

PERCEPTION OF SOCIAL MEDIA: A CASE STUDY OF SERAIKELLA-KHARSWAN DISTRICT, JHARKHAND

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ABSTRACT

Social media is a form of electronic communication for public around the World to share the information, photos, messages and opinions. It is an interaction between groups or individuals in which one can produce, share, and many more over the internet.

Many organizations are making to better their practices with the advancement of social media. One can advertise or communicate in an efficient way with the use of social networking. People can get information from all over the world. But use of social media by the general public in limited way without addiction is benefitted.

This study has been undertaken mainly to understand the perception of rural people in India towards Social media in the country. The prime objective is to analyse and reveal the opinion of people living in rural areas on Social media. This study would give us the actual feedback of the views opined by people living in rural areas. To achieve this objective, Seraikella-Kharswan district of Jharkhand have been included in this study.

Keywords: Electronic Communication, Interaction, Technology, Boundaries, Blogs.

Social Media- Perception Of Rural India

Introduction

Social media is a form of electronic communication for public around the World to share the information, photos, messages and opinions. It is an interaction between groups or individuals in which one can produce, share, and many more over the internet.

In the light of the growth of the technology the social media has become an important one for every person, peoples are seen addicted with these technologies every day. Its impact is different on people with different fields. It has to increase the quality for students, to enhance the performance of business in different ways such as to increase annual sales of the business, to accomplish business objectives etc. Social media has merits as well as demerits which have negative impact like failure of education system due to false information, less productivity in an organization due to wrong advertisement, abuse the society by invading on people's privacy, violence due to some useless blogs resulted to some inappropriate actions. Use of social media in limited way without addiction is benefitted.

In order to understand this term better let's look at advantages and disadvantages of social media –

Advantages Of Social Media

- Social Media unite people for the achievement of specific goals on a big platform. This leads for a positive change in the society.
- Social Media helps to share views, ideas, and messages beyond the geographical boundaries.
- It provides an opportunity to connect with their clients for all writers and bloggers.