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IMPACT OF SOCIAL MEDIA TOOLS OVER NATIONAL SECURITY: A CRITICAL ANALYSIS BY USING TEEE FRAMEWORK

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ABSTRACT:

Social media is a new tool for human communication. It has given a new dimension to people's political, religious, and social perception. It brings people together and makes possible to exchange ideas and cultures. Through social media it is easy to make friends across the world. It is an effective tool of expression. However its inability to predict the method leads it to social instability. Social media threatens peace and stability, so it is important to know the consequences in a more comprehensive way. Simultaneity it is an effective tool to spread animosity so as used for social racism. It is therefore, necessary to make serious and conscious efforts at different levels to control the misuse of this effective tool. There is a serious need of studying negative use of social media and its effects on national security. The present paper studies an available literature and the critical study is done by using the TEEE framework (which includes Topic Sentence, Explanation, Evidence, and Example).

Key word: Social Media Impact of social media, infected factors, influencing factors, TEEE Framework, etc.

INTRODUCTION:

Advances in the technology has provided many tools of communication to human kind. In past it was customary to write letters to keeping in touch with distant relatives and friends. In the course of time the discovery of phone made communication faster and convenient. Social media is a new medium of communication, which has gained new milestone in human communication. It becomes possible to connect with friends or relatives in any corner of the world through social media. Social media brings the world closer and bridges gap between people. The accompanying features have made this medium popular. It helps to gain new aspects



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of human communication. Social media is a virtual platform. The collection of online channels run in form of web-based technology and it can be operated through mobile as well. In addition, the user can post their thoughts and ideas on its walls and connect to people through. Any user can run their own channel or ideology on these media without any financial burden. They can express themselves without any obligation. These mediums are opening new avenues of knowledge for the users. In addition, a platform is made available to user to showcase their talents and skills. People run channels on YouTube platform, such as their recipes, stock trading, and comedy. It gives people chance to show off their skills. In natural and man-made disasters, people come forward to help each other through social media. Social media can be used for many positive works. The constructive use of social media is commendable.

It is important to see the other side of this tool. The social media platform can be used for commercial purpose and simultaneously with destructive intention. This medium is easy to handle and can be used by those who have little knowledge of computer. Such users can easily fall prey to hackers and easily motivated by destructive intent. In addition, there are many issues regarding confidentiality of users' information on social media as well as security and privacy risks. Liberty of expression is shown as the main objective of these social media platforms. The question of privacy remains unanswered. The social media network providers collect users' private and sensitive information. This information is passed on to the third parties which is a breach of privacy. However, the use of social media for many negative purposes becomes a matter of concern. False news and rumors through social media increase negativity in society. Use of social media for protests, naxalites, insurgencies, terrorist activities is matter of concern. It can be used to convey ideology to increase support. The misuse of social media in riots is deteriorating social harmony. In addition, various religious groups are active on social media. Problems like propaganda, protests make the situation worse. This paper studies the misuse of social media and its impact on national security.

OPPORTUNITIES: Social media is an effective and inexpensive platform to connect people. Connection with relatives or friends is possible through social media. Through this platform, information is disseminated to its users all across the world. Through this, information the government public welfare schemes and policies are made available to public. Due to large number of active users it is possible to get public feedback on various government decisions and welfare schemes. Moreover, it provides a platform to raise voices on many social issues and share views across the globe. It helps to the commercial companies to promote their products. It



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helps to interact in real time. Nowadays, political parties are running their online campaigns through social media. Here, we can discuss and debate the forums to interact with each other. Which can helps to carry collaborative learning.

CONSTRAINTS: Since there is no central sensor mechanism to control any messages, content, images and videos for circulation on social media platforms, it is difficult to control users. A concerted effort needs at institutional levels to bring social media at constitutional framework. There is a sense of indifference. There is a need to bring justice to victims of various crimes. Many times, an aggrieved person does not register a complaint or does not get a solution to his/her problem. The security forces have limited resources to protect its misuse and less skilled people to investigate crimes. Moreover, being a global platform, its creators are multinational companies; their servers are in different countries. So it becomes difficult to control the content on these platforms. There are no specific methods or rules or restrictions for studying the effects of social media misuse at national interests. The limitations regarding social media control can be clarified as above.

IMPORTANCE OF TEEE IN CRITICAL ANALYSIS: The TEEE (Topic Sentence, Explanation, Evidence, and Example) framework provides a useful structure for developing reasoning genuinely and clearly. This shall concentrate on unity in each paragraph and the sentences shall to that one idea (Coherence).

METHODOLOGY: Social media threatens peace and stability of society. It is important to know the consequences of social media in a more comprehensive way. In this research, a critical analysis is conducted on negative use of social media and its adverse effects on national security. To study the consequences of social media over national security the available research papers are divided in to 11 factors which address various issues. For critical analysis TEEE (Topic Sentence, Explanation, Evidence, and Example) framework is used.

Table No.1 Various aspects of social media on the basis of ref [1 to 60] in TEEE frameworks

Sr . No.	Topic Sentence	Explanation	Evidence	Example
1	Security and privacy issues with social	The security and privacy of social media users' information is violated which is evident from	Reference Number [1], [2],	Considering this issue, following example clearly indicate the information of 50 million users, was misused in the



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	media	various incidents. Therefore, there is a need to rethink the security of social media users' personal information.	[5], [31], [38], [47]	2016 US presidential election. ⁴⁷
2	Social medias use for radicalization and communal activities	It is clear from various incidents that hateful and religious sentiments are being incited in the communities on social media platforms through rumors, misinformation, and interracial deviations. Therefore, it is necessary to rethink to reduce the social animosity generated through social media.	Reference Number [3], [11], [12] [49], [50], [51]	The use of social media in radicalism and sectarian activities by spreading misleading and false propaganda is seen in various contexts. A detailed description of this can be found in the published research papers mentioned.
3	Use of social media for Cyber antinational activities	It is discussed in papers and incidents that; antinational activities and its agenda are effectively spread in society to attract and hunt innocent people. It is seen in various incidents that social media is proven itself a strong communication media of such activities and its participatory persons.	Reference Number [19], [20], [21], [23], [40], [44], [52], [53]	Social media has vital role in anti-national activities activation. Due to non-control and sensor less activity and materials.
4	Social medias use for intelligence	Press media, radio, and television are usually the main sources of information for espionage. But the information used on social media and its users, the surveillance system for espionage itself appears to be an attempt to update technology and handling skills.	Reference Number [6], [42], [54]	Social media has vital role in national activities by considering the intelligence agencies to provide surveillance against anti national activities and its activator.
5	Social medias use for provoking people (protest, propaganda, fake news)	It is seen in various incidents that social media is a great tool for mass communication. So as the positive thing negativity is seen in utilization of social media. So it is necessary to rethink about surveillance of social medias information.	Reference Number [35], [39], [43], [55]	Generally, gossip, fake videos, rumors are spread through social media so there is a need to provide monitoring and truth verification system for such information.
6	Information Sharing, Emerging Threats and Cyber Security	Authentic information is very precious in today's era. In addition, there are a number of incidents where organizations face problems of information theft and hacking. Therefore, there is a need to rethink the information security policy for disseminating	Reference Number [10], [15], [16], [17], [18], [29]	Considering the problems there are various incidents in which not only various organizations but also some powerful countries suffer from the problem of hacking and information theft.



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		information on social media.		
7	Impact of social media on Consumers and Consumption	Social media is great platform for e-commerce. There is a need to utilize social media as platform to enhance business for the organization.	Reference Number [7], [8], [56]	Social media plays vital role in e-commerce to enhance the influence on customer. It is very effective tool so there is a need of business intelligence system to enhance social media's role in e-commerce.
8	Impact of social media on Academic Development	Social media provides a lot of segments in education so educational policy makers able to spread educational standard platforms from rural to urban students.	Reference Number [13], [59]	There is an invisible but defined gap between rural and urban students. Social media is able to provide a platform to bridge the gap between urban and rural students.
9	The effect of social media on information in defense policy study center	It can be dangerous for defense personnel to use social media platforms with insecure privileges. It is therefore necessary to allow such individuals to use social media in accordance with certain guidelines to keep their attitudes independent without compromising their personal freedom.	Reference Number [14], [34]	It is clear from the various incidents that users in the Defense Forces need effective guidance, developing safe best practices, and recognizing the risk factors and benefits of using social media in the military. Therefore, there is a need to study the impact of social media on the defense sector.
10	Impact of social media on Society	Today's Social media user having huge number from the universe in all kinds of age groups. These age group utilize social media as per own need and own art. There is nothing else remain behind where social media is not utilized positively or negatively. As human mankind beneficiary utilization there are some cases that will be provide negative impact produce by social media. As a result, there is need to rethink about policy of social media utilization.	Reference Number [24], [28], [41]	Social media platforms provide more benefits to its user in the consideration of print media, digital media and other ideology moreover social media is become center of attraction due to its communicating features.so it will be a double-edged sword. As a result, its positive and negative impact shows influence over the society.
11	Connection Between National Security and Communication	Communication is essential for peace in any society to keep social and religious integrity. Since last decade it is seen with various incident that some nuisance components are utilized very effective social media as a tool to affect integrity by spreading the rumors.	Reference Number [30], [33]	National security is a first priority for any government to balance the integrity of social aspects of nation communication is very essential. To maintain the communication between policy makers to policy adopter's social media is very effective and convenient tool.

DISCUSSION: The above TEEE framework specifies positive and negative impacts of social media over society. As per published publication this study indicates more significant factors in site of peril rather than benefits. It considers every citizen freedom of expression and the technological benefits. Social media is an important vehicle that guarantees fundamental rights of freedom of expression. Regardless of class, creed, or geography, these platforms spread misinformation and animosity in the guise of free speech. In India, these media outlets are fueling incidences of violence on large scale. The local issue is raised at national level in an interesting way with ethnic or religious overtones which is deteriorating social harmony. This leads to social polarization of society.

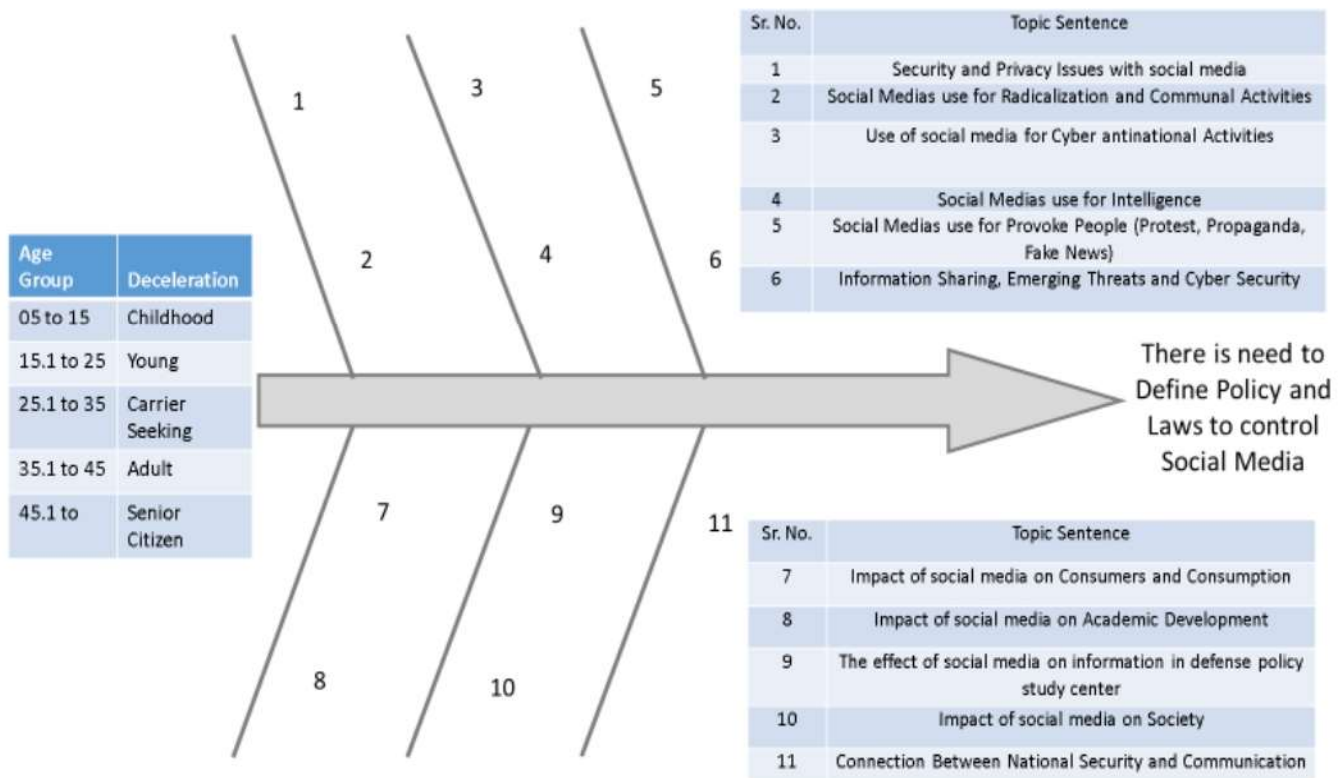


Fig. 1. Various aspects of social media on the basis of ref [1 to 60] in Fishbone diagram

The above fishbone figure indicates that there is need to design and develop a policy that will consider the following aspects.

1. Government responses to misuse of social media
2. The conflict between LAW and democracy



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3. Positive and negative aspects of social media

CONCLUSION: We shall accept the fusion of social media utilization and its positive and negative impacts. This study appreciates the initial efforts to understand social media’s aspects. There is need of exclusive efforts to explore every aspect and its influence. Social media is double edged weapon. It is essential to define policy regarding the utilization of social media to enhance communication and avoid its misuse.

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