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Life Depending on Digital Media: An Analysis on Contemporary Society

Kajal Nanda
Computer Science and Application.
Indira Gandhi National Open University.

Abstract- This research paper explores the expansion of digital media in human life. The very existence of human beings seems to be enjoying the interference of digital life. From personal to professional, everything depends upon it. All aspects including Educational, Medical, cultural, communicational, and entertainment sectors have one thing in common which is digitalisation. It comes with both positive and negative impacts. This study draws upon a combination of qualitative and quantitative data to understand the influence of digital media on human life and lifestyle and potential consequences of over-dependence.

Index Terms-Digital, Impacts, Social Network, Communication, Mental Health, Dependence.

I. INTRODUCTION

Living in the modern world is quite interesting for all generations. We always have something to explore, enjoy, binge watch and even perform. All these things are possible with the help of technology now-a-days.

The planet earth is seen as a growing network sphere in which everyone is connected to each other. All thanks to the internet. Countries like Japan and the Republic of Korea are doing very well to make today's life easier than ever. They introduced the tech-market to perfect gadgets for every field.

We have smart machines for medical bodies, smart tutors and boards for schools and universities, bots for restaurants and home surveillance and many more.

Finding people through social networking sites has become a five-finger exercise. People would rather love to be in an A.I. life than a manually operated life.

Digital world has reshaped the perspective of human life. It changed how we communicate, socialise, and consume information. But, with convenience, it is primarily responsible for long-term effects on living life which is an area of concern.

II. ROLE OF DIGITAL MEDIA IN COMMUNICATION

Digital media is everywhere. It has become the basic human need of the generation. It is undoubtedly a reliable and easiest approach. It has been used conveniently, personal to professional.

1. Personal and Professional Relationship

The proliferation of social networking sites like facebook, Instagram, and Whatsapp has changed the approach of relationships among people. Some of us really agree that we have lost physical touch but a huge number of the population also agrees that we give less significance to the physical meets and still keeping the bonds between friends intact. And this is only possible with the connected network despite having geographical distances.

Digital media brought more to the professional world than personal. Attending real-time online meetings, video conferencing, mailing services, even the interviews can be held online. Work from home became a real thing after the epidemic of 2020. There is no sector left which can survive without technology. Is it bane or boon?

Dependence always brings negative roles with it. Our day doesn't start without a smartphone. Whether it is for information of the weather or online newsletters, pdfs, online available books, SNS, and many more. There is not a single service which is not directly available to the internet and accessible to the public. We call it development but is it really a development?

However, this shift towards digital communication raises questions about the quality of interpersonal relationships. Face-to-face interactions are increasingly replaced by online exchanges, which can sometimes lack the depth and emotional connection of in-person conversations.

Furthermore, "filter bubbles" created by algorithms on social media can limit exposure to diverse perspectives, reinforcing polarisation in communities.

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III. ROLE OF DIGITAL MEDIA IN EDUCATION AND LEARNING

Digital life became a boon for the education and learning sectors. Online platforms for e-learning like gyankosh, Swayam/ Swayamprabha are some government initiatives for learning online. Applications like Zoom classes or google meets saved the education system during the covid-19 pandemic years around the world. From lectures to examinations, the internet handled everything very ideally.

Digital media is also helpful for lifelong learners. Platforms like YouTube, Coursera, are 24x7 accessible and learners can learn at their own pace.

In flip, the learner tackles with the urge of distraction as well. Refraining from switching and swapping learning apps to entertainment applications is difficult for the young minds. Online classrooms lack the physical relationship between instructor and learner.

One most useful and appropriate benefit of the existence of digital media is awareness. Whether it is about finding First-Aid remedies at home or finding home workout videos, it never fails. Conducting yoga and workout sessions meeting with everyone's time zones is an appreciable initiative for those who found it difficult to physically stop by at gyms.

However, the digital divide—disparities in access to high-speed internet and technology—remains a significant challenge. Students from underprivileged regions are often left behind due to a lack of infrastructure, creating inequalities in access to education. Additionally, the shift to online learning can lead to reduced social interaction, which is crucial for cognitive and emotional development in younger learners.

IV. DIGITAL COMMERCE AND ECONOMIC ENGAGEMENT

Digital business fields are one of the most popular with the highest monetary benefits. E-commerce platforms like Amazon and Alibaba express are highly reputed because of the revolution in the shopping world they brought in the real world. Online shopping offers convenience, a broader array of variety with competitive prices.

Food and grocery delivery services like zomato and blinkit are very popular among the people and the most preferred for many.

Digital platforms have also reshaped the job market, giving rise to the gig economy with platforms like Uber, and Airbnb. This has provided flexible income opportunities but also led to precarious employment without the traditional security of full-time jobs. Digital currencies like Bitcoin have further changed the financial landscape, introducing new modes of trade and investment.

1. Information Consumption with Digital Media

The primary use of digital media is absorbing information. This fact remains unchecked whether the information is correct or not for a lot of us. Applications like GoogleNews and YouTube are most commonly used by the locals for absorbing information and daily updates. But it is hard to recognise which information is coming from a trustworthy source and which is not. However, the downside of this rapid information exchange is the propagation of misinformation and "fake news".

2. Mental Health Implication

The Internet is ubiquitous. It is nearly impossible to separate our daily life from the impact of the internet. Digital media can promote mental well-being by offering platforms for self-expression, community building, and mental health awareness. Apps that promote meditation, mindfulness, and emotional support, such as Headspace and Calm, are widely used to help manage stress and anxiety.

If we talk about social media, everybody is unbelievably active which brings the sense of comparison which leads to low self-esteem, anxiety, rage, and then depression. We like to follow the trends and try to compare our lives with others which usually brings a bunch of emotions, negative or positive. Any negative news or comment tends to spread faster than the speed of light, which is potentially responsible for degrading the quality of mental state of the user.

Over-stimulation does not only affect the mood of a person but the whole personality and routine. Lack of sleep, lack of focus, lack of appetite, lack of concentration, lack of need of mind management are some instances of over-stimulation. The comfort level given by the digital content led the human being to procrastinating the real tasks and healthy habits.

Challenges of Over-dependence on Digital Media

Every facility comes with a negative role packed with it, and like that, the digital world has its own side-effects.

Privacy and Data Security

Privacy and data security is one of the critical concerns. Social networking sites collect vast amounts of data about the user on a daily basis. Authentication and privacy algorithms are very strong these days but data breaching and unethical hacking is still a problem. The 2018 Facebook-Cambridge Analytica scandal highlighted the dangers of data misuse, raising questions about how personal information is harvested and used by corporations and governments.

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Digital Addiction

Binge-watching, scrolling unconsciously, spending a couple of hours on social-media, compulsive gaming without tracking the time are some of our daily things which makes us digitally addicted. Our mood depends on the digital content. Many of us find it hard to detach ourselves from digital media.

V. CONCLUSION

Life has become undoubtedly easy and interesting with the access of digital media. It is helpful in every aspect for every age and approach, whether to be used for personal growth and professional use. While it offers unprecedented opportunities for connection, learning, and innovation, the potential risks—ranging from digital addiction and mental health issues to the spread of misinformation and privacy violations—must not be ignored.

The challenges exceed when we overdo something and digital media is one of them. We should Utilise the technology ideally and refrain from overdoing it. Technology is a boon to society, if used improperly, human life will be criticised.

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