

SOCIAL MEDIA : A CAUSE OF CULTURAL LAG IN INDIAN SOCIETY

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ABSTRACT

A study attempted to know the various social issues caused by the excessive use of social media which is an outcome of material culture. The non material culture lagged behind and resulted in many such situations that lead to 'Cultural Lag' in the Indian Society. The present paper tries to focus that how far the society at large is affected by the Social Media.

Keywords : *Cultural lag, material culture, Social Media, cybercrime, ethical issues.*

INTRODUCTION

Social Media: Social networking phenomenon or social media has emerged over the past ten fifteen and has practically crept into every aspect of our life. May it be day today enterprise or professional activity or any other issue. As we know that the computer mediated tools which allow people or companies to create, share or exchange information, career, interest, Ideas and pictures or videos in virtual communities and network is nothing but social media.

Social media is mostly based on mobiles and web-based technologies which provide highly interactive platform for individuals and communities. Technically, social media is defined by Wikipedia as "it is a group of internet-based application that build on the Ideological and technological foundation of web and that allow the creation and exchange of user-generated content." A broadly defined definition of social media referred to "the many relatively inexpensive and widely accessible electronic tools that enable anyone to "the many relatively inexpensive and widely accessibly electronic tools that enable anyone to

publish and access information, collaborate on a common effort, or build relationships. These social media introduces substantial and pervasive changes to communication between various organization, communities and individuals. It is a global phenomenon. Nielsen, Internet users continue to send maximum time with social media sites than any other type of websites. Honey comb frame work of social media makes it popular; lure every persons to access it. One another reason for its volatile use is that it simply provides huge plat-form for participation, conversation & interactions. Social media is nothing but is an advancement of material culture.

Anyone with simple basic skills of computer or internet skills can easily access social media which is a major attribute of its increasing popularity in India & world. Day by day social networking sites users are increasing in India. With the ease of internet access, the number of social media users in India stood at 518 million in 2020. Furthermore, the social network users in the country were expected to be almost 1.5 billion in 2040. Facebook remained the popular choice among the social media platforms as of 2020. However these technologies have many

serious ethical question about their use. Here cultural lag is seen as an agent or cause of many social problems like social disorganization, critical ethical issue which may lead to breakdown of social solidarity and the rise of social conflict. As the paper establishes a correlation between social media & how it may lead to critical social problems as a result of cultural lag. Let us first understand what cultural lag is all about.

CULTURAL LAG

A complex phenomenon like social disorganization is caused by a number of factors. Elliot & Merrill have given "Cultural Lag" as one of the cause of social disorganization.

As CN Shankar Rao in his Book 'Sociology' has given that "cultural lag" the concept based by W.F. Ogburn, refers to the imbalance in the rate of speed of change between the material cultural & non material culture. The material culture changes very quickly. But ideas, beliefs, attitudes, tastes philosophy habits, ideologies, institutional structures & such other aspects of non material culture changes slowly & gradually. Hence a 'gap' or 'lag' arises between the two types of culture. This lag referred to as 'Culture Lag' invites the process of disorganization to set in. For example, though India has adopted western technology in villages for farming and other agricultural activities (material culture) but they have not very much changed their traditional beliefs, attitudes and customs etcetera(non material culture) this situation has led these many disorganization in society.

'Cultural lag' refers to the notion that culture takes time to catch up with technological innovations. This leads to social problems or conflicts caused by such lag. As explained by James W. Woodward, when the material conditions or culture change, must occur a change in the adaptive culture also. But these changes in the adaptive culture does not coordinate or synchronize exactly with the change advancement in the material culture and causes a situation of cultural lag. This term was coined by sociologist W.F Ogburn. His theory of

cultural lag suggests that a period of maladjustment occurs when the non-material culture in struggling to adapt to new material conditions. According to Ogburn, with the evolution advancement of a material culture occurs rapidly and voluminously while non-material culture tends to resist such change and remain fixed for a long period of time. These conflicting cultural lag in the society creates problems in a multitude of ways.

Yes, it is a fact that advancement of technology is capable of bringing about vast change in society. But has become a "determining" factor in social life.

Material Culture: Material culture is rapidly progressing in most of the sphere of life but the change or progress an our values, belief, ideals, norms which form the non material culture, lags behind as people commonly respects old concepts, belief, mores customs, so the major cause of cultural lag is man's psychological dogmatism.

Non Material Culture: Thought & Ideas that make up a culture are called the non material culture Ideas, belief & values or norms.

IMPACT/CORRELATION BETWEEN SOCIAL MEDIA & SOCIAL PROBLEMS

One of the negative effects Social networking sites in the youth especially students is that they are spending too much time on social sites and much lesser time on socializing in person and resulting in an artificial sort of interactions which lack expression, sentiments or feelings in short there is reduction in real human contact.

Recently two Delhi based brothers were so much addicted to the video games and these sites that they literally became so sick, they were engrossed so much in these activity that they lost control of their mind and started urinating in their clothes, lost appetite, did not even noticed the burglars that entered in their house. They were later admitted in a rehabilitation center. So it is found that excessive use of these sites affect the mental as

well as physical health. Every day there are cases of Fraud, forgery, false relationships, betrayal due to false sense connections, love etc. developed through social media like Facebook etc. cyber- bullying is also one of the bad impact of these social sites it is spreading widely among youth.

Every day news papers are filled with the news of blackmailing of victims especially girls or women, they are threatened by the culprits for uploading their nude or obscene film/videos. These are done either to extract or extort money from victims or sexual harassment. Even for taking revenge these social sites are being used. These sites have become volatile place for defaming a person too. Victims photographs being uploaded on various social media sites after being morphed into obscene versions which later goes viral on these sites. The accused usually in most of the cases threaten or blackmail the victim.

Similarly people have started living in a virtual world to portray it on social media like Facebook, Instagram, Snapchat, WhatsApp, Telegram, TikTok, Tinder, Tumblr, WeChat. Instead of enjoying the time or event they're too busy taking snap or pictures thinking about how it will look online the very next day. Most affected are the youth or the teens of today many cybercrimes are taking place in society, using mobiles and internet.

Day by day there is an increase in crime or disorganizational behavior where the social media is been used as a tool. Cyber bullying, online predator, Hate crime, derogatory comments related to gender, race, religion, sexual orientation can be seen in everyday life.

METHODOLOGY AND INTERPRETATION

In the Indian society, over the span of six months, almost 200 cases of crimes or disorganized behavior have been surveyed and studied. The data has been analyzed to develop a correlation between the social analyzed the condition of cultural lag. Day by day, there is an increase in crime or disorganizational

behavior is observed where the social media is used as a tool. At an International level social media is used by extremist groups like ISIS, Al Qaeda, Taliban's for their destructive activities against the society at large.

FINDINGS

Sample of cases selected from the secondary sources - like news paper for almost 5 months in the year 2020, it is found that most of the cases were of cyber bullying, cases related to defamation of the victim was found. Other finding suggested that it is mostly females who were the victims. These victims were usually lured by the predators on social media platforms with the promise of giving employment, money or marriage. Secondary data refers to data that is collected by someone other than the primary user. Common sources of secondary data for social science include censuses, organizational records and data that was originally collected for other research purposes.

In order to make the study comprehensive and holistic, about 200 samples were surveyed, the cases were selected, analyzed from the various national news papers as the secondary source. In many cases the information passed through a newspaper is very reliable hence making it one of the most authentic source of collecting secondary data.

CONCLUSION

Though, there exists many medical advancement like test tube babies, surrogacy, advent of stem cells, many advanced software's, cyber technologies, Nano technologies, android phones, computers are potentially beneficial technologies. However these technologies have many serious ethical questions about their use. Here '**cultural lag**' is seen as an agent or tool of many social problems like social, cultural, individual disorganization. These critical ethical issues may lead to breakdown in social solidarity and the rise of social conflict.

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