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*