



Man and Technology: An interference in social media

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Abstract

The real truth appears to us like prophets' words that how will mass accept the technology and what would be the real evolution, if human keep aligned to their ethics, conduct, and judgement then there won't be any need to panic and distress. The real controller of the society must be individual always. Who can utilize the technology to achieve more and more peace and help to lessen the chaos in the society? Looking at the ideal state of man, we can believe that the idea has always been to look into the individual rather than trying to find thongs between the society and other individuals. Personal growth always leads to creation of the healthy home and healthy home leads to healthy society.

Key words: technology, media, responsibility, society, digitalization

Introduction:

To understand technology, we can understand how we have shifted from orthodox method to modern online platforms, allowing instant global reach within a flash. May that be any kind of video, movie, songs, news, sports etc. have used a great number of the conventional broadcasting models. Another additive hazard turns out to be social media, YouTube, Instagram and many others give all the power of distribution of content without any traditional method of checking. With these attitudes we can understand the idea of the unfiltered knowledge is ready for the consumption and people consume it according to their own hunger and appetite. There is nothing harsh to say that, when the idea of scholar remains without any action then fools take the place and scenario of social media has this much of driven importance that it makes fools stand as influencers and motivate youth.

Technology and media:

With the social media from human age till today age of machines, we have been the race who has advanced itself and made its mark and reached all the possible ways to cover every event and silence. Not a day in a calendar left when there is no event taking place, restless thoughts have always

been the ideal thought, that made curiosity create contents and those contents not only give information about the events but also covers all the geographical barriers and connects world through the information. But a big business line is submerged in the big sea of media which helps to transfer all the information and events. That's as simple as tools, platforms, and systems that is used to make news. Distribution and consumption work hand in hand using all these underwire currents. But real whale arrives when media gives a real thud to address the whole world and communicate all the soul. There comes the real necessity of technology. It holds innumerable impact when it is aligned with philosophical understanding and social races.

Focusing on all the perspectives we can recentre our thought and understand a deeper relation between technology and media. Getting into social lab after examining we can find there are many factors that control public opinion. Regular advertisement through digital platforms is a much targeted thought and leaves its impression on individual. Turning to psychological studies we can see that there is a rapid growth in behavioural and psychological studies. Where a researcher gives all the attention to an individual or a categorically selected group of people. Where their individual attitude, habit, lifestyle, food habits, reaction, understanding, social media presence and all other necessary aspects are studied. When these factors are understood and tried to exercise different types of experimental methods so that the behavioural pattern could be understood and all weakness could be identified. The entire system works on how a human being could be understood and their weakness could be read in volumes and then product psychology could be derived from them and modified and sold apt to the requirement.

There is another room for epistemological issues in digital media. With the advancement of technology, we have made enough space for questioning everything. Knowledge is produced and made sure to reach all through media. The ideal state of knowledge is now a day's user-generated content, which is mined by the individuals through different thought process. But real problem arises when it is generated from layman's thought process and those sources could be considered as way too falsified. They are the reason which allows spreading all misinformation, disinformation. Information plague leads to spread of wrong knowledge. It's nothing new that they can even redefine the factual truth and recentre the belief system and break the older ones in a very sloth manner. Real question arises when we are said to reach an objective truth. The fuss appears in a different manner. There is an objective truth and we are pretty unknown about it. It stands out like it goes and supports emotion more than truth. Personal beliefs play a very crucial part when things get into abyss and objective facts and idealistic facts catch up to back seat in shaping ethics. Let's take an example, during elections there are parties who bring up agenda and propaganda along with will and consent to contest election.

Digital technology:

Digital platform could be the mining agent of the truth and knowledge. When the idea of seeking fundamentally reshaping how the knowledge and truth are constructed, distributed, and perceived. When the decentralization of traditional knowledge gatekeepers like journalist, academics and institutions start to find that influencers, bloggers, and AI generated content creators are on the other side of the race and spread mix information and misinformation then things change and try to challenge the traditional expertise theory and add human limitation to the disoriented form. Those things could be believed that they are creating participatory knowledge creation only. And taking into account that these participatory knowledge creations hampers everything and even many a time results to be the changer and creator of wrong knowledge. Like all the search engines, research tools and social media use AI in the state of alert to understand their behavioural pattern and suggesting and shaping what does the users need to see. This portion of media creates epistemic bubbles and mindless soap water to affect the quality of water that is pure and try to contaminate that. When the contaminated water is used and seen then that sheerly affects the public opinion and makes them believe that soapy water is the true nature of the water. The problem has not ended with this only when we look around, we can see that the factual accuracy stands out to be missing. As there is a growth in the hunger of the dopamine hormones. This naturally creates men to run with emotion and discard facts. But real work of men is to venture through diversified viewpoints so that each individual leads to think and have good understanding of truth, encourage debates, and correct and modify existing belief so that the politicians, influencers, and conspiracy theorists do not utilize the digital media stuffs to mislead public and make truth stand side by side with lie. This false information spread like forest fire and blurs the line between real and decorated truth. To be very honest today we see the social media influencers taking the stage and create contents on vivid topics ranging from health, lifestyle, education, sports, politics, geopolitical situations, foreign relations, jobs, and what not. But the real problem is that their speaking skills are good to touch the topics presented but their understanding and expertise is real concern. They can barely handle the real challenges of that journalism. This kind of journalism can be called as “citizen journalism” but concern of authenticity and reliability is the major problem of concern. Another problem of the part is digital archiving which could be understood like this, online information is in constant state of evolution. It has all the fruitful chances that it would always be updated and edited; these things lead to removal of old data and history is somehow been manipulated with time. It blanks down the historical accountability and fact stands like that who is that authority who knows exactly what is true and then press freedom and false notion remains a key tension. Agency,

autonomy, and surveillance have added more stress to data ethics and surveillance capitalism.

Electronic media is the new born out of telecom revolution which attracts huge number of audience because it is visual and audible. Both journalists and reporters are using different technology during profession. there is violation of ethical norms, ethical principles, ethical rules, ethical regulation hence new ethical code should arise for evaluation. New technology gives birth fast, speed, accuracy and fair information immediately. World has made significant leap in being the greatest of time by simple utilization of media and collected the data from different sources and turned them into utilization. Age has rest upon the power; the one who has maximum data tends to earn more. Data has got a new face of commodity and sold for a very high price and a great profit is expected. Personal data makes all the way for high revenue. Working for data leads to certain psychological research which deals with commercial mind-set and behavioural pattern of the people and tries to create predictive models that can create a greater understanding of people's demand. Capitalism has made a major hype in the world market and it is seeking total control over each and every individual in the world. It has not only sold them beautiful dreams and tried to make them exchange their freedom and autonomy. Now choices and actions of the common individual is nothing but simple algorithms and forced opinion often show cased as choosing. When outcomes are manipulated things never always turn well and never get anticipated with the life and finances. Considering that we can understand that misinformation is spread all over the air like nitrogen. There have been influences that negatively tame people to give a definition to shabby and lavish lifestyle as heroic class. These can be said as deep fakes that rule the mind of youth and prevent them to act according to their economical position. Another misleading thing is algorithm that shapes the people's sight towards more perfection in their odd that leads to prioritizing engagement over accuracy. This engagement blends to the idea of society that is programmed and happens to stand unknown and mistreated. Leaving the ideal thought of utilization and ultimatum those progresses towards a cancerous society and it tends to infect the more capable younger one who happens to behold every aspect and cling to build and make the train run on the right track and that marks a successful journey. A journey that prevails around the system and brings up the entire collateral thought of obligation. Which renders to the wide aspect?

Looking into another aspect where AI plays a vital role in creation of media. Articles generated through AI with collection of a lot background data tends to rule over the market stealing a lot of writing style and efficient content, where more dependency would be on AI then the natural writing habit would be demolished and exempted. Talking about automated video editing or deep learning-

based content has been major consumption. It is not only creating new industries but also making a quality less move and a bigger displacement in journalism as a whole. Rapid growth has evolved in digital media and skipped a regulatory framework in the judicial system. Creating a lot of grey areas where things like censorship, surveillance, content moderation, industrial interference have become central theme of concern and debates. Government and Judiciary fail a lot more time to control them. Concerns like freedom of speech becoming fundamental rights but how to speak what to speak and where to speak and who to address is still missing out of judiciary concern. Fake news and cyber threats are still untraced; no one is aware about the sources of the spring from where the water is coming. This turns out when the ease of content creation made these short of things prevalent in the society.

The term responsibility and accountability have always been the central theme of debate. Previously world was under the development age of science and everything was taking a slow pace creation, improvisation, and development. But when we were at that stage there was a careful use of technology, media, people, and writings. There was a casus in and out every time where the rationality was bread crumbed with ethics and responsibility. There was always a time where people were questionable by the agency. That brought accountability in the serving person and definitely that has improved the quality of living in people. Coming to media we can understand that it's all the way same with the agency of human too. Looking at the position of media today it seems nothing too much encouraging to keep up with good practices. The duty that is expected from media is to serve public interest and keeping in mind the harmless property of the news, agency should convey those issues which won't harm anyone with sentiments. Balancing the news has been an art which one could master. Considering a situation, when there is a religious fight, there were two groups who started fighting in between them to claim the presence of respective gods. But reality is very pathetic and dangerous. But still things are needed to be kept underneath because if its originality and truth falls and breaks like a glass bottle then essence would be very dangerous and it would affect a lot of people and affected people will find all the reason to hate another community and fall prey to hatred outcome and that may follow up with lot more loss of life and property. That loss would hamper a lot of life, livelihood, and peace in the society. Once the peace would be broken then it would affect judiciary, economics, beliefs, and directly the society. When there comes the talk of society then everything has to be understood properly before sharing. Because society is always end not means.

The idea of accurate and truth has been the real concern of the time. But hype of some news

has been the true diminished value system of the time. A news that can create sensation has been the major area of focus and once there is sensation then it tends to reach and get accessed by public soon. Missing truth has gained limelight and became more and more popular among the people. Making things reach a million views being the concern leaves behind the truth and fact. No doubt human brain is programmed in such a way that it gives more and more room to dopamine craved news. A news which serves as an Adrenaline rush to the body becomes more and more welcoming. As that serves as a bigger talk of debate and may be said as collective information which could draw out heroism. But rather than increasing viewership one must focus on the delivery of the truth and prioritize facts over sensation. While going through the sensational news the news agencies loose out a lot on ethics as they become responsible for carrying fake news and misinformation. Looking at the fact we can say when we are seeking power and place one has to understand the ethical value first in order to establish a peace among the society. But the fake news sometime leads to unrest, chaos, panic, violence, and misinformation. Fake news can gather a lot of audience but cannot redo the society and bring back peace. If asked media then it might say that it is not their job but when we are saying media as a pillar of democracy and giving it a lot of importance then everything changes in a flash.

Public welfare and concern are prior to everything that comes around us. One has to consider what the point of earning and broadcasting is when it would be a means to taking people's life and ignite a lot of chaos. Situation of panic and an atmosphere of fear. Unrestingly the part remains the questionable part and needed to look around checked. But who is the person to be blamed and who can hold the mantle to save the people from all the present chaos. Of course, the person who collects the news or information and distributes it's around without proper verification. But coming to the idea of journalism there must be a good cross checking before airing it right away. Looking towards the infinite possibility we can reexamine the reports. Checking its effect rate and value where everything seems to give society a comfort. Another part is making the society crime free and flawless the digital media plays a very crucial role in the engagement of moral legislature where the morality would be enriched by proper upbringing of ethics into all the form of society. Like let's take pandemic period as an example, we can understand that that happens to be a crucial time for the public where there is death, chaos, misinformation, panic situation everywhere. But if some agency comes and says that there is no proper treatment, short availability of vaccine and this may lead to panic and chaos that the government cannot handle. A bad reporting at such crucial time can give a very negative consequence. It tends to be controlled and panic among public should be reduced to a great extent and have all the right information and choose to keep few things to oneself that can calibrate the society. To be precise can save the society from panic attacks, exaggerated stress, and baseless violence. But if there is any

favour to political agenda then things turn in a different way. When every aspect of media becomes loyal to politically associated people then the things start to diminish and it may stand to be the main reason of the public suffering and media could no longer stand as a pillar of the society.

Money as a whole plays a very vital role in order to sustain in the society. Social agenda turns well with proper reporting so that everything seems good enough to run the society smoothly. One can barely imagine the reciprocity of good journaling and its impact on the society. Being in a healthy form of ideal truth one can not only serve the people but also be the forerunner and torch bearer. But coming back to money we can understand that, absolute power corrupts and economy along with finance provides absolute power. When the power of money overpowers everything then the idea of justice and truth falsify within the span of time. So, it solely depends on the journalist to be impartial and make a clear focus on truth and keep aside the personal prejudice. Conveying news is an art. Art in itself when unique can help in moving the minds. It can be created by one with the personal thought embedded to the creator. But when it falls to the public domain it has made a point of debate and create different feelings in different people and make them feel the art with all the different intentions. It is the reality that every industry should understand. Being in a society and being radical to one thought and triggering everyone to think in a single dimensional thought and trying to bring people to a single conclusion like the pied piper won't end anywhere but make people jump off the cliff and die. So, it becomes highly important to understand that journalist should infuse news and leave the decision to society, public, and judiciary. That part becomes very important as it won't let people in a different way. They could be the judge and the observer to understand which new to convey and which one to leave. Being in the utilized race it's high time to be the deciding race. When the news agencies report any political issues then it may hamper the political party may be one or many but it would be helpful the citizens to live a better-quality life. If everyone starts to understand the gain then they would not only make their life better but also the society as a whole would improve to its best version.

So, on the behalf of journalist itself the things could be solved and expected to be kept in a very untouched manner. Unless and until the judiciary take some decision that case or event shouldn't be flashed. Things are to be mandated and should be taken care off. As the real role of social media is to educate and inform the society with all the mechanism of truth. So that the society drives the ideal thought of learning from others mistake and decide to act upon the entire situation that comes their way. There are many things that media should focus on like climate change, saving natural environment, equality, education, health care, gender role, patriotism and a lot more to look out and

be the reason for uplifting the society. The real idea of the society turns out to be the receiving positive outcomes no matter what falls at the place. When we look around the crisis and emergencies there are already so much chaos in the news. But it becomes the duty of media to look around and report facts calmly without any exaggerating of the event and create a fearmongering situation. There must be careful show of graphic image and content distribution. This is how accountability looks like when media becomes answerable for its content.

Looking at the accountability panel, we can understand that the media at times becomes uncontrollable and bare minimum things are there that could be expected to differentiate and it solely depends on the individual who is directing the news. But there are countries where they are having a moral legislature or council who got a lot of eyes on media and try to put things in a censored manner externally. They levy fine and compensation to exaggerate truthfulness and righteousness. But when this council are set and we should expect everything to run smoothly. But real problem occurs when we still don't get the conspiracy handled with maturity and with utmost truth. There could be a lot of improvisation on the end of public. Like setting editorial board where an individual can take the mantle and examine the news and report the news agency about the news they published or narrated. This small step could not only correct the media houses but could help them to understand the public demand and supply accordingly. But acting upon the grievance cell comes out to be very important. There is another thing where the government has independent invisible watchers who secretly monitor the ethics of media houses and journalism hub and try to prevent the monopoly dictatorship of media houses. Agencies like the Federal Communications Commission (FCC) in United States and Ofcom in United Kingdom regulate such searches to maintain the state of accountability and maintain fairness.

But what about media if that commits any mistake, how the society will know it has learnt its mistake. Then there must be public intervene and things are made sure that the wrong reporting never happens again. Transparency has a lot to do with the credibility and it builds that. And automatically people trust that. Agency is understood as a system where faith resides and makes everything trust worthy. But there is another outlook what is to be done if there is no interest in solving the mistakes done by the media agency or news agency. Accountability cannot be forced upon but rather it happens to be a product of will. But if there is a lot more to face then the entire thing would be directly directed towards law and it stands for the both. May it be media house or public whoever found guilty shall be penalized and should be too. Where there would be a media house taking its jump to satisfy the corporate or become one of them, start corruption and try to manipulate the news and involve false accusations, try to enter into personal life of the people or as simple as that of spreading fake news can seriously face the law suit. Same if a common man tries to ensure the subtle presence of propaganda

in his behaviour and tries to defame the media house can also face defamation case.

Looking into all the above things we can understand that we can apply responsibility, ethics, and accountability. But if we come down to ground reality there are a lot more problems that are needed to be addressed in the society. It has always been a war between less powerful and more powerful. People who are connected to the system and got a great influence and power are called as politicians. As we can see the example of China, Korea etc. are said to be the oppressed country. Where the government controls the media and its output. One has to understand that when power is concerned, it absolutely corrupts. There are countries where reports are government controlled and there is no room for free writings of journalists or media houses. That's complete radar of government that reads all the reports and tries to amplify everything in a sway. That depends on the agency of government that what report it lets to pass by. It's another side happens to be commercial pressure and the very thought of sensationalism. Looking into the media we can understand that the idea of economy to media houses is its revenue generated from the advertisement. That concept by itself is viewership demanding area. That surpasses the condition of ethical journalism. It is not only limited to advertisement but it also happens to be one of the instruments to spread propaganda.

Creating sensation and documenting everything is the prime aim of the people but without achieving more. So, when these tactics of advertisement hits them suddenly things turn really different and people easily get influenced. That's the real concern of today's society. Compromised truth and sugar-coated lies become way too comforting. We can take example of clickbait news and celebrity gossip turns out well to attract the attention rather than the important news as they won't be the source of entertainment. To fan this kind of fire there is no stone left unturned by the social media. Where every day and every minute some information is shared randomly without any valid verification.

Conclusion:

Today we can face and understand that with the development of civilization and technology side by side still there is a loop hole in strong media law, allowing media houses to stand tall without any fear of missing out on ethics and accountability. No wonder we can see why the journalism turns out to be harmful for the society of goodness. But to be real we need to understand that media remains as a powerful institution which needs to juggle between media freedom and its own ethical responsibility. But to gain power it's always good to be responsible to handle the power and balance it with ethical conduct and uphold all the truth and fairness.

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