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## Twitter, Facebook, WhatsApp ..... To What Extent

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May it be Sir Sigmund Freud or Swami Vivekananda's concept of personality, the role of mental self in constructing and shaping the personality is immense. All great researchers are the product of constructive mind, while, all devastations are the outcome of destructive mind. Why memories become fallible? Or why some set an example for sharp-mindedness? God has given talent to everyone but very few exhibit! Even the great king Ravana was talented but he showed his talent in such a manner that every year we celebrate Dasshera to overcome evil deeds, still the evil is not dead. This is to say,

“Mind is its own place and in itself  
can make a heaven of hell, a hell of heaven”

— John Milton

As human body is nurtured by the wholesome meal intake, Similarly, human mind is nourished by the food for thought. This point opens a dialogue between advance use of technology and mental health. William Cowper once said “God made the country and man made the town”—that man has cut down trees and colonised himself. He is in a world where innovation in technology is supreme; in the computerised world he has rather techno-colonised himself. This techno-colonised man lives amidst Facebook, Twitter, WhatsApp and so on— means to communicate. Nevertheless, the desire to communicate is the fundamental urge of man on earth. All living beings communicate but man alone has developed codes and conventions to communicate—as man is a social animal. In the 21<sup>st</sup> century, this social activity has gained such a momentum that people began to communicate through electronic media. In the internet-oriented-computerised world, man has developed websites and applications. Being the richest source of information, internet has revolutionised man's world such that he is no more a Renaissance Man who believes in the abilities and capabilities of mankind, rather browse internet and app store for the petty matters. This impulsive business accelerates at an alarming rate thereby conditioning even a student's mind that for simple multiplications and calculations he would rather ask the teacher: Miss, how are you able to do that without an app or computer?

Freud's theory of personality dynamics hovers about Id, Ego and Superego. That pleasure principle is supreme in every walk of life is the motto of young generation. Nevertheless, Twitter, Facebook and app store are adorable to them. Although Ego warns off the wastage of time and

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Superego reminds ethics in the mind but it is the gratification of desire that casts a sway over the mind. It is gratification of desire that Claudius marries Gertrude shortly after his brother's murder and Gertrude also agrees to remarry her brother-in-law (*Hamlet*).

Had app store been invented & used in Shakespearean times, his tragic heroes would not have suffered to the extent as they have suffered. Bennett Simon's article: "Hamlet and the Trauma Doctors : An Essay at Interpretation" appeared in *American Imago* (2001) wherein he documents that Hamlet suffers and delays,

...that Hamlet may suffer from a form of post-traumatic stress disorder (PTSD). This psychical damage largely results from his experience with the Ghost, but even Hamlet's early behaviour suggests the presence of trauma possibly caused by his father's suspicious death and mother's rapid remarriage.

Had he received the message followed by images and videos on WhatsApp or Facebook, Hamlet would have died of brain haemorrhage. If he could not bear an apparition's verdict and suffers from post-traumatic stress disorder then an image/ video can cause a serious harm to his psyche. There was hardly any room left for delay and the play would have ended very soon. Had Othello received information through an app, he would have clarified with Desdemona and the misunderstanding would not have crop up. The situation would have been simpler than complex (*Othello*).

Such varied experiences determine the personality and the mental self in particular. It casts aspersions and impressions on the mind And hence adversely affects the mental health. If this be the ultimate goal of humanity than entertainment looms large and happiness is an interlude in that drama. Momentary pleasure is not the food for intellectual self. Rather, reading stimulates and invigorates the mind. Mind ought to be obsessed with lively and positive thoughts. As courage rules over the world, thoughts rule our life. Our mind is a store-house of thoughts that gradually acquire faith depending on our perception and psychology. Our brain could think and plan about great missions but it is determination and wisdom that crystallises into reality. "Genius is one percent inspiration, said Thomas Elva Edison, and ninety nine percent perspiration."

Recently, Internet giant Google got nod for balloon internet project. It will use big weather balloons floating at height of 20 km above earth surface for transmission of internet services. Its success may replace mobile towers as it can directly transmit signals on 4G mobile phones, thereby becoming a technology service provider rather than internet service provider. The undercurrent of innovation makes Google contemporary in its character; creates an environment wherein new ideas and research are encouraged and supported to drive sustainable growth.

To be in a solitary confinement amidst technologically advanced world is man's present state. He has allowed strokes to disable him thereby narrowing the hemisphere. Insane in hoarding the materialistic pursuits of life, he is in the competitive world of leaving his contemporary behind which is a means to an end. This has become the way of the world. To acquire a coveted seat, man has become a usurper or say man has become self-destructive. He is ready to be a terrorist, an intruder; a bank looter or a smuggler; a criminal or a murderer and so on.

### **A Comparative Study of Favourable & Infavourable Impact**

**Socialisation:** When social media is used for social networking, it's a boon and hasa

favourable impact on brain. Our brain functions in the right direction only when a work is out of desire. High potential achievers are motivated by a strong sense of achievement and if they are directionless, they may fail to conquer the milestones they want to achieve. Dr. A P J Abdul Kalam said,

To succeed in your mission, you must have single-minded devotion to your goal... If I work towards that which I desire more than anything else in the world, and which also makes me happy, how can it be considered an aberration? ... I have also known people who worked 60, 80 and 100 hours a week because they found their work exciting and rewarding. Total commitment is the common denominator among all successful men and women.

Twitter, Facebook and WhatsApp are valuable to the extent that these apps rejuvenate, and you get set to work again with more zest, vigour and vitality. Comparatively, prolonged use can cause restlessness; weakens the immune system as well as deteriorates mental health. Repetition diminishes interest. May it be a child, an adult or an old person. Students browse the apps not for the sake of socialisation. They rather use it as a favourite pastime leading to wastage of time just for fun; exchanging rumour for sadistic pleasures and to reciprocate. According to a survey they remain online for 27 hours per week (2015) and average time spent on social networks per day is 1.72 hours. On average, Americans spend 7.6 hours a month using social media, with the majority of individuals accessing social networking sites through cell phones. Facebook's mission statement:

Facebook's mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

This sums up what the majority of social networking sites endeavour to achieve, and there is no doubt that people have succumbed to the world of social media. People have their own reasons for using social networking sites. From browsing at other people's status updates and photos, to venting their emotions, or a way of gaining attention and boosting self-esteem and one of the main reasons is for self-distraction and boredom relief. Therefore it provides a reinforcement everytime one logs on. For those who love to post status updates, the reinforcements keep coming in the form of supportive comments and likes, so it becomes hard for a person who has developed this habit to simply stop. This behaviour can lead to Facebook addiction, and in fact this has led researchers to create a psychological scale to measure Facebook addiction- the Berge Facebook Addiction Scale (BFAS).

Social media is gaining popularity in today's world. Employees concentrate more on displaying or what is new on the app store; Housewives discuss petty matters of daily routine through apps. While trivial matters gather significance and important task receives a back seat in multi-tasking system. Although old-aged people entertain themselves yet prolonged use is harmful to their mental health particularly the neuro system. This is the ugly side of the apps. It's a tightrope that needs to be walked on gingerly as there exists a danger of going over board. Stress impacts our capacity to get sound sleep. A quality sleep is key to de-stress mind. We intensify stress by focussing on unproductive and negative tasks. Also, it accumulates by piled-up work which is least enjoyable to us. Moreover many people often present idealised versions of their lives on social media sites, leading others to make upward social comparisons, which can lead to negative

emotions. People get worried or uncomfortable when they are unable to log on to their social media accounts. Researchers have found that social interaction on social media sites, may have a negative impact on face-to-face encounters for individuals having high levels of anxiety. Even teenagers browsing social media sites have been victims of cyber bullying. According to research findings, "meditation can change the structure of your brain and has been found to increase the amount of grey matter in the insula, which impacts self-awareness, perception and cognitive functioning. It can increase compassion, memory and creativity and decrease depression and anxiety."

### **Get Connected to Your Friends; Friends of Friends**

It brings together different people of varying linguistic ideologies and from diverse walks of life and how they interact and behave with one another. They rejoice when they get bird's view of their friends and relatives. Very few are triggered by far more deeper and poignant emotions and reasons. Otherwise, it is generally a matter of leisure and pleasure. A smart way to socialise yourself. A hectic life demands de-stressing; something different from a routinely affair. Like socializing with friends. In the words of Charles Lamb those who don't have friends are cannibals of themselves.

### **To Broadcast an Important Message or News in Favour of Society**

Useful to banks, the corporate and the public sector in transmission of an important news or message. Awareness contributes to progress meaningfully. Awareness of rights, laws among masses through social media would lead to alertness. Its an instrument helpful in guiding human values and professional ethics. People fall short of time to read newspaper but WhatsApp message is read within seconds because of brevity and in another moment it is forwarded to friends & relatives. The whole group is intimated and is aware within minutes. Students can share and discuss their subjects while tutors can provide a best possible solution without wastage of time. Even the help network gets established. But at the same time one must be careful while sending information. Any important information could be hacked. Any document forwarded on Facebook/ WhatsApp/ Twitter could be traced easily. Even smart phone could be hacked. Important documents if traced by people with negative intentions can cause great harm financial as well as to life. People with negative thoughts can misuse images and videos and once again one is in the cobweb of troubles.

Thus, youth is not only drug addict but also app addict. These apps widen social interactions and network but the empirical approach towards life highlights shrinkage of relationships; functional relationships; reciprocal relationships; dichotomy between families leading to depletion of moral values. This has sculptured self-centred, whimsical and hollow personalities. The mind receives fake inputs through these social apps and the cognitive abilities are subdued. It may either result into mob mentality or weak discriminating power, personal insecurities and suspicions. "Too many strokes spoil a tree". Over the years phones have become smarter and man has become a fool sitting in a cockpit. The comprehensibility diminishes and mind boggles down. Virtues like empathy, trust, compassion live only in English dictionaries. Humans are no more virtuous. The concept of ideal state is just limited to Plato.

Man is in the cobweb of radiation. Prolonged use of mobile phones affects the brain system adversely. Medical case studies have shown the damaging effect of microwave energy on brain cells with rise in risk of brain tumours. This is the reason why doctors advise the young kids to stay away from mobile phones. Physical activity is vital to the overall development of personality. Team effort, resourcefulness and leadership qualities can only be acquired through sports and games. Some hours of gaming could prove to be beneficial for the children. Such children are happier, more sociable and less hyperactive.

Thus excess of everything is bad. One must not cross limits. Education, liberation and enlightenment through social media is a way to progress. Degradation, demoralisation, blackmailing and hacking through social media is a detour to bewilder the masses and creating a sense of uncertainty and instability.

The purpose of living a human being's life is not to demoralise or blackmail rather to support someone for a noble cause; and sharing happiness and moral values thereby making this earth a beautiful place to live in. Civilisation must be founded on morality as man is distinct from brute animals as thought prevails over sense. Time has come to return to Nature, breathe fresh air, morning walk without earphones and visualise the objects of Nature. How beautiful is Mother Nature! That freshens the mind, body and soul together with meditation which is indeed the food for thought, and elixir of life.

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