sharing of personal data. Additionally, *Marwick and Boyd (2014)* delve into the challenges of managing one's online identity and the ramifications of oversharing on social media. These studies contribute to

our understanding of the adverse aspects of social media, cautioning users about the potential privacy and security pitfalls.

The issue of fake news and misinformation proliferating on social media platforms has garnered extensive scholarly attention. *Vosoughi et al. (2018)* conducted a comprehensive study, revealing that false information spreads more rapidly and reaches a broader audience than true news on Twitter. They expound on the potential negative consequences of misinformation, including its capacity to manipulate public opinion and erode trust in media. Similarly, *Pennycook and Rand (2019)* investigate the psychological factors contributing to the dissemination of misinformation and propose strategies to combat this growing concern. These studies emphasize the negative aspect of social media, underscoring the need for concerted efforts to address the dissemination of fake news.

The prevalence of cyberbullying and online harassment on social media platforms has prompted scholarly inquiry and concern. *Hinduja and Patchin (2015)* provide a comprehensive overview of cyberbullying and its adverse impact on victims, with a particular focus on the role of social media in facilitating such behaviour. They underscore the importance of creating safe online spaces and implementing effective policies to combat cyberbullying. Additionally, *Duggan et al. (2019)* explore the experiences of victims of online harassment and the psychological consequences they endure. These studies shed light on the negative aspects of social media, underscoring the imperative nature of proactive measures to address and prevent cyberbullying and online harassment.

In a publication titled 'Social Media: A Boon or A Bane For Society and Individuals,' *Dr. Samrendra Sharma (2019)* asserts that social media constitutes a boon to individuals worldwide. *Dr. Sharma (2019)* highlights the pivotal advantage of enhanced connectivity in our rapidly evolving world. Social media continually provides new processes and opportunities for businesses to expand and facilitates more accessible and efficient communication among individuals. It offers a platform for people to interact, disseminate awareness, showcase talent, advertise, express opinions, and engage with virtual communities.

## RESEARCH METHOD

A thorough methodology is used in this study to ensure a nuanced knowledge of the effects of social media on language, communication, and society. Primary and secondary data sources are integrated. A survey questionnaire is used to collect primary data, which provides qualitative insights into a range of social media-related experiences. This adds useful perspectives to the investigation. Secondary data comes from published literature and research and offers statistical insights and theoretical frameworks to create a more complete context.

Ten structured survey questions were created and disseminated online via the Google Forms platform to gather primary data. Thirty respondents, representing a varied cross-section of society and holding professional positions and at least a doctoral degree, were asked to share their thoughts and experiences via the survey.

The survey addresses a range of subjects about the influence of social media:

1. Information Dissemination and Awareness: Analysing how social media promotes public awareness and information dissemination.
2. Business Opportunities and Marketing: Examining marketing opportunities and the perceived worth of social media for companies.
3. Privacy and Security Concerns: Examining how social media users handle privacy and security issues.
4. Mental Health and Well-Being: Assessing views regarding the impact of social media use on mental and overall health.
5. Cyberbullying and Online Harassment: Examining perspectives regarding the need for strict laws to deal with these problems.
6. Social Connections: This section looks at how social media keeps people in contact with their loved ones, particularly those who live far away.
7. Language Impact: Examining if the use of social media has affected how people communicate and compose content in English.
8. Politics and Elections: This section explores the idea that social media affects politics and elections.
9. Social Media Addiction: Examining views on the legitimacy of social media addiction as a problem.
10. Perception in General: Assessing if social media is typically viewed as beneficial or detrimental to society.

Secondary data was gathered from dependable sources including Forbes Advisor, Smart Insights, and Search Engine Journal in addition to original data. These sources provided information on mental health statistics, daily usage habits, and platform preferences, which improved our comprehension of the intricate dynamics of social media interaction.

The integration of primary and secondary data in this study technique guarantees the comprehensiveness

and dependability of our analysis of the complex impacts of social media on language, communication, and societal paradigms. Incorporating authentic, first-hand viewpoints and insights from reliable sources enhances our understanding of social media's dynamic influence.

**Data Collection & Data Analysis**

The primary data, collected through an online survey, encompassed a sample size of 30 respondents. The survey was disseminated over the Internet and was open to participation from individuals hailing from various regions of India. The survey questionnaire was thoughtfully designed and generated substantial feedback. To facilitate data interpretation and presentation, a pie chart was employed, allowing for a visual representation of the responses and insights gathered from the sample.

In addition to primary data collection, this research incorporated the study of previous research papers pertinent to the subject matter. These academic papers offered valuable insights and context, contributing to the depth of understanding of the research topic. Furthermore, statistical data from these research papers, as well as data from government and non-government websites, were diligently examined and incorporated into the research.

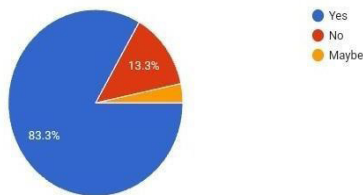
The survey conducted for this research, which gathered objective responses from individuals across India, was constructed based on the hypothesis formulated in the paper. The diverse range of responses received offered a comprehensive perspective on the subject, enriching the research findings.

In Figure 1 the sample survey comprising 30 respondents, 83.3% of the participants expressed a positive perception of social media's role in disseminating information and raising awareness on important issues. Conversely, 13.3% of the respondents held a contrasting view. A smaller proportion, specifically 3.4%, remained non-committal on this matter. These responses reflect the diverse spectrum of opinions and perspectives within the sample, contributing to a comprehensive understanding of the subject under investigation.

In Figure 2 response to the query concerning the provision of valuable business opportunities and marketing avenues by social media platforms, a significant

1. Has social media played a positive role in disseminating information and raising awareness on important issues?

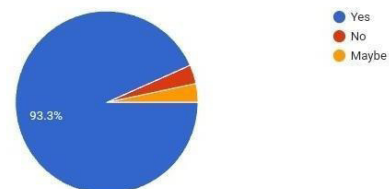
30 responses



**Figure 1:** Role of Social Media in Disseminating Information and Raising Awareness.

2. Do you think social media platforms provide valuable business opportunities and marketing avenues?

30 responses



**Figure 2:** Role of Social Media in Business Opportunities and Marketing Avenues



majority of 93.3% of the respondents affirmed that they do indeed provide such opportunities. A smaller proportion, comprising 3.3% of the respondents, expressed a negative viewpoint. An additional 3.3% of the participants remained indecisive on this matter. These responses underscore the diversity of perspectives within the surveyed group and contribute to a comprehensive understanding of the subject at hand.

A Figure 3, a substantial majority of 93.3% of the participants in the survey reported encountering privacy and security concerns during their use of social media. Conversely, a minimal 3.3% conveyed that they had not experienced such concerns, while an equivalent 3.3% expressed uncertainty regarding this matter. These responses underscore the prevalence of privacy and security issues in the context of social media usage and reflect the varied perspectives within the surveyed group.

In response to the query regarding the impact of social media on mental health and overall well-being, the Figure 4 responses exhibited a significant degree of diversity. Notably, 46.7% of the survey participants perceived social media as having a positive influence on mental health. In contrast, 33.3% of the respondents held the view that social media had a negative impact. An additional 20% of the participants remained uncertain on this matter. These responses underscore the complexity of the relationship between social media usage and its effects on mental health, reflecting the variety of perspectives within the surveyed group.

As showed in Figure 5 resounding consensus emerged from the survey, with an overwhelming 100% of the

respondents expressing the view that social media platforms should institute more stringent policies to address the issues of cyberbullying and online harassment. This unanimous response underscores the unequivocal call for increased measures to combat these forms of misconduct in the online domain.

In response to the question regarding the role of social media in facilitating connections with friends and family, particularly those residing at a distance, a substantial majority of 96.7% of the respondents affirmed that it indeed aids in maintaining such connections. This resounding consensus showed in Figure 6 underscores the instrumental role that social media plays in enabling individuals to stay connected with their distant acquaintances and loved ones.

As showed in Figure 7 significant majority of 86.7% of the respondents conveyed that social media has exerted an influence on the way people communicate and use the English language. In contrast, a mere 10% of the participants held the belief that social media has not had an impact on their use of the English language. Additionally, a minimal 3.3% remained uncertain regarding this matter. These responses underscore the pervasive effect of social media on communication and language, reflecting the variety of perspectives within the surveyed group.

In response to the inquiry concerning the role of social media in shaping political opinions and its influence on elections, a substantial majority of 76.7% of the respondents asserted that social media indeed plays a significant role in this regard. as showed in Figure 8 Conversely, 20% of the participants held the perspective

3. Have you ever experienced privacy or security concerns while using social media?

30 responses

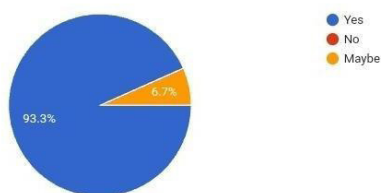


Figure 3: Privacy & Security Concerns while Using Social Media

5. Do you think social media platforms should implement stricter policies to address cyberbullying and online harassment?

30 responses



Figure 5: Implementation of Stricter Policies to Address Cyberbullying And Online Harassment on Social Media

4. Has social media had a positive impact on your mental health and overall well-being?

30 responses

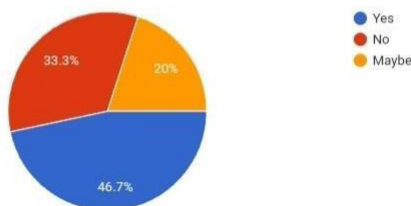


Figure 4: Impact of Social Media on Mental Health and Wellbeing

6. Has social media helped you stay connected with friends and family, especially those who live far away?

30 responses

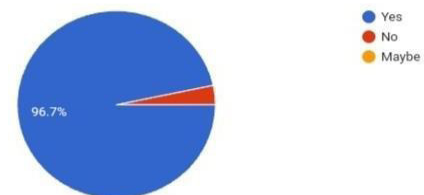


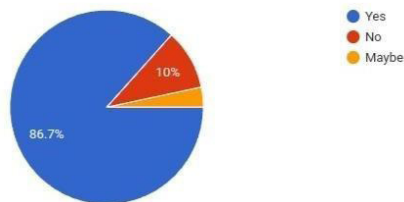
Figure 6: Role of Social Media to Stay Connected with Friends, Family and Those Who Live Far Away

that social media does not wield any influence in this context. An additional 3.3% of the respondents expressed uncertainty regarding the matter. These responses highlight the perceived impact of social media on political opinions and elections, underscoring the diversity of viewpoints within the surveyed group.

A significant majority as showed in Figure 9 amounting

7. Do you believe that social media has affected the way people communicate and write in the English language?

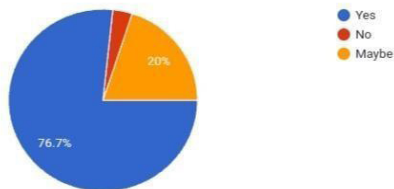
30 responses



**Figure 7:** Effect of Social Media on the Way People Communicate and Write in the English Language

8. Do you think social media has played a significant role in shaping political opinions and influencing elections?

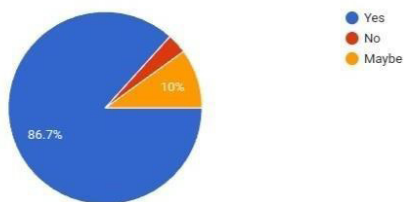
30 responses



**Figure 8:** Role of Social Media in Shaping Political Opinions and Influencing Elections

9. Do you believe that social media addiction is a real issue affecting individuals in today's society?

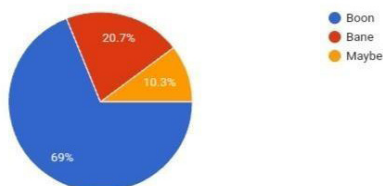
30 responses



**Figure 9:** Addiction of Social Media in a Real Issue Affecting Individuals Today

10. Overall, do you consider social media to be more of a boon or a bane for society?

29 responses



**Figure 10:** Whether Social Media is Boon or Bane

to 86.7% of the respondents, expressed the view that social media addiction is a tangible issue that has an impact on individuals in contemporary society. In contrast, only 10% of the participants believed that social media addiction does not influence today's society. Additionally, a minimal 3.3% of the respondents remained uncertain about the matter. These responses underscore the perceived significance of social media addiction as a concern affecting individuals today, reflecting the variety of perspectives within the surveyed group.

In response to the inquiry regarding whether social media is perceived as more of a boon or bane for society, the responses were diverse. as showed in Figure 10 a majority, accounting for 69% of the respondents, expressed the viewpoint that social media is indeed a boon. Conversely, 20.7% of the participants believed that it represents a bane for society. An additional 10.3% of the respondents remained indecisive on the matter. These responses underscore the varied perspectives within the surveyed group, reflecting the complexity of opinions regarding the societal impact of social media.

## RESULTS & DISCUSSION

The results derived from the questionnaire and the examination of research papers have yielded several noteworthy conclusions. It is evident that, for most of the population, social media is regarded as a boon. However, it is important to acknowledge the presence of substantial drawbacks, leading to a significant portion of the population perceiving it as a bane.

The total number of respondents is 30, expressed by 100% of the respondents, which is the imperative need for social media platforms to institute more stringent policies to address the prevalent issues of cyberbullying and online harassment. This unanimous perspective underscores the collective demand for enhanced measures to combat these forms of misconduct in the online sphere.

### Disseminating Information and Raising Awareness

According to previous research, the study found that 83.3% of respondents highly value social media's function in spreading awareness and information. On the other hand, 13.3% voiced their worries, bringing up issues such as false information and filter bubbles. A further 3.4% expressed a more nuanced viewpoint by not having a firm opinion. These varied viewpoints highlight the necessity of doing in-depth research to fully understand the complex ways that social media affects information exchange while considering both its benefits and limitations in modern society.

### Business Opportunities and Marketing Avenues

Social media platforms are considered essential company tools for marketing, brand building, and customer involvement, with an overwhelming 93.3% of respondents holding this opinion. The 3.3% that disagrees raises important concerns about possible problems in the

business-social media interaction and calls for more qualitative investigation. The 3.3% of respondents who were unsure about their decision highlight the range of viewpoints and acknowledge the impact of industry, company size, and personal experiences. Businesses and marketers can match tactics with the diverse expectations of their target audience by using these nuanced insights, which offer important recommendations.

### **Privacy & Security Concerns**

A noteworthy pattern emerges from the survey: 93.3% of respondents said they were concerned about their privacy and security on social media. This pervasive concern highlights how similar these worries are. On the other hand, 3.3% said they had no worries, suggesting that a tiny percentage felt safe online. 3.3% more expressed uncertainty, indicating a range of viewpoints. The results highlight how important it is to have a safe online environment and call on users and platform developers to take these issues seriously. To strengthen overall social media security, follow-up investigations should focus on user behaviour, platform policies, and possible improvements.

### **Mental Health and Wellbeing**

Different viewpoints on how social media affects mental and overall health are revealed by the poll. 46.7% of respondents had positive opinions and mentioned advantages like relationship maintenance and motivational material. On the other hand, 33.3% raise issues like cyberbullying and comparison anxiety, indicating the necessity for focused interventions. The substantial 20% of respondents who expressed confusion highlights how complicated this link is, probably due to different usage patterns. The variety of answers highlights the need for in-depth investigation into the complex relationship between social media use and mental health, considering elements like online interactions, content preferences, and privacy settings. Our comprehension of these complex dynamics inside 100 words can be improved by more research into online communities and the effects of carefully chosen content.

### **Cyberbullying And Online Harassment**

The universal support for stricter legislation demonstrates the broad recognition of the detrimental consequences that cyberbullying and online harassment have on mental health and online experiences. Despite coming from a variety of backgrounds, respondents have similar worries about digital challenges, highlighting the need for increased online security. This consensus highlights the need for greater safety by demonstrating an increasing understanding of the detrimental effects of cyberbullying. In keeping with public discourse, the report emphasises how critical it is that social media companies evaluate and improve their current policies to effectively stop and deal

with online harassment. The overwhelming consensus indicates that taking aggressive steps to guarantee a safe online environment is required.

### **Stay Connected with Friends, and Family**

Participants in the poll were asked how social media helps them stay in touch with friends and family who live far away. A resounding 96.7% of participants confirmed the vital function of social media in fostering these connections. This agreement is consistent with earlier studies, demonstrating the platform's effectiveness in getting over geographical obstacles. Social media, as a digital platform, facilitates instantaneous communication and meaningful interactions even in the face of great distances. The increased use of video calls, instant messaging, and frequent updates makes these relationships more intimate and dependable. The study highlights how social media has changed the dynamics of relationships in our globalised world, going beyond just a tool for exchanging information to become an essential tool for creating and maintaining communities, especially amongst people who live far apart. This highlights one important way that social media will continue to impact and mould society dynamics.

### **Impact on English Language**

This study is consistent with earlier studies on the impact of digital communication on linguistic standards, as 86.7% of participants recognised the influence of social media on language. This effect is attributed to the use of acronyms and slang as well as quick internet interactions. On the other hand, 10% of respondents think social media has little effect on language, which suggests a conscious attempt to preserve the use of conventional language. The 3.3% who expressed bewilderment highlights the importance of unique viewpoints and the need for additional study. These results add to the current conversations on language dynamics in the digital age by presenting several perspectives on how social media influences language and communication and by emphasising the complex interactions between personal experiences and views.

### **Shaping Political Opinions and Influencing Elections**

The study's majority of participants (76.7%) hold the idea that social media has a considerable impact on political beliefs. This belief is consistent with the wider discussion about the influence of internet platforms on politics. Social media is recognised for promoting varied conversations, quick information sharing, and political participation. On the other hand, 20% of respondents say social media does not influence political beliefs, indicating that they still trust traditional media. Merely 3.3% of respondents express bewilderment, highlighting the intricate connection between politics and social media

and calling for additional study. These differing viewpoints highlight the complex dynamics that necessitate careful investigation to completely understand how social media shapes political narratives and affects elections.

### Addiction to Social Media

With 86.7% of respondents identifying social media addiction as a common problem, the poll found a strong consensus, which is in line with earlier studies on the subject's effects on mental health. On the other hand, 10% downplayed its influence on society, illustrating a range of viewpoints on technology use. The low degree of uncertainty (3.3%) highlights how complex the problem is and shows how difficult it is to treat social media addiction. Diverse perspectives recognise the negative effects but also stress the importance of more research and discussion to fully understand the complex dynamics of modern society.

### Social Media is Boon or Bane

Diverse viewpoints on social media are revealed by the study, with 69% of respondents highlighting its benefits, including information exchange and worldwide connectivity. On the other hand, 20.7% say it's a burden on society and worry about disinformation and privacy. Remarkably, 10.3% are still unsure, indicating a wide range of viewpoints. Proponents emphasise the advantages, such as enhanced communication, while critics raise concerns about privacy invasion and potential hazards to mental health. This positive perspective is consistent with recognised benefits, but the sizeable fraction voicing reservations highlights enduring societal concerns about security, privacy, and misinformation. Comprehending these perspectives is essential for effectively managing obstacles and optimising the advantages of social media in the modern socio-digital environment.

The study's conclusions highlight how complex and multifaceted society's views of social media are. While a sizable majority recognises its advantages in terms of information sharing, global connectedness, and business potential, a notable portion views it negatively, citing issues with language, privacy, and mental health. The widespread agreement to impose stronger laws against online harassment is indicative of a shared understanding of the drawbacks of social media. Various points of view regarding language effects and mental health support complex solutions that are individualised. To tackle these issues, targeted awareness campaigns, educational initiatives, and platform improvements are required. To create a digital environment that is safer, more educated, and inclusive, users, platforms, and legislators must work together to balance the advantages and disadvantages of social media.

## CONCLUSION

People often use social media during their free time, and it has become an integral part of our everyday life. However it's important to understand that using these sites excessively can present a few difficulties. It becomes imperative to use caution and judgement, especially when coming across material on social media, and to make sure that it is real. These actions help to make the social media ecosystem better overall.

Social media's influence on society is a complex phenomenon that presents both obstacles and amazing potential for connectivity and knowledge sharing. It has been noted that the use of social media in modern times hinders the development of language in both syntactic and semantic domains. The media has a dual function: it can be beneficial when it operates with social responsibility, but it can also be detrimental when it sensationalises news and practises "yellow journalism."

The study explores the complex ways in which society views social media, highlighting its diverse effects on contemporary life. Global networking, information sharing, and business opportunities are acknowledged advantages; nevertheless, these are offset by common worries about mental health, privacy, and linguistic consequences. More legislation against cyberbullying is demanded unanimously, a sign that people are aware of the negative sides of social media. Various points of view about language and mental health highlight the necessity of customised interventions.

The study concludes that users, platforms, and legislators must work together to address these issues, with a focus on platform improvements, educational programmes, and awareness campaigns. To achieve a balanced use of social media's advantages in the ever-changing digital landscape, there will be a push in the future for more responsible and educated social media use, with a focus on improved digital literacy and strong privacy requirements.

## REFERENCES

1. Boyd, D. & Hargittai, E. (2010). Facebook Privacy Settings: Who Cares? First Monday Peer Reviewed Journal on The Internet.15(8). <https://doi.org/10.5210/fm.v15i8.3086>
2. Castells, M. (2010). *The Rise of the Network Society*. Second edition. Oxford: Wiley-Blackwell.
3. Duggan, M. (2014). *Online Harassment*. Pew Research Centre. <https://www.pewresearch.org/internet/2014/10/22/online-harassment/>
4. Kowalski, R. M., Limber, S. P., & Agatston, P. W. (2012). *Cyberbullying: Bullying in the digital age*. John Wiley & Sons.
5. Lewandowsky, S., Ecker, U. K. H., & Cook, J. (2017). Beyond Misinformation: Understanding and Coping with the "Post-Truth" Era. *Journal of Applied Research in Memory and Cognition*, 6(4), 353-369
6. Livingstone, S. & Brake, D. R. (2010). On the rapid rise of social networking sites: New findings and policy implications. *Children & Society*, 24(1), 75-83.





7. Mahmud, M. M. (2014). Social Media: A Boon or A Bane? Conference: 9th Global Conference: Cybercultures: Exploring Critical Issues At Lisbon, Portugal, 1-18.
8. Marwick, A. & Boyd, D. (2014). Networked privacy: How teenagers negotiate context in social media. *Sage Journals*, 16(7). <https://doi.org/10.1177/1461444814543995>
9. Patchin, J. W. & Hinduja, S. (2015). Measuring Cyberbullying: Implications for Research. *Elsvier*, 145(10). <http://dx.doi.org/10.1016/j.avb.2015.05.013>
10. Pennycook, G. & Rand, D. G. (2018). Lazy, not biased: Susceptibility to partisan fake news is better explained by lack of reasoning than by motivated reasoning. *Elsvier*, 188(12) 39-50. <https://doi.org/10.1016/j.cognition.2018.06.011>
11. Rheingold, H. (2012). *Net Smart: How to Thrive Online*. Cambridge, MA: The MIT Press.
12. Sharma, S. (2019). Social Media: A Boon or A Bane for Society and Individuals. Published in *Journal of Emerging Technologies and Innovative Research*, 6(1), 854-858.
13. Smith, P. K., Mahdavi, J., Carvalho, M., Fisher, S., Russell, S., & Tippett, N. (2008). Cyberbullying: its nature and impact in secondary school pupils. *Journal of Child Psychology and Psychiatry*, 49(4), 376-385.
14. Tufekci, Z. (2014). Big questions for social media big data: Representativeness, validity, and other methodological pitfalls. *ICWSM*, 14(1), 505-514.
15. Vosoughi, S., Roy, D. & Aral, S. (2018). The spread of true and false news online. *Science Journal*, 359(6380), 1146-1151. <https://doi.org/10.1126/science.aap9559>
16. Zubiaga, A., Liakata, M., Procter, R., & Hoi, G. W. S. (2018). Detection and Resolution of Rumours in Social Media: A Survey. *ACM Computing Surveys (CSUR)*, 51(2), 32.

**HOW TO CITE THIS ARTICLE:** Das, S. (2023). The Digital Duality: Social Media's Impact on Society, Communication, and Language. *Journal of Communication and Management*, 2(4), 245-253. DOI: 10.58966/JCM2023245