

The Key Issues and Challenges Involved in Preserving the Integrity of Social Media and Information Technology

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Abstract—social media and IT are interconnected, with platforms relying on IT infrastructure. Social media includes web applications that transform communication and sharing within online communities. IT supports content creation, processing, storage, and distribution. Social media has transformed the way people interact, giving rise to new social and communication forms. Major platforms like Facebook, Twitter, Instagram, and LinkedIn depend on IT to operate and are vital globally, offering social, entertainment, and business opportunities. Advances in hardware, software, mobile technology, and internet access enable users to connect at any time, from anywhere. IT also drives the development of machine learning and data analytics, allowing platforms to deliver personalised content and ads.

Index Terms—social media, Information Technology, Regulations, Self-regulation

I. INTRODUCTION

Today, traveling and communicating globally is simpler than ever, thanks to social media. Its popularity has surged, enabling people to connect instantly and easily through widespread smartphone use. Information technology, especially social media, undeniably influences how we live. People often use social media to build online communities and engage in social interaction. Beyond personal use, social media plays a major role in politics, business, sports, education, and other fields. Key ideas include knowledge creation, dissemination, collaboration, and networking. For example, Mark Zuckerberg launched Facebook; Twitter serves as a microblogging platform; Steve Chen and Chad Hurley created YouTube for video sharing; LinkedIn is a leading professional social network; educators can connect with students and parents via Edmodo; TeacherTube offers educational videos; and WordPress functions as a comprehensive content management system.

Social media and information technology offer numerous benefits, but they also pose challenges such as issues of “privacy”, “security”, and the proliferation of misinformation and fake news. Ultimately, both their positive and negative influences have a significant impact on society. It is essential for individuals, businesses, and lawmakers to carefully evaluate the effects of emerging technologies as they evolve, to minimise any potential drawbacks.

II. OBJECTIVES OF STUDY

The primary goal of this study is to examine aspects of social media and information technology, as well as to address the challenges and issues linked to their use. The paper is divided into two sections. The first section analyses different facets of social media and information technology, highlighting and addressing the issues and challenges associated with their use. In the second section, existing legal measures, potential future legal measures, and suggestions to mitigate the problems caused by social media are discussed.

III. RESEARCH METHODOLOGY

Research was primarily conducted using secondary sources on research methodology, heavily referencing existing literature and law journals. It also included commentaries, case analyses, newspaper articles, perspectives from various legal theorists, and rulings from the Supreme Court of India. Additionally, internet sources and e-books were referenced.

IV. REVIEW OF LITERATURE

Digital media is a key communication tool between instructors and students, allowing sharing of materials, tasks, and assessments (Atina, Nurchim, & Yudha,

2020; Krisyadi & Ricky, 2021). Rapid technological advances raise issues such as unequal access, over-reliance, privacy, and security that need to be addressed. Digital media promotes independent learning, sparks interest, and expands access to resources (Suyatin et al., 2021; Wijaya, Arifin, & Badri, 2021). Its impact, especially online learning, warrants an integrated review of its effects on student outcomes, as digital tools significantly shape education (Qureshi et al., 2021; Smirnova et al., 2021). Benefits include portability and convenience, which improve access to resources (Hidayat et al., 2021; Yuniarto, Supriyadi, & Sudjana, 2018), and make learning more engaging (Haq, Abdurahman, & Supriadi, 2021; Yordan & Fahyuni, 2021). Challenges include social isolation and reduced instructor engagement.

According to the constructivist philosophy of education, learners develop knowledge through active engagement with their environment. Digital media enhances student interaction with course material, supporting conceptual understanding (Al-Hail, Al-Fagih, & Koç, 2021; Patterson, 2019). It combines new information with prior knowledge, providing access to diverse data sources and opportunities for engagement. These tools help students apply knowledge via assignments and projects, fostering deeper understanding (Roemintoyo & Budiarto, 2021; Rosdiana & Kholiq, 2021). Digital media also facilitates communication and collaboration between students and instructors (López-Meneses et al., 2020; Saputra & Nurdiansyah, 2020), promoting idea generation through shared perspectives and enhancing learning outcomes and conceptual links. It provides immediate, accurate feedback to correct misconceptions and improve learning. Online quizzes efficiently assess understanding and readiness to progress. Overall, constructivist theory emphasises interaction and hands-on learning, and integrating digital media improves engagement and mastery (Ertan Özen & Duran, 2021; Huda & Ahmala, 2020). Digital media enhances learning through interactive visuals, music, videos, simulations, games, and apps, boosting understanding and engagement (Radich, 2013; Hegarty & Thompson, 2019). It promotes constructivist learning with accessible resources and collaboration (Ashar, Kamdi, & Kurniawan, 2021; Olivier, Verdonck, & Caseleijn, 2020). It supports project-based learning, helping students apply

knowledge to real-world situations (Demirbas & Ogut, 2020; Utami, 2020). Responsible use is essential to prevent dependency, social disconnection, and privacy issues. Analyzing its impact is vital. When students take ownership of their learning, they achieve better results. Digital media can aid independent study (Pradana & Kristanto, 2022; Wijaya, Mustaji, & Sugiharto, 2021). Resources like e-books, films, and papers are accessible via digital media. It offers interactive, customized learning support, tailoring materials to students' needs and skills (Ramdas et al., 2012; Santoso & Sari, 2020).

Social Media & Information Technology: A Brief Overview

Advances in technology have encouraged people to explore alternative lifestyles. Social networking platforms can foster greater social responsibility among young people. Social media serves as an online platform for data exchange, enabling users to engage in discussions, share information, and create content. It encompasses various formats, including blogs, microblogs, wikis, social networks, photo and video sharing sites, instant messaging, podcasts, widgets, virtual worlds, and others. Billions of people worldwide use social media to connect and communicate with others. Professionally, social media helps expand expertise and strengthen networks by linking with industry peers. It also offers opportunities to engage with clients, gather feedback, and boost brand visibility. As a rapidly growing and innovative concept, many organisations use social media to enhance their operations. The expansion of social networking enables more effective interaction and advertising.

Information technology has played a crucial role and will continue to shape society and its operations. Today, nearly all professional, commercial, and industrial activities rely on information and communication technology, making it almost impossible for organisations to function without these tools. Because they allow for large-scale information storage, processing, sharing, searching, and retrieval, these technologies have become indispensable.

THE RELATIONSHIP BETWEEN SOCIAL MEDIA AND INFORMATION TECHNOLOGY

Social media and information technology are closely linked, with social media platforms heavily dependent

on IT infrastructure. Social media encompasses web-based applications that have revolutionised communication by enabling users to create, share, and exchange content within online communities. Meanwhile, information technology covers a wide array of tools and techniques that support the creation, processing, storage, and distribution of information. The rise of social media has significantly changed how people communicate and share information, giving rise to new modes of interaction and social engagement.

Social media has rapidly transformed the way people interact and share information, giving rise to new forms of communication and social engagement. Social media platforms such as “Facebook”, “Twitter”, “Instagram”, and “LinkedIn” rely on IT infrastructure to operate and deliver their services to users and have become integral parts of day-to-day life for the masses around the globe, providing opportunities for socialising, entertainment, and business networking.

Information technology is essential for the expansion and popularisation of social media. Improvements in computer hardware, software, mobile devices, and internet access allow users to connect from virtually anywhere and at any time. Additionally, IT has enabled social media platforms to develop advanced processes, machine learning algorithms, and data analytics tools that enable them to provide tailored content and advertisements to their audiences.

Although social media and information technology have brought many benefits, they also pose challenges related to “privacy,” “security,” and “the spread of misinformation and fake news.” Ultimately, both positive and negative effects of social media and information technology significantly impact society. It will be essential for people, companies, and legislators to carefully evaluate the effects of new technologies as they develop and work to minimize any potential harmful consequences.

ISSUES AND CHALLENGES PRESENTED BY SOCIAL MEDIA AND TECHNOLOGY

Social media enables everyone in society to stay connected and make new friends worldwide. It also provides consumers with daily news updates from various social networking platforms. Today, social media serves a multitude of purposes, including sharing music, promoting businesses, running product

campaigns, advertising, sharing news, and expressing opinions. While social media offers many benefits that enhance people's lives, it also has numerous drawbacks most users are unaware of. Issues like “cybercrime,” “cyberbullying,” “poor academic performance,” “low work productivity,” and “strained personal relationships” can result from social media use. To minimize risks like hacking and cybercrime, people should be aware of these challenges and use social media responsibly and securely.

1. Privacy and Security

Security and privacy are the main concerns with social media use. Currently, privacy risks on these platforms generate significant anxiety among users. Protecting privacy can be difficult because these platforms are public, making it easy for anyone to access information quickly.

2. Spreading of wrong information /fake news

The spread of misinformation and fake news via social media threatens democracy and societal norms. Fake news is false or inaccurate stories online, while misinformation is misleading information spread unintentionally. The rapid spread of false information online is a global threat—a serious issue that demands attention.

3. Hacking

On the Internet, security and private information are both vulnerable to hacking.¹⁷ In the past, programmers have hacked into Twitter and Facebook accounts and posted content that has affected the users' lives.

4. Deception

The identity of the person signing up for social networking sites can be real or fraudulent. The other user has no way of knowing whether their identity is genuine. Deception situations have been reported frequently recently worldwide. Social networking has emerged as a simple technological method for misleading people.

PREVAILING LAWS AND REGULATIONS GOVERNING SOCIAL MEDIA AND INFORMATION TECHNOLOGY

Many questions are being raised about how digitisation and social media impact communities, driven by significant conceptual and technological changes affecting modern societies. The widespread misuse of modern technology and social media,

embedded in everyday life, is often seen as indicative of a 'crisis'.

The rise of social media has significantly increased human sovereignty by providing numerous new channels for private communication and media engagement. Although the internet is often praised as a freeing force, it is also increasingly linked to risks to safety, order, and well-being. Therefore, regulating social media platforms has become essential. India has enacted various laws and regulations to oversee social media and information technology. These are mainly categorised into two key laws: the Information Technology Act of 2000 and the Indian Penal Code of 1860.

SOCIAL MEDIA AND INFORMATION ABOUT IPC

The IPC provides for various crimes committed through social media platforms. The IPC provides for punishment for crimes such as cyber stalking, cyber bullying and identity theft.

1. Section 499 of the IPC provides for the punishment of defamation through social media. It provides for imprisonment for up to two years, a fine, or both. This section has been used to regulate the use of social media in India.
2. Section 503 of the IPC provides for the punishment for criminal intimidation through electronic devices. It provides for imprisonment for up to two years, a fine, or both. This section has been used to regulate the use of social media in India.
3. Social Media and the Information Technology Act, 2000

The primary law governing various activities in cyberspace and on computers, including social media sites and platforms, is the Information Technology Act, 2000. The U.N. General Assembly's 1997 resolution led to the passage of the Information Technology Act, 2000. The regulatory aspect of these Internet services and cybercrimes is covered under the IT Act.

4. Social Media and Information Technology (Intermediary Guidelines) Rules 2011

In an effort to broaden the intermediary's "due diligence," the government drafted extensive guidelines in April 2011. The authority granted to it by Section 87(2) read with Section 79 of the IT Act was used to enact the rules. "The rules place a heavy burden upon intermediaries to exercise due diligence

while discharging their functions, forcing them to screen content and exercise online censorship." Nevertheless, given the enormous volume of content uploaded and the complex issue of legal infractions, it would have been incredibly challenging for intermediaries to comply with these rules.

5. Social Media and Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021

The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 have been drafted to exercise the authority granted by Section 87(2) of the Information Technology Act, 2000, and they replace the previous Information Technology (Intermediary Guidelines) Rules, 2011, to close the legal and technological advancement gap.

SELF-REGULATION AS A VIABLE ALTERNATIVE APPROACH

Self-regulation involves actions by companies or industry groups to anticipate or complement government regulations. It can include various approaches, such as proactive CSR initiatives or self-monitoring for compliance issues. This self-regulatory approach is encouraged by the push for stricter laws and the growth of state-supported discourse. Consequently, adopting self-regulation as an alternative to oversight of social media is advisable.

V. CONCLUSION AND SUGGESTIONS

Social media platforms are among the fastest-growing global communication tools, allowing people worldwide to interact. During pandemics, they often became our only connection. Social media encompasses any web or mobile platform that supports interactive communication and sharing of user-generated content between individuals or organisations. While it remains the top platform for international information exchange, social media has also become a hotspot for cybercrime.

Many governments, including India's, use social media to gather public input and feedback and to develop initiatives. However, issues arise around authorisation, technology choices, scope, communication, and legal compliance. Therefore, social media policies are essential for project leaders to maximise effectiveness, in line with laws such as

the IT Act of 2000 and the IT (Amendment) Act of 2008, as well as relevant rules.

While social networking boosts transparency, protecting users from harmful content is vital. An effective strategy should focus on monitoring and engagement. Implementing laws quickly is crucial to overseeing social media and ensuring safety. As platforms evolve, new forms of misconduct emerge daily, requiring legislation to remain flexible. Regulations should be established by an autonomous body, with platforms self-regulating, and limited government oversight for public policy. India needs a comprehensive legal framework, approved by parliament and following stakeholder discussions, to govern social media and IT, striking a balance between civil rights and technical impacts.

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