

## Emerging Social Media and National Security at a glance

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**ABSTRACT:** This is the world of internet; people do not imagine their life without it. They devote their maximum time to be connected with internet or social media. What is wrong and right is being decided by visiting social media trends, blogs and tweets now days. Sensitivity or importance of any issue is being judged by social media trends and trolls only. Students are influenced with the information being provided on social media as they are easily accessible and connected and they are manipulated through it. Internet is easily accessible in everyone's hand through emerging technologies that may arise danger for national or international securities. Anyone can be tracked or trafficked through it by giving variety of entices and people can be provoked in many ways.

Rapid increase in social media users creating another virtual world where People prefer to show their interest and opinion more than any other media platform, that knowingly or unknowingly affect their privacy and nation too.

Every innovation has both the aspects; Good and bad. Social media is helpful in taking decision for nation betterment, social media polls and suggestions can be used as think tank. Security of nation can be presumed by visiting the social media trends and actions can be taken accordingly, for that we need to balance the social media activity as well as have to control over it.

Every country is taking it on priority and has made changes and regulations to monitor the internet activity of everyone. Some countries has banned all the social media sites some banned few. National security is the responsibility of each and every one. We have to understand it and implement it as our moral duties to save our world from war of existence.

**KEYWORDS:** social media, virtual world, cybercrimes, communal divide, Terrorism, national security

### I. INTRODUCTION:

Internet has now become necessity for every field be it science, commerce, arts or anything which count on development for the country. We have number of social media platforms and their number of users all over the world

Social media started in the early 2000s. The first social media was My space, which reached one million it achieved this milestone around 2004. This was the beginning of social media as we know it.

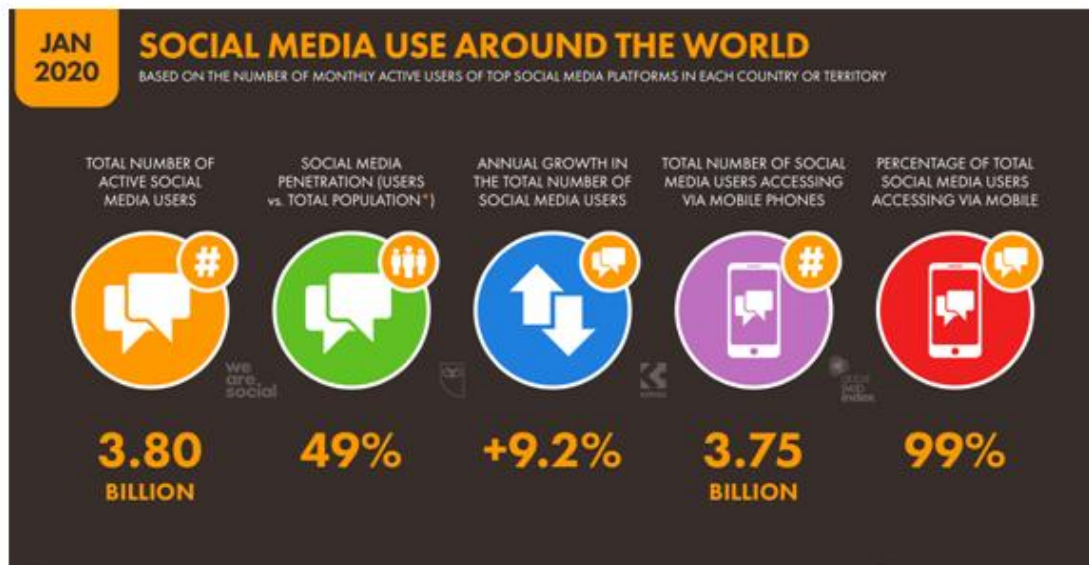
Social media is another world of human being, another source of entertainment, public relation activity, and new ways of marketing and so on.

Social media could be possible in the world because of the internet which is the demand and necessity of today. We can never ignore the fruits of internet which had been ripped. Internet is being replaced by social media in majority of population. A great virtual world -vast expansion, fast coverage and a smartphone in everyone's hand has made this social media easy and a very necessary part of life today.

### USERS ON SOCIAL MEDIA

Since the number of internet users in world is growing, no doubt, the number of social media users is also on the increase. This increasing numbers do not only delights, informs, educates, inspires and unites the people but also has the power to disable them.

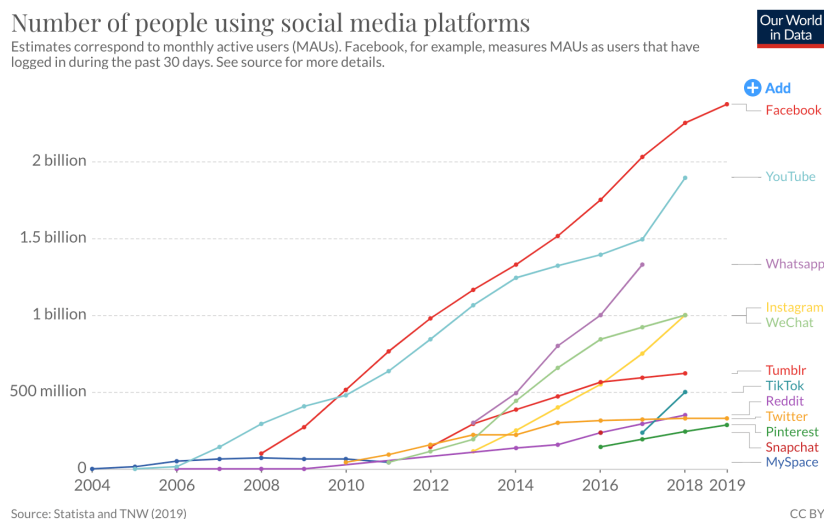
According to some surveys 3.8 billion people are active on social media which is approx. 50% population of the worldwide in January 2020 .4.5 billion population can access internet and approx. 60% people is using internet through mobile only and the users are increasing with more than 9% since the last year.



Credit to- <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

Connecting people was the fundamentals of social networks, but in recent times, it has also emerged as a platform for unethical practices like cyber-stalking and cyber-bullying, spreading

‘antisocial’ and ‘political’ propaganda . Social media as compared to conventional media has a faster and wider reach to the population of India as well the world.



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According to data till January 2020

- Worldwide social media users are 3.8 billion.
- Most popular social media platform is Facebook.
- 90.4% of Millennial or Generation (born in between 1980-94), 77.5% of Generation X (born in between 1965-79), and 48.2% of Baby

Boomers (born in between 1944-64) are active social media users.

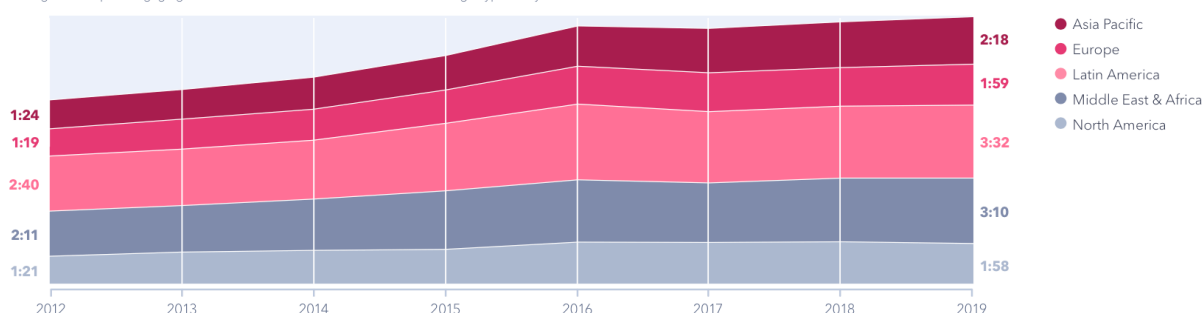
- Average time spent on social network or messaging is approximately of 2 hours and 22 minutes per day.
- 73% of marketers believe that social media marketing has been “somewhat effective” or “very effective” for their business.

- Social media is widely used by 54% of social browsers to research products.
- 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.

- Social media acts as an influencer to consumers. Approximately 49% consumers are being influenced.
- Worldwide, 500 million daily active Instagram stories are uploaded.
- Approximately 91% of all social networking applications access through their smart phone.

**DAILY TIME SPENT ON SOCIAL MEDIA**

Average h:mm spent engaging with/connected to social networks/services during a typical day



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**WHY PEOPLE SHARE INFORMATION ON SOCIAL MEDIA?**

People share information on social media due to following reasons:

- To participate and feel involved in world affairs
- To interact and build relationship and to be in touch with others
- To show who they are and what they think, who or what they support.
- To support , circulate cause, issue they strongly feel
- To share valuable information.

**CREATING ACCOUNT ON SOCIAL MEDIA AND SHARING INFORMATION:**

For creating any social media account individual requires a mail id, some personal information, a computer or smart phone and an internet connection only. Person who is above 18 years of age can generate its social media account on any platform according to T&C, unfortunately it is not happening, school going and college going students has more curiosity and involved in it all over the world. Individuals are hesitated to face everything in real but comfortable with virtual world data exchange, they make friends online without knowing anything, they exchange their family pictures, their achievement status, what they think about national issues, secularism, political opinion, country policies, communal riots and their personal information knowingly and unknowingly.

When they create their account they allow or share their personal details with the social media site or server, this way data is shared with the social media platform, from there data can be hacked or sometime bought from the home country and it creates the national insecurity. Terrorism, cybercrimes, human trafficking, communal riots, fake news circulation etc. are exaggerated through social media activity only now a days, and the pity is people are getting influenced and sharing these kind of stuff, as a result more fear or insecurity is being faced by people and nation. Things get time to settle down but the pace which is followed by the social media or internet is unbeatable. New users are very much interested and fantasize about dark net as well, they just want to enter in dark net just for fun and curiosity to become famous anyways, because of this mind the negative side of internet attracts them and compel them to act against the national security and compassion is that it becomes successful with individuals consent always, which allows them to access our personal data.

News and ideas spread like wildfire and when it comes to social media unlike other media, most of the information goes unchecked and unverified and cause misunderstandings amongst the public.

Social media is helpful when the positive or opinion part of public comes, earlier common man were not able to share their knowledge ,talent and opinion towards anything now we found a

transparency which made it faster to get the desired changes on national and international level. Social media platform is used to stop the unjustified incidents as well to support the needy and poor people at the right time.

### SOCIAL MEDIA AND NATIONAL SECURITY CHALLENGES

All the nations who have minimum crime, strong infrastructure, strong laws are felt secure and safe. Security has two aspects- the external frontier which includes threat from foreign nations and terrorist organizations; and the internal frontier- involving curbing internal conflicts and maintaining law and order inside the boundaries of the nation. While security at both the fronts is equally important and should be given equal priority, the emphasis on internal security is of interest as a lot of disturbing elements are on the rise in the present times. Some challenges in national security are as follows:-

1. National disruptive groups (Marxist, Naxalites, Hawala group)
2. Mafia (a secret terrorist group)
3. Anti-nuclear groups, xenophobic groups, extremist supporters,
4. Religious creed.
5. Hacker groups.
6. MNCs
7. Political Instability
8. Nuclear attacks
9. Cyber attacks
10. Biological weapons (Ebola, Corona, Swine flu etc.)

News and ideas spread like wildfire and when it comes to social media unlike other media, most of the information goes unchecked and unverified and cause misunderstandings amongst the public. Terrorists and extremists have found it as an effective medium for propagating their ideologies to the youth and brainwashing; at the same time they instigate mobs and riots to disarray peace in the region. In the last few years, Social networks have played a terrible role in spreading fake news resulted into mob-lynching, riots and carnage.

Social Media is also used in coordinating large scale protests across the country.

In India we saw gathering of large number of people by just circulating message on social media.

- In 2008, Social Media was became popular during Mumbai attacks .
- In 2011, movement led by Anna Hazare-“India against corruption”. This protest was done in a

peaceful manner but they test the local security infrastructure in terms of sheer numbers.

- In 2012, large number of protestors mobilized through social media to support Nirbhaya against tragic Delhi rape incident.
- In 2013, a morphed video led to communal riots in Muzaffarnagar district of Uttar Pradesh resulting in curfew of almost a week. This video was exploited by anti national elements to create national disturbance.
- In January 2015, an Indian techie, educated in US had taken the task of recruiting local youth from Hyderabad by opening Facebook accounts and posted messages , all peddling the ISIS cause.
- In August 2015, an Indian women portraying herself as a British National working as an agent for ISIS luring youth through social media
- In March 2019, protest was done by Gujjars in Rajasthan to fulfill their demands. Social media was used to gather mobs and create disturbance throughout the country.
- In 2019, social media has been game changer and militants have a head start by circulating provoking messages and creating the phenomenon of flash crowd and stone pelters in Kashmir.
- Recently in January 2020 in against of NPR/NRC/ CAA took place at Delhi, this issue became nationwide because of the news went viral on different social media platforms, people were aggressive, showed their protest from different places, shared their support to agitators through videos and pictures, police and force were trying to control this but it took time to settle, this spoiled the peace and routine life of Delhi as well the nation too.

So many cybercrimes are taking place with the help of Face book tracing, lucky draw mails in India and some other countries too.

Before anything it is our personal security that guarantees the nation's security, and this security is being challenged by some of the antinational elements with the help of social media nowadays.

**1. Used by terrorists** –Easy availability and widespread use of social media make this platform convenient to achieve terrorist's intentions. Near about 85 % terrorism takes place through the internet now days. Terrorist spread their messages and threats through the sites like You Tube, Twitter or Facebook and recruit people from there. For example, the terrorist group of ISIS spreads their

messages and activities through the social media and youtube.

**2. Increased Global user** – National and international users such as the political parties, NGO's, hackers, mafia, poses serious threat using the social media. For example, during the civil turmoil in the Arab Spring Uprising, the various governments were threatened through the social media; many of the celebrities are threatened through social media sites. Twitter has the most influential platform to circulate hatred opinion.

**3. Communal divide** – Sensitive tweets, trending news regarding religion and political parties are becoming common with the help of social media, people have started attacking each other's religion, each other's opinion directly on social media platform. Circulating pictures, videos through social media also creates a panic among the masses. This is a threat to the internal security of the nation as it disturbs the communal harmony and provokes the violence

**4. Danger to the nation's internal security** – Issues like economics, media and science from any every nation are open to all. Uploading information related to these fields on the social networking sites can be a threat to the internal security. It may create some intellectual property and copyright issues, an innovation may become fail if secret information is being released on social sites anyways.

**5. Revolution** – Some countries in the world feel threatened with the fact that social media can bring the people together and create a revolution. This in turn can cause political instability, and may create havoc for the defense or army to handle the security of public.

**6. Cybercrime** – This is the most dangerous emerged issue now days, everyone is using internet through smartphones but not everyone is smart enough to handle the security or privacy settings of all the social media sites or e - commerce transaction. People are using phone to save all their personal documents, photographs, banking details etc. cybercrimers are coming with so many lucrative offers to the innocent people, with the help of they try to get all the credentials of user and use it to make most out of it, the worst part in the cybercrime is that the loss can never be recovered by anyways ,a group of hackers are always active on social media sites to get so many information from there to achieve their intentions like –many

lucky draw calls, calls from so many fraud banks etc. They use this information to make a trap.

## II. SUGGESTIONS

- A restricted or fixed time should be imposed for surfing social media per day.
- Privacy should be applicable on accessing social media sites from country to country.
- Vigilance on these sites to control the fake news is necessary.
- Social media post filtration using Artificial intelligence such as violent videos or content having safety issues should delete automatically.
- Making social sites groups should have more formalities.
- Cyber hygiene and cyber disciplines should be followed by all the users without negligence.

## III. CONCLUSION

As the digital world is booming and flourishing, internet is becoming the basic requirement and we cannot separate its spikes with its fruits.

Use of social media is becoming an irresistible part in personal as well as organizational life to remain connected with the world in which we are living. Organizations use Twitter, Facebook, and YouTube, LinkedIn to engage with their staff and this highly dynamic method brings number of security concerns for the end user.

Anti national people use these platforms o steal wealth of information about the internal affairs and also to propoganda videos to influence people.

Rapid increase in the trend of social media is giving us chance to grow as well the chance of being in danger, the stuff being shared on internet is good for those who are savior but can put us in danger also.

Kids are spending more time on internet rather than field, everyone is seeking internet as its fellow or companion so these all should be used in a balance way .

Youth or freshers to the global world or workplace are posing more security challenges as they mix up personal and private lives together.

Every innovation comes with the boon and curse what matter is balance between these two.

So many countries like North Korea, Iran, China, Pakistan, Turkey has banned some of the sites partially or fully in their countries to overcome the social media effect on national security that is the good practice indeed.

Applying some of these practices can make our nation more secure from the danger of social media.

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