

STANDPOINTS ON MEDIA, CINEMA & SOCIETY

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TIKTOK AND ONLINE IDENTITY CRISIS

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***ABSTRACT:** Human beings are born with an innate quality of expressing themselves in various forms. It is evident from the history of human civilization that man utilises various medium like cave paintings, songs, dance and dramas to express their emotions. With the advancement in human society better and fast media like newspaper, radio and television were adopted for the purpose. In this row today we have internet and social media that has grabbed the attention of the people since it's inception due to the feature of disseminating any message or information at a rate which was never imagined before.*

Media convergence has made it convenient for the common people to enter the virtual world of internet and social media. This convenience of entering the virtual world of internet and social media through smartphones came with its own boon and bane. On one hand it diminished the geographical boundaries connecting people from every strata of the society, which was a boon, and on other hand, the Identity established by the people dwelling in this virtual world became largely questionable.

This study aims to analyze and highlight the effects of short video making mobile apps along with social media on the identity formation aspect of youth and adults. These apps are loaded with pre designed