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(71)Name of Applicant :

1)Dr.Bharat Tryambak Shenkar

Address of Applicant :Assistant professor.,Hindi, Adv.M.N.Deshmukh Arts, Science and Commerce College Rajur, Akole, Maharashtra- 422604 Akole -----

2)Thorat Baban Kisan**3)Mr.Telore Babasaheb Haridas****4)Kakade Lahu Baban****5)Dr. Suresh Manjaldas Devare**

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

1)Dr.Bharat Tryambak Shenkar

Address of Applicant :Assistant professor.,Hindi, Adv.M.N.Deshmukh Arts, Science and Commerce College Rajur, Akole, Maharashtra- 422604 Akole -----

2)Thorat Baban Kisan

Address of Applicant :Asst.Professor, Hindi , Adv.M.N.Deshmukh Art's science & Commerce College Rajur, Maharashtra- 422605 Ahmednagar - -----

3)Mr.Telore Babasaheb Haridas

Address of Applicant :Asst.Professor, Political Science, Adv.M.N.Deshmukh Arts, Science & Commerce College, Rajur.Tal-Akole , Rajur , Maharashtra , 422604, India Akole -----

4)Kakade Lahu Baban

Address of Applicant :Asst.Lecturer, History, Adv.M.N.Deshmukh Arts Science And Commercecolleges Rajur Tal Akole District Anagar, Rajur 422604, India Ahmednagar -----

5)Dr. Suresh Manjaldas Devare

Address of Applicant :HOD,(Asso.Professor), Political Science , K.J.Somaiya College Of Arts, Science & Commerce College Kopergaon, Maharashtra -423601 , India Ahmednagar -----

(57) Abstract :

ABSTRACT Analysis of Effect of Social Media on Society Social media has had a profound impact on our society, particularly in terms of how people communicate and interact. The research looks at the effects that social media have on individuals, organizations, and society as a whole. More specifically, it examines how social media have changed communication, influenced individuals' perception of information, and their ability to participate in public forums. As a result of the analysis, the research concluded that social media has significantly impacted society in terms of how communication is conducted, as well as how individuals access, interpret, and share information. Additionally, it was found that social media has improved individuals' ability to participate in public discourse and boost their community involvement in positive ways. Furthermore, the research uncovered that social media has created new opportunities for increased collaboration and interaction between various levels of society, such as individuals, organizations, governments, and businesses. Ultimately, this research has demonstrated that social media has had a powerful impact on society, and should continue to be studied to understand its consequences.

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