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Abstract

The impact and importance of social media in the Indian context are increasing a lot day by day. Be it the youth of the country or all classes of people who try to express themselves through social media. Various Information and thoughts are exchanged through Facebook, Whatsapp, Twitter, Orkut, Telegram, instagram and other social media. But as much as there are advantages of social media, there are also disadvantages. Many times a person or a society at large is defamed through social media knowingly or unknowingly by such messages. Due to this, there is a need for laws to exist for the proper functioning of law and order maintenance and to control social media. The impacts of social media on public life and the freedom of expression of people are now being discussed and researched in different aspects. But it is necessary to conduct new research on social media, society, and the laws related to it and reach those laws to the people. Through this research, the researcher will analyze social media, our society, and laws on social media and analyze the extent to which the government can limit people's rights through laws. For this research, the researcher will use the Doctrinal method of fully available materials and information.

Keywords- *social media, society, law, issues and restriction.*



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1. Introduction

Social media is an undeniable force in modern society. How the digital space has changed our lives because more than half of the world's people use social media platforms and the average person who spends their valuable time at least two hours scrolling in her day cannot be said to be aware of from new ways of coming together and staying associated to the world everywhere

us, to provide opportunities for expressiveness, social media has essentially changed the way we initiate, form, and continue relations. rice field. The Concept of social media has been defined by its interactivity, connectivity, and generated content by users. In modern days, using of social media networks and sites has become vital in day-to-day activity. Social media is generally used for interaction between community, accessing the bulletin and information for policymaking. It is an appreciated statement and communication tool for sharing, creating, distributing information, and communicating with others in the neighbourhood and all over the world. Social media can influence the consumer for purchasing decisions with help of various mode of evaluations, marketing plans, and advancements. Basically, social media impacts our ability to communicate, forming relationships, accessing as well as spreading information, and to help in making the best decisions.

2. Genesis and development of social media

The development of social media and its network has been imparted by the forces of social communication and developments in digitalise way of technology. This is an example of building and preserving individual relations at larger scale. According to the definition of Merriam-Webster, it is defined as an electronic communication (by way of social networking sites and microcomputers) that allowing the users to create an online platforms to sharing their info, thoughts, private gossips through massages, and other form of content (such as videos, blogs) format.

A Brief History of social media

Historically speaking, social media has there on a history of development.

Before development of internet Roots

In this sphere, social media started from 24 May of 1844, with a sequence of electric dashes and dots which automatically entered on a telegraph. The very first message by way of electronic means was from Baltimore to Washington, D.C. which proves that Samuel Morse understood the historical implications of these technical achievements: "What has God done?" The Samuel Morse has wrote this in his own ways and says that the Digital communiqué has deep roots, but the most modern explanation for the modern origins of social media and the Internet today points to the development of the Advanced Research Projects Agency Network (ARPANET) in the year 1969. This can be Created by the U.S.

Department of Defence, this emerging digital network allowed inventors from his four organized universities to segment software, hardware, and other data. In the year 1987, when the National Science Foundation launched its more robust countrywide digital network called NSFNET, it became the direct predecessor of today's Internet networks. After Ten years, in the year 1997, the first exact social media platform was launched.

Social Media Today

Subsequently blogging was invented, and the popularity of social media began to explode. Sites like My-Space and LinkedIn brought his attention in the early 2000s, while websites like Photobucket and Flickr completed it easy for him to share photos on the web. YouTube, which he launched in 2005, created a completely innovative way for individuals to communicate and share content over long distances by this way. By 2006, both Facebook and Twitter were available to users around the world. These websites are still one of the widely famous social networks on the Internet. Apart from this, other sites such as Tumblr, Spotify, Foursquare, and Pinterest have developed to fill specific social networking places.

3. Societies issues with Social Media

Social media has created many negative effects on society. These negative effects include cyberbullying, dissemination of false information, and coordination of terrorist groups which is very dangerous to a nation's security. Ample psychological healthiness of various professionals is very afraid about the impacts of social media on mental health. Some scientists believe that the continuous distraction of social media donates to attention discrepancy. In addition, many of the people who generally use platforms such as Facebook, WhatsApp, Instagram and Twitter users report high levels of stress, particularly among the mental health of individuals. Dissemination of false information- there is a huge debate on using of false information to polarize people by using misleading data. The exclamation of "forged newscast" has become common, and customer trust in old-style media has plummeted. Regrettably, erroneous, confusing, or unclear online content can harm your product's reputation, offend loyal consumers, or even discourage them from purchasing products and services.

Social media's effect on commerce

At the outset, in the fame and popularity of social media, it is unusual to come across a corporation that doesn't use at least one of the social media platforms to connect with its clients

and customers. Businesses recognize the value of using social media to engage with clients and increase their sales. Nowadays businesses are becoming aware of the power of social media for gathering data, generating demand, and developing specialized product offerings. These tasks are prominent in cooperation with conventional brick-and-mortar initiatives and, of course, e-commerce and trading.

Social Media's Effect on Relationships

Social media encourages people to establish and sustain "social media friendships" rather than real connections, which is one of its impacts. The term "friend" as it is used on social media is a weak substitute for genuine friendship. True friends have intimate relationships, frequent face-to-face contact, and mutual knowledge of one another.

Polarization

A filter bubble can trap one. In effect, the user is alone in an online community that looks like open communication but was created by an algorithm. Political thought or ideologies has been selectively reflected in social media content on political polarization.

4. Laws Relating to Social media in India

The Information Technology Act, 2000's Section 66A particularly deals with this problem by emphatically stating that anybody caught disseminating offensive messages through social media using a computer or other communication methods will be held in violation of the law. Section 66 Clause (a) states clearly that this section applies to any content that is completely offending or has a frightening moral character. According to clause (b), it is also illegal to use electronic records or another communication device to communicate persistently false information that causes frustration, troublesome-Ness, hazard, obstacle, abuse, damage, criminal intimidation, enmity, hatred, or ill will about individuals. According to this section's clause (c), any electrical email, mail, or message sent with the intention to irritate, awkwardness, betray or mislead a person as to what the source of such messages is punishable by this law, which carries a maximum three-year sentence as well as a fine.

By way of an amending Act (Act 10 of 2009), this Section 66-A was introduced to the Information Technology Act, 2000, and it became effective on October 27, 2009. The section is filled with a variety of ambiguous and all-encompassing terms like "offensive," "menacing," and "creating annoyance, inconvenience, danger, obstruction, insult, harm, criminal

intimidation, hostility, hatred, or ill-will." The majority of these terms can be employed quite broadly, and recent experience demonstrates that the clause under consideration has been impermissibly applied to seemingly innocent circumstances with disastrous results.

5. Challenges to Social media and Society

Social media can play important roles in communication, collaboration, education, and other areas, but it also presents some significant obstacles. The most significant difficulties brought on by social media are listed below. The regulation of social media in society faces serious privacy issues. The right to privacy is a fundamental right, but occasionally other people or governments intrude on people's private lives via social media.

Pornographic content in advertisements should be avoided on websites made expressly for social networking, and commercial social media censorship rules should be followed. These restrictions risk destroying the minds of young people and subsequently increasing crime if they are not rigorously adhered to. This is one of the biggest issues that social media in the contemporary web world must address.

Social media sites give space to people and pose an equal hazard to the safety of sensitive information, including personal data. The most common incidence is website hacking, which puts users of social media immediately in danger. This turns out to be another important issue that social media poses.

Deception: When a person joins a social networking site, their identity may be real or phoney. The other user has no way of knowing whether his or her identity is genuine. There have been numerous reported examples of fraud in the recent past. Social networking has emerged as a simple technological method for misleading people.

Conclusion

It is an exaggeration to say that society is controlled by social media, but it is certainly not untrue. Social media is a mandatory option for today's society. But there must be some restrictions so that the entire society and the young generation do not get addicted to social media. Although there is no separate law on social media, an attempt has been made to regulate social media through Section 66A of the Indian Technology Act, 2000. There must be proper guidance on the impact of social polarization, casteism, financial fraud, gaming, mental health and social condition of getting caught in the illusion net. Otherwise, it cannot be denied that

the government or large private companies may conspire to mislead people. Therefore, while examining the relationship between social media, law and society, it is necessary to ensure that it is used freely and for human benefit. Only then will social media truly benefit the society. Therefore, through public awareness and legislation, a better society will be created by removing the flaws of social media.

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