

The impact of social media usage in art and culture- a qualitative study

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Abstract- A major population of the urban world today irrespective of the generation gap uses social media as the means of creating ideas, exchange of information, images and videos through network. It is an undeniable fact that the technology and the facility of social media create a sort of transcendence in a faster way which is otherwise not possible in the physical world. With 800 million users and growing, Instagram itself has become the social photo platform for promoting art and the research is showing that the negative aspects are far outweighed by the positive. Instagram is changing the way we experience and share our visits to exhibitions and how we perceive art. Other social media also have played a major role in the recent days in bringing various art forms of music, dance, folk art etc., on a common platform more reachable to the public. Since these media have a powerful penetrating reach among the youth, it can also have the potential to reintroduce our art and cultural forms to the present generation in a more innovative manner. It can be used as a tool in preserving the dying art forms and rejuvenating the almost extinct ones. Art imitates life, life imitates art -- as social media becomes more ubiquitous than ever, we're beginning to see how the power of the virtual lens shapes the way we experience culture. This study aims to look at the rise of social media as well as its effect on the promotion of art and culture on the media consumers of the country. It will focus on several aspects of Indian contemporary life such as the political, social, and connect it with culture. The paper ends with certain predictions and recommendations regarding the impact of social media on art and culture.

Keywords- social media, Instagram, art and culture

I. INTRODUCTION

Throughout human history new technologies of communication have had a significant impact on culture. Inevitably in the early stages of their introduction the impact and the effect of such innovations were poorly understood. Plato used the voice of Socrates to raise the alarm about the perils posed by the invention of writing and of reading. In his dialogue Phaedrus, Plato denounced writing as inhuman and warned that writing weakened the mind and that it threatened to destroy people's memory. Also the invention of the printing press was at its time perceived as a threat to European culture, social order and morality. "Ever since they began to practice this perverse excess of printing books, the church has been greatly damaged," lamented Francisco Penna, a Dominican defender of the Spanish Inquisition. Similar concerns have also been raised in the aftermath of the ascendancy of the electronic media—television in particular has been often represented as a corrosive influence on public life.

Likewise, every new invention by man has experienced hostile reception. The most recent debatable invention is Social Media. It is also known as a new media. Social Media is a new technology where people are obsessed by virtual world.

Social media is social interaction among the people in which they create, share or exchange pictures, ideas, views in virtual communities and networks. It is the use of web-based media to have an interactive dialogue. The social media is increasing the democratic participation and it allows people to keep in touch with friends, family and communities. At the same time social media is changing the way in which people interact with others through social networking sites people are more connected with the other but at the same time it is making the people more isolated and creating a new sub-culture.

II. SOCIAL MEDIA- THE BASIC FORMS

There are basically four kinds of social media:

- **Social Networks:** This allows people to connect with their friends and other people and share content. The popular social network these days is MySpace, Facebook, Twitter, Orkut, Whatsapp etc.
- **Blogs:** A blog is something which is regularly updated and it is an online personal journal or a diary. Meg Hourihan defines it as "collection of posts...short, informal sometimes controversial, and sometimes deeply personal...with the freshest information at the top."

- Wikis: These websites allow people to add content to or edit the information on them. The best-known wiki is Wikipedia.
- Podcasts: These are the files that are available through subscription

Role and significance of social media in Indian society

Indian society is one of the most complex societies in the world. As it is consisted of innumerable and diverse religion, caste, language and culture, and arts, the influence of any new invention is worth studying and analyzing. Plato's reservation about the influence of new media on culture continues to influence the current deliberation on the influence of the Internet and of social media. Indians basically are not very receptive to new idea or technology. It takes longer time to accept any change in their lifestyle or anything that becomes part of their culture. Even the most educated and modern Indian needs to be convinced of usage of any new technology. Social media penetrated into India very recently and its impact is being felt very strongly.

"Social Media is more about sociology and psychology rather than technology". Social media has revolutionized the way people communicate and socialize on the web. There is a positive effect on business, politics, socialization as well as some negative effects such as cyberbullying, privacy, and fake news.

III. INDIAN ART AND CULTURE

India as a society is the oldest civilization surviving on planet earth. Indians are very proud of their art and culture which gets passed on from one generation to another. Art and culture are two powerful complimentary entities. Indian art consists of a variety of art forms, including painting, sculpture, pottery, and textile arts such as woven silk. Geographically, it spans the entire Indian subcontinent, including what is now India, Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan and eastern Afghanistan. A strong sense of design is characteristic of Indian art and can be observed in its modern and traditional forms. The origin of Indian art can be traced to pre-historic settlements in the 3rd millennium BC. On its way to modern times, Indian art has had cultural influences, as well as religious influences such as Hinduism, Buddhism, Jainism, Sikhism and Islam. In spite of this complex mixture of religious traditions, generally, the prevailing artistic style at any time and place has been shared by the major religious groups.

In historic art, sculpture in stone and metal, mainly religious, has survived the Indian climate better than other media and provides most of the best remains. Indian artist styles historically followed Indian religions out of the sub-continent

The culture of India refers collectively to the thousands of distinct and unique cultures of all religions and communities present in India. India's languages, religions, dance, music, architecture, food, Languages and customs differ from place to place within the country. Indian culture, often labeled as an amalgamation of several cultures, spans across the Indian subcontinent and has been influenced by a history that is several millennia old. Many elements of Indian diverse cultures, such as Indian religions, philosophy, cuisine, languages, martial arts, dance, music and movies have a profound impact across the Indosphere, Greater India and the world.

IV. SOCIAL MEDIA- IMPACT ON ART AND CULTURE

In Indian society the things that were nearly impossible, with the introduction of social media feel easier now. Social networking sites have integrated into the daily routine of millions of Indian users. The post-independence generation holds India's present and future in its hands. The decision made the patterns set by this 'Generation of Social Media' will affect the future. The challenge before the Indian society is to bridge the gap between 'tradition and modernity'.

Indian government and the administration process have also brought in tremendous changes in terms of adopting social media and web page use in the execution of its duties and programs. These reforms in technology have brought in various changes in the use of these web portals and social media by the public. We have compiled such available important web portals and launched by the government in the promotion and preservation of art and culture.

The Centre for Cultural Resources and Training (CCRT)- The Centre for Cultural Resources and Training (CCRT) is one of the premier institutions working in the field of linking education with culture. Established in 1979, pioneered by Smt. Kamaladevi Chattopadhyay and Dr. KapilaVatsyayan, it functions as an autonomous organization under the aegis of Ministry of Culture, Government of India. At the philosophical core of the CCRT lies a commitment to holistic education, encompassing the cognitive, emotional and spiritual development of children. To this end the CCRT conducts education grounded in cultural knowledge and understanding as conducive to clarity, creativity, independence of thought, tolerance and compassion.

Ministry Of Culture: The mission of the department is to preserve, promote and disseminate all forms of art and culture. In order to achieve this, the department undertakes the following activities: Maintenance and conservation of heritage, historic sites and ancient monuments, Administration of libraries, Promotion of literary, visual and performing arts, Observation of centenaries and anniversaries of important national personalities and events, Promotion of institutions and organizations of Buddhist and Tibetan studies.

Promotion of institutional and individual non-official initiatives in the fields of art and culture, Entering into cultural agreements with foreign countries. The functional spectrum of the Department ranges from creating cultural awareness from the grass root level to the international cultural exchange level. The Ministry of Culture plays a vital role in the preservation and promotion of art and culture. Its aim is to develop ways and means by which basic cultural and aesthetic values and perceptions remain active and dynamic among the people. It also undertakes programmes for the promotion of various manifestations of contemporary art. The Department is a nodal agency for commemorating significant events and celebrating centenaries of great artists.

Indian National Trust for Art and Cultural Heritage (INTACH)- INTACH was founded in 1984 in New Delhi with the vision to spearhead heritage awareness and conservation in India. Today INTACH is recognized as one of the world's largest heritage organizations, with over 190 Chapters across the Country. In the past 31 years INTACH has pioneered the conservation and preservation of not just our natural and built heritage but intangible heritage as well. Headquartered in New Delhi, it operates through various divisions such as Architectural Heritage, Natural Heritage, Material Heritage, Intangible Cultural Heritage, Heritage Education and Communication Services (HECS), Crafts and Community Cell, Chapters, INTACH Heritage Academy, Heritage Tourism, Listing Cell and Library, Archives and Documentation Centre.

Facebook as an important social media

It is one of the most powerful interactive social media platforms where people connect with each other with common interest. It is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Facebook had more than 2.3 billion monthly active users as of December 2018. It receives prominent media coverage. It is a great platform where billions gets connected instantly and traditional art and culture gets huge boost. Many artists, like musicians, dancers, painters, designers open their account and post their work in form of photos as well as videos and interested people get in touch with them either to learn or pursue respective art or encourage artist through appreciation or by buying or sharing their work.

Facebook page like **Indian Culture and Tradition was founded on April 11, 2012 and it already has more than 50,000 followers.** **Indian Art Society** is a group that intends to express all field of art such as drawing, painting, dance and poems etc. Welcome to artist and Art lovers are other facebook pages which has 30,000 followers. This group was created on April 7th, 2015. **The Raja Ravi Varma Heritage Foundation** has been created to preserve, promote and disseminate knowledge of the legacy of the artist. The Facebook page was created on September 16th, 2015 and already has more than 25000 followers

Instagram in art and culture

Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010. Instagram is a social networking app made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed. When we post a photo or video on Instagram, it will be displayed on the profile. Other users who follow them will see their posts in their own feed. Likewise, one can

see posts from other users who they choose to follow. An account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can "like" photos, and follow other users to add their content to a feed.

After its launch in 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 800 million as of September 2017. In April 2012, Facebook acquired the service for approximately US\$1 billion in cash and stock. As of October 2015, over 40 billion photos had been uploaded to the service. As of January 2019; the Stories feature is being used by 500 million users daily.

Page like **#indianclassicaldance**, is a great page which has beautiful images of classical dance forms and breathtaking videos of renowned artist. It also provides opportunity for upcoming artist to showcase his/her talent to the world. This page also provides information about workshops, dance classes for tutorials and concerts information. This page has more than 100,000 followers and they gain important and relevant information about all facets of different dance forms.

ISupportIndianWeavers is a page created to provide a platform to revive the art of weaving which is a backbone of many households earning. India is the only country that still creates textiles coming from the genius of its master weavers. India's handloom industry is not the basket case it is made out to be. Its market for both saris and woven fabrics is largely popular in the Indian subcontinent. There is no country that still has an indigenous fashion like India. One of the miracles of India is that it still has distinctive fashion handwriting, created by craftspeople and designed by Indians. A large part of this miracle is due to the availability of organic textiles and their crafts.

The fashion industry is not static. Along with mill-made fabrics, handloom textiles need constant innovation, design input and facilitation. Textiles are the biggest employment generator in India after agriculture. Though the share of handloom in production is only 11% and the revenue of the sector is just Rs 2,812 crore, it provides employment to 4.4 million weaver-families. The sector also provides employment to women in poorer areas. Women who initially used to only spin yarn have taken up weaving and form a unique, potentially rich, eco-friendly cottage industry. **#NationalHandloomDay** is one such small step on Instagram that helps saving the dying art which was also very close to Mahatma Gandhi.

YouTube as a powerful social media

YouTube is an American video-sharing website. YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos. As of August 2018, the website is ranked as the second-most popular site in the world, according to Alexa Internet. Both private individuals and large production companies have used YouTube to grow audiences. Independent content creators have built grassroots followings numbering in the thousands at very little cost or effort. Many Indian art and cultural forms have been uploaded onto YouTube and as it is easily available, the young generation is showing more interest in following it up.

Social Media and Indian Food and popular culture

Social Media is the new, highly-effective and a powerful tool to create sensation about products, menus or food brands being launched in the Indian food market. With everyone being hooked on to social media these days, it is an obvious choice for fast food joints, food and beverage (F&B) companies and connoisseurs to turn to this influential medium to spread the word and create hype about their services, products, events and new items on the menu. The competitive environment has made companies to think of out-of-the-box strategies and social marketing to help them win more clients on the online platform. It has been three years since Prime Minister Narendra Modi started Digital India, an initiative to increase internet connectivity across the country, especially in rural areas.

WhatsApp, which is owned by Facebook, has become the medium of choice: it is free, requires only an internet connection and often comes installed on new phones. As a result, India now has more users of the application – more than 200 million or one in six Indians – than any other country, a WhatsApp spokeswoman

says. Anil Bandawane, a farmer living outside Pune, India, was fed up with the poor advice he was getting from the government's national hotline for agricultural queries. Life as a farmer in India can be isolating and he felt cut off from his peers. So he started a WhatsApp group called Baliraja (which roughly means "farmer king" in the Marathi language). The group, which allows his fellow farmers across the country to exchange expertise and support on the messaging platform gained so much traction that Bandawane has created more than a dozen different subgroups for various districts. To the south, in the state of Kerala, Bharathy Gopalakrishnan, a stay-at-home mother, wanted to make a little money from some leftover red-velvet cupcakes. That idea turned into PB Kitchen, a WhatsApp group she founded to allow the women in her apartment complex to buy and sell one another's homemade dishes, from sambars and vadas to burgers and cakes.

Around the same time, Krishna Prasad, the director of an organic-agriculture advocacy group, and Abhishek Naik, a scientist, were looking for a way to share healthy recipes and information about organic food. So they created a WhatsApp group, Anna Arogya ("food for good health" in Kannada, an Indian language).

Among Indians who produce, cook or care about food, the service has been a godsend. In a country where culinary traditions are often spoken but not written, WhatsApp has provided an open, democratic forum where Indians can share and codify their knowledge and skills, in new ways, and even profit from them. WhatsApp's interface is simple and unfussy, with easy-to-navigate tabs for messages and calls. Aysha Tanya, 29, a founder of the food and culture publication The Goya Journal, says she used WhatsApp to get recipes from her mother because it was the only digital platform that people of her mother's age felt confident using.

V. CONCLUSION

As the above study concludes, the main outcome is the omnipresence of social media in life of everyone irrespective of age, gender, caste, religion, educated or uneducated. It is the era of connectivity. The technology in itself is never good or bad, it is the way it is handled. Many critics of technology bluntly blame technology for being anti-social, allowing fake news to overpower the truth, relationships getting bitter, increase in violence, paving way for increasing stress and deteriorating lifestyle of human beings, but it is not so. Any invention that takes place always have two sides, positive as well as negative. It is up to the user of the particular technology to use it effectively and efficiently. In our society the things that were nearly impossible, with the introduction of social media feel easier now. Social networking sites have integrated into the daily routine of millions of Indian users. Role of social media in business and consumer market in India cannot be undermined. Social media is used by various brands to build communities for interaction and spreading awareness about their services. The challenge before the Indian society is to bridge the gap between 'tradition and modernity'. An entire social system is changing; and Indian society which was less open or closed has now changed to open society. Indians are becoming more social and interactive virtually. Although, not everybody has access to the Internet and computers in Indian society, the fact that, it is spreading very fast cannot be undermined. With a deep analysis of the subject, we can precisely call the social media as a tool that requires utmost cautious handling. This can be highly beneficial if used appropriately. Undoubtedly, the social media can have a very good impact on our culture and can help to spread our days old tradition with immense pleasure and prestige. All that requires is a firm mind, good intellect and a decent approach to the available source that is social media.

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