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THE VIRTUAL SOCIETY DILEMMA AND DIGITAL SOCIAL MEDIA: IMPACTS ON SOCIALISATION

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ABSTRACT

Socialization is a concept used by sociologists, social psychologists, anthropologists, political scientists, and educators to refer to the lifelong process of inheriting and disseminating the norms, customs, and philosophies, to equip a person with the skills and habits needed to participate within. your community. The powerful revolution changed has been perceived by the society through digital social media all around. Society has various facet likewise business, legal, political, cultural etc. Every facet of society has been taking move through DSM. This study gives insight of significant affect in our socio-cultural world. Cases of cyber bullying by unknown users and harassment are unknown. Such cases have resulted in significant loss of self-esteem and have a detrimental effect on people's morals.

KEYWORDS: *Socialization, loss of Self-Esteem Lifelong Process of Inheriting and Disseminating the Norms*

INTRODUCTION

Socialization is a concept used by sociologists, social psychologists, anthropologists, political scientists, and educators to refer to the lifelong process of inheriting and disseminating the norms, customs, and philosophies, to equip a person with the skills and habits needed to participate within. your community. Therefore, the process by which institutional and cultural cohesion is achieved is social cohesion.

The powerful revolution changed has been perceived by the society through digital social media all around. Society has various facets likewise business, legal, political, cultural etc. Every facet of society has been taking move through DSM. This study gives insight of significant affect in our socio-cultural world. The mass population have converted into worldwide users. The socialization is becoming more and more dependent on DSM. All the members of society have the opportunity to share view, opinion and association to improve the level of interaction. In the connection to all get to make and meet new people provides unique sense of socialization.

Today, social media has created new communication styles, which have had a profound effect on people's daily lives. Social media has played a vital role in people's lives today. It has new potential to bring about better channels of communication and information sharing, because the world and society seem to be united under its influence. Sharing ideas and working with people around the world has had a greater impact on people's morals than ever before. There are various good and bad both types of social media impact we can see in our lives, where, social media nowadays, more than ever, provides people with creative freedom. It has become simpler and seamless to

exchange views and topics of interest. Many individuals who would feel shy about coming forward with their thoughts earlier are now exhibiting their talents without fear of rejection.

LITERATURE REVIEW

The term 'virtual community' was coined by Rheingold (1993, 5), in the first edition of his book with the same title. As far as the concept of visible societies is concerned, there is no consensus on this root cause. For example, Linda Harasim (1993) argues that visible societies actually belong to fake societies, while Margaret McLaughlin, Kerry Osborne and Christine Smith (1995) argue that visible societies should be regarded as metaphorical societies.

The existence of visible societies shows that the Internet is not only the way people access information, but also the way they access other people, so that they can communicate, exchange ideas and build relationships (Sproull and Faraj 1997).

As virtual society allows people to break social boundaries and help connect with different people, it allows for the formation of a visible group identity. Members of the visible community establish group identity and the feeling of being part of a collaborative network platform (Blanchard 2007). In addition, through successive communication and exchange of information between members, an integrated social grant was created (Dixon 2005). "With the Visible Communities on Real Cultural Identification 9 and others, one can gradually build one's identity based on these experiences, while the media only serves as an accessible reference framework for group and personal identity building." (Strinati 1995, 239)

The development of tangible relations and new ownership provides increasing opportunities for cultural, social and political exchanges at the global level, regardless of local and time zones. Ten years ago, Sherry Turkle noted that new forms of communication were already challenging "what many people often call 'ownership'; a sense of self-reflection is renewed according to the many windows and the same life" (Turkle 1997, 73), which allows users of visible communities to gain access to different cultures.

In this view, multiculturalism destroys one's human perception of local beliefs and traditional cultural values by eliminating different aspects of local ownership. In this way, the visible culture, as a global culture, shapes the cultural aspects of the normal human way of life through a global trade system that inevitably undermines local culture. "It is therefore seen as a reflection of the sweeping and frustration that undermines local culture. On the other hand, the latter refers to the diversity of cultures and cultures." (KOÇ 2006, 5)

Edmund Jandt (2012, 5) emphasizes that, according to Antonio Damasio, culture operates as a regulator of human life and human identity. He also argues that the development of the human brain and personality is at odds with nature and opens the door to the emergence of culture - a radical change in the evolutionary process and a new basis for life control, which he calls 'socio-cultural homeostasis.' it is a socially constructive sect that incorporates elements such as habits, skills, ideas, schemes, symbols, values, norms, institutions, basic laws and environmental changes."

RESEARCH OBJECTIVE

The study is very much concerned about to examine impacts of virtual and DSM dilemma in which we are living today. What we think? Who we are? How this virtual society and social media are controlling our lives? The present study is concerned about the role of parents, struggle and the difficulties of the parents to deal with this virtual society and process of socialization.

METHODOLOGY

The study depends on contributions towards social learning i.e social behavioral theories, while carrying out my research. Some of techniques were very useful and relevant for investigating the relationship between individual with his culture, particularly the process by which the individuals learn formally or informally from their cultural set ups. This is the process of enculturation; analysis of the relation between individuals and the attributes of the group in to which they are being socialized has been done through the following means.

The interview was a technique particularly well adapted for understanding subjective definitions of experience of an individual. Questions to the parents related to the family particulars like educational background of all the members of the family, employment status, activities of children, opinion about children's education, uses of mobile phones, social media, behavior of children and so on. Group discussions were held with the various groups of people from various society separately.

ANALYSIS

It is found through observation that the functional behaviors that guide members of society towards self-improvement, and they belong to a species that has benefited from the evolutionary process of social learning and cultural transmission. It is also found that at present scenario has been totally changed. It is being evaluated in this study that the Virtual Dilemma does an incredible job of raising the stakes. The study also revealed the insight from the society as far as impact is concerned likewise; it shows the exponential increase in suicides among teens and pre-teens after 2009, when social media came on our phones, in two unsettling charts. Then fake news entered the picture, and from that onslaught we are still recovering. Fake news, a study found, spreads six times faster than a regular piece of information; it, too, then became a part of the algorithm: a data point, bait for the jaundiced, and a pitch for the advertisers. As we all know, the sordid consequences of social media reach far beyond the corruption of knowledge. It has contributed to toxic polarization, lynching, and a "global assault on democracy" over the past few years.

CONCLUSIONS

Social networking sites have allowed people to establish relationships with peers and people who have lost touch with society. In addition, these relationships have helped them to work together and find new ways to stay connected. On the other hand, it eliminates contact between people face to face, shortens their growth and limits their personality. It makes people depressed and frustrated with their lives, trying to survive on social media in the same way people do. The business world has got golden spoon in their hand after getting DSM. The easy and continuous interaction with customer makes the marketer easy platform. The quick and adoptive digital strategy facilitates great profit margins at their level. The DSM also allow people to air their out their feedback, demand and their grievances. The entire data bank is like treasure for business world. Job hiring can be quoted as one of the best examples of utilization of DSM. Since the flow of information is fastest among recipients which results in quick end results. Cases of cyber bullying by unknown users and harassment are unknown. Such cases have resulted in significant loss of self-esteem and have a detrimental effect on people's morals.

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