

# MULTIVARIATE HUMANITIES

Dr. Naresh Naidu  
Dr. Anil Bundela



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# CONTENTS

<b>Chapter 1.</b> Health Issues Associated with Excessive Alcohol Use and Prevention Strategies.....	1
— <i>Dr.Naresh Naidu</i>	
<b>Chapter 2.</b> An Analysis of Facebook's Interactive Promotional Activities and Enhance Market Profitability ...	11
— <i>Mr. Neeraj Kumar</i>	
<b>Chapter 3.</b> Major Causes of Drinking Alcohol and Factors that Affect the Majority Population: An Analysis .	21
— <i>Dr. Linda Barbara Foote</i>	
<b>Chapter 4.</b> Impact of Teen Pregnancy and Social Perspective with Prevention Strategies .....	31
— <i>Dr.Sayani Banerjee</i>	
<b>Chapter 5.</b> An Analysis of the Language Problem Faced by People in Different Parts of India.....	41
— <i>Dr.Sayani Banerjee</i>	
<b>Chapter 6.</b> A Comprehensive Study on the Benefits and Drawbacks of Art Therapy in Human Life .....	50
— <i>Ms.Parvin</i>	
<b>Chapter 7.</b> An Analysis of the Impact and Influence of Social Media during Covid-19 Pandemic .....	60
— <i>Dr. Padmalochana R</i>	
<b>Chapter 8.</b> Exploring Social Media Impact on Political Decisions in a Society .....	70
— <i>Dr. Clarence Victor Fernandes</i>	
<b>Chapter 9.</b> An Investigational Study on the Impacts of Poverty on Rural Communities in India.....	79
— <i>Dr.T Naresh Naidu</i>	
<b>Chapter 10.</b> Investigation of the Role of Technology in Health Services for Better Wellness of Society .....	88
— <i>Dr.Vinodhini C</i>	
<b>Chapter 11.</b> Deaths in Road Accidents: An Analytical Study on Prevention Strategies .....	98
— <i>Dr. Anil Bundela</i>	
<b>Chapter 12.</b> An Investigation of Social Media Influence on Younger Generation Fashion Trends.....	108
— <i>Prof. Rishikesh Mishra</i>	
<b>Chapter 13.</b> Impact of Social Media towards Rise in Crime Rate and Corrective Measures .....	117
— <i>Dr. Vishnu Sharma</i>	
<b>Chapter 14.</b> A Study of Health Issues and Social Security of India's Internal Labor Migrants.....	127
— <i>Prof. Grishma Shukla</i>	
<b>Chapter 15.</b> Adverse Impacts of child marriage in Indian Society and Its Preventive Measures to Control.....	137
— <i>Dr. Shavya Singh</i>	
<b>Chapter 16.</b> A Study on the Impact of Tobacco Use on the Health of Younger Generation.....	146
— <i>Dr. Anita Dhaka</i>	
<b>Chapter 17.</b> An Analysis of Social Changes in Developed Countries that Improve the Quality of Life.....	155
— <i>Prof. Anshu Bhatia</i>	
<b>Chapter 18.</b> New Technology in Emerging Fashion Trends: A Critical Analysis of Societal Perspective .....	165
— <i>Prof. Rishikesh Mishra</i>	
<b>Chapter 19.</b> Explorative Study on the Uniqueness in the Art “The Kiss” by Gustav Klimt .....	175
— <i>Prof. Rishikesh Mishra</i>	
<b>Chapter 20.</b> Analysis of Management Strategies for General Administration and Administrative Advantage	184
— <i>Prof. Rajesh Mehrotra</i>	
<b>Chapter 21.</b> A Comprehensive Study on the Role and Responsibilities of Media-Influenced Violence.....	194
— <i>Mr. Dhruv Saxena</i>	

<b>Chapter 22.</b> An Analysis of the Impact of Automation on Human Behavior.....	204
— <i>Ms. Pinky Arora</i>	
<b>Chapter 23.</b> Exploring the Effectiveness of Music Therapy in the Management of Mental Disorders.....	214
— <i>Dr. Shavya Singh</i>	
<b>Chapter 24.</b> An Analysis of the Impact of Smoking on Adolescent Age Group and Its Effect on Their Health .....	223
— <i>Mr. Hemant Kumar Sharma</i>	

# CHAPTER 1

## HEALTH ISSUES ASSOCIATED WITH EXCESSIVE ALCOHOL USE AND PREVENTION STRATEGIES

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### ABSTRACT:

Heavy drinking, in particular, is a significant risk factor for many health problems. Alcohol is the leading cause of more than 20 diseases, and many others have alcohol as a contributing factor. Diabetes, cancer, infectious disorders, and neuropsychiatric problems are the most prevalent disease categories that are either wholly or partially caused by alcohol consumption. When developing low-risk drinking recommendations, certain disease risks were taken into account. Consumption of alcohol is strongly discouraged because, in addition to the drinker's own disease risk, it also puts others at risk of illness and causes social harm to both the drinker and the onlooker. These results underscore the need to create efficient preventive measures to reduce the aches and pains caused by excessive alcohol consumption. The main goal of this paper is to understand the health problems caused by excessive alcohol consumption as well as the solutions to these issues. In the future, this paper will help to educate people about the negative consequences of alcohol use and effective ways to control it.

### KEYWORDS:

Alcohol Consumption, Diseases, Disorder, Cancer, Neuropsychiatric.

### 1. INTRODUCTION

It has been established that drinking alcohol significantly increases the chance of being sick, becoming handicapped, or dying. The World Health Organization's (WHO) most recent and comprehensive risk assessment found that the only risk variables that outweighed alcohol intake were unprotected sex and low childhood weight status. However, alcohol intake exceeded numerous established risk factors, including poor water quality or high blood pressure, sanitation, high cholesterol, or cigarette use. This risk evaluation examined the whole impact of alcohol consumption, including its beneficial effects on ischemic diseases and diabetes particularly when consumed in moderation.

It is clear that frequent heavy drinking, classified as more than 40 grams of pure alcohol per day for men and 20 grams per day for women, is characterized as the quantity of alcohol consumption, even if all of these figures take into consideration the repercussions of alcohol use [1], [2]. Drinking behaviors, particularly irregular heavy drinking, greatly raise the burden of illness and its associated harm. Consuming at least 60.00 grams of pure alcohol or five distinct drinks in a single session significantly increases the burden of disease as well as its accompanying damage [3], [4]. This essay begins by outlining the situations that alcohol usage always contributes to as well as those that are always caused by it. It then digs further into the most common health hazards associated with binge drinking before examining how these risks have altered drinking norms. The next part of the paper discusses the risk that alcohol will affect individuals other than the drinker [5], [6].



### 1.1. *Phases of alcohol consumption disorders:*

- *Risk condition:* Whenever people drink socially or even to de-stress or feel better, they are at risk, and people can start to build up an alcohol tolerance.
- *Early alcohol use disorder:* You have gone into blackouts, drinking alcohol alone or in secret, and spending a lot of time thinking about the alcohol.
- Your drinking has increased to such an extent that it is out of control and causing problems with your daily life work, financial, family, physical, or mental health. On laboratory tests or scans, organ damage may be visible.
- *History of the Late Stage of Alcoholism:* Alcohol has replaced food, intimacy, health, and happiness as the primary thrust of your life. Depression, organ damage problems, and death are all on the horizon.

This paper is divided into several sections such as an introduction, literature review, discussion, and conclusion. In the introduction, the author talks about alcohol and the phases of alcohol consumption disorder. In the literature review section, the author discussed the previous study that has been done on this topic, and in the discussion, section author talks about the various disease which is caused by alcohol consumption, and the various strategy to reduce and control alcohol consumption, last author gives the conclusion about the alcohol consumption.

## 2. LITERATURE REVIEW

T. F. Babor, discussed in primary care settings, there are conceptual issues and empirical evidence related to the prevention or treatment of alcohol-related problems. As per the outcomes of several thorough program assessments, brief therapies can have minor but predictable effects on drinking habits and related challenges, particularly with some less serious types of problem drinkers. These treatments call for information sharing, quick counseling, self-help books, self-help organizations, and recurring progress evaluations by a medical professional. When it comes to basic healthcare, low-intensity, fast treatments have a lot to recommend themselves as the first-line remedies for heavy drinkers [7].

A. Rakovska studied Approaches to reducing the harm caused by alcohol usage, as well as prevention and treatment of health problems. The research literature addressing preventative and intervention techniques congruent with a harm minimization philosophy is discussed in this study by the author, who describes the challenges with zero-tolerance as well as the advantages of drinking in moderation. Overall, empirical research has shown that harm-reduction strategies for alcohol issues are at least as successful in reducing alcohol use or alcohol-related effects as abstinence-oriented methods. They emphasize the need for individualizing alcohol prevention or intervention to meet the needs and preferences of the individual in question as well as the population based on these findings. Recognizing the varied nature of behavior change, harm reduction programs aim to meet people where they are and help them make beneficial behavioral changes, whether the transformation is abstinence, drinking in moderation, or the decrease of alcohol-related damage [8].

J. M Moskowitz discussed the effectiveness of initiatives and policies in reducing the incidence of alcoholism rigorously scrutinized. Policies affect physical, financial, as well as social access to alcohol (e.g., minimum drinking age, price or marketing of alcohol), traditional social control systems on alcohol-related behavior, and key prevention programs education on alcohol in schools and the environment. Protective measures are among the 4

types of containment programs analyzed (for example, airbags for automobiles). Three alcohol-specific initiatives are beneficial, including raising the minimum legal drinking age to 21 and enacting a law against drunk driving. Additionally, research indicates that several environmental protections can help prevent the onset of trauma associated with alcoholism. An integrative approach to prevention argues that programs may be more successful as a result of the widespread adoption of preventive policies, which change the societal norms surrounding alcohol use [9].

Frank J. Chaloupka studied how the cost of alcohol affects use and issues linked to alcohol the most fundamental economic law, which connects the cost of a good to the demand for that good, was also covered by the author in this essay. Therefore, it is anticipated that raising the monetary value of alcohol for instance, through tax hikes will lower alcohol usage and its adverse effects. The cost of alcohol was identified as a factor influencing teenagers' or young adults' alcohol intake in studies examining this link. Other studies suggest that raising the price of alcohol overall may lessen the negative effects of drinking or driving for people of all ages, but also the incidence of diseases, accidents, and fatalities linked to alcohol abuse and consumption, as well as violence and other crimes related to alcohol [10].

Everyone knows that alcohol is very harmful to the human body but still they consume it, so people need to be aware of the harmful effects of alcohol. Earlier all the authors discussed various harmful effects of alcohol on the human body, but to some extent, they did not talk about the proper description of alcohol consumption disorder. In this paper, the author discusses various diseases caused by alcohol consumption and preventive measures to control alcohol consumption.

### 3. DISCUSSION

Alcoholism has also been referred to as alcohol abuse or alcohol dependency. When you drink alcohol excessively, your body develops a dependence on it and an addiction to it. When this occurs, drinking takes priority over all other aspects of your life. A person with an alcohol consumption problem will continue to drink even when doing so has negative effects, such as ending their employment or damaging their relationships with the people they care about. Even while they may be aware of the harm their drinking does to their life, this is typically not enough to convince them to cut back. Even while some people drink alcohol frequently to the point of drunkenness, they are not physiologically addicted to it.

#### 3.1. *Alcoholism is linked to a Variety of Diseases and Injuries:*

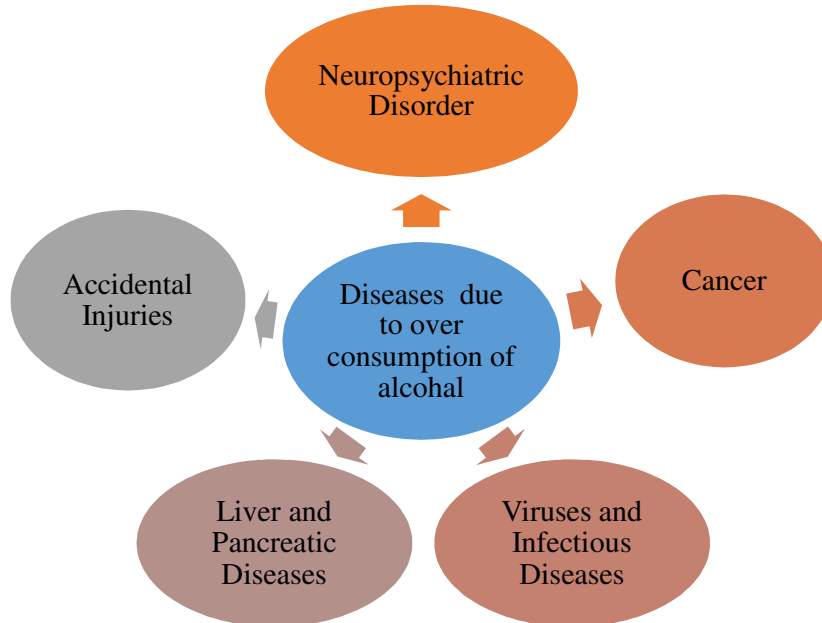
The most common health disorders in this population are “Alcohol Usage Disorders” (AUDs), which would include drinking problems and unsafe use or abuse. AUDs are less lethal than other chronic illnesses, yet they cause severe damage. Even though it is not a leading cause of death worldwide, AUD is the fourth most disabling illness category in low to middle-income nations and the third most debilitating sickness category in high-income countries.

Two further serious alcohol-related illnesses that affect people worldwide are alcohol-related liver disease and alcohol-induced pancreatitis. However, because some disease categories cannot be accurately assessed on a global scale, there is no data on their prevalence. As a result, verbal autopsies, as well as other procedures often utilized in the global burden of disease studies, are insufficient to assess these disorders. Nonetheless, the frequency of alcohol-attributable but also a relative hazard for the broader, unspecific cirrhosis of the liver or alcohol-induced illness categories may be determined by the rates of alcohol exposure [11], [12].

### 3.2. situations where alcohol is a contributing factor:

The burden of disease globally is greater from disorders than from diseases caused solely by alcohol consumption. The following are the main categories of diseases or accidents that can be affected by alcohol consumption. Drinking alcohol causes many diseases; some of the major diseases are shown in Figure 1.

The burden of disease globally is borne more by disorders than by illnesses that are entirely due to alcohol consumption. The following are the main categories of diseases or accidents that are affected by alcohol usage. Numerous illnesses are brought on by alcohol drinking; some of the major illnesses are depicted in Figure 1.



**Figure 1: Illustrate Major Disease Caused by Over Consumption of Alcohol.**

#### 3.1. Viruses and Infectious Diseases:

Even though bacteria or viruses are that are not included in the world health organization's (WHO's) comparable vulnerability assessment for alcohol, mounting evidence indicates that alcohol consumption harms serious infectious diseases like tuberculosis (TB), "Human immunodeficiency virus infection" (HIV), as well as pneumonia. Recent studies have shown that alcohol consumption significantly affects infectious diseases, notably in Sub-Saharan Africa. Alcohol use, especially excessive drinking, harms the immune system, which raises the chance of developing several illnesses. As a result, while people who drink less than 40 grams of pure alcohol per day have the same chance of contracting infectious illnesses, those who drink more run a much higher risk. Furthermore, when social factors are taken into account, the outcomes of infectious diseases are worse for heavy drinkers. Alcoholics commonly experience loneliness, are more likely to lose their jobs, and are more likely to become destitute. As a result, people choose to reside in densely populated locations where they have a higher risk of contracting an illness but a lower likelihood of recovering from it. The connection between consuming alcohol, HIV infection, or "acquired immunodeficiency syndrome" (AIDS) is distinct in comparison to other infectious diseases [13], [14].

To only get HIV, individuals must exchange bodily fluids, which they usually do by injecting drugs with syringe needles or by participating in unprotected sex in low-income countries.

Despite significant links between HIV infection due to alcohol consumption, especially excessive drinking, as well as the effects of alcohol on health, mental illnesses, personal characteristics, or environmental factors, dangerous drinking as well as unprotected sex the reasons for the relationship cannot be ruled out. Researchers have repeatedly stated that psychotic symptoms such as sensation-seeking, risk-taking, or sexual compulsivity may play a role in HIV infection risk. Indeed, a Start to Feeling meeting concluded that there is insufficient data to suggest that alcohol causes HIV infection. Nevertheless, experimental research showing that alcohol consumption increases the likelihood of engaging in unsafe sex suggests that there is a causal association between alcohol and HIV transmission[15], [16].

Once infected with the virus, alcohol has a negative influence on the disease's progression, particularly through interfering with efficient antiretroviral therapy. A recent meta-analysis found that problematic drinking was linked to only a less than 50% reduction in the likelihood of adherence to antiretroviral treatment recommendations. The National Institute on Alcohol Abuse or Alcoholism defines problematic drinking as having an AUD or satisfying the criteria for drinking at risk. Because adherence to prescribed medicine impacts both the efficiency of therapy and overall survival, drinking is linked to a bad prognosis for HIV/AIDS patients.

### 3.2. *Cancer:*

The alcoholic beverage was recently designated as carcinogenic to humans by the International Organization for the Research on Cancer Monograph Working Group because there is substantial evidence that it causes cancer in animals. The group, in particular, verified or demonstrated a causal relationship between alcohol use as well as cancers of the female breast, throat, larynx, colorectal, as well as oral cavity. In cases of stomach or lung cancer, carcinogenicity was considered probable but not proven. Evidence of this dose-response relationship is everywhere where cancer associated with alcohol has been confirmed, with the hazard ratio increasing steadily with the temperature of alcohol consumption.

Chronic alcohol intake refers to the growth of malignancies in numerous organs, although the molecular or biochemical processes by which this occurs remain unknown. Alcohol dehydrogenase, aldehyde dehydrogenase, or cytochrome P450 2E1 are a few examples of genes that can vary or have polymorphisms, increasing estrogen levels, or altering the metabolism of folate, which can affect DNA repair, and have all been proposed as potential pathways. Acetaldehyde, which is ingested as a component of alcoholic beverages and created by the body when it breaks down alcohol (i.e., ethanol), has also been shown to be carcinogenic by the International Agency for Research on Cancer. It is suspected to play a role in the development of digestive system cancers, particularly those of the upper digestive tract [17].

### 3.3. *Disorders of the Neuropsychiatric System:*

Alcohol intake has by far the largest influence on the chance of being addicted to alcohol when it comes to neuropsychiatric disorders. Alcohol, on the other hand, has been linked to almost all mental diseases, though the causation of these links is unclear. Thus, AUDs and alcohol consumption may induce mental illnesses, AUDs might cause other mental diseases, or third factors may cause both AUDs as well as other psychological disorders. Because of this complicated link, determining the percentage of mental problems caused by alcohol usage is challenging. The link between drinking and epilepsy is now much more obvious. There's a lot of evidence that drinking alcohol can lead to spontaneous seizures, as well as researchers have found plausible biochemical mechanisms that could explain it. The bulk of relevant

research indicates that a considerable proportion of heavy alcohol drinkers with epilepsy fit the criteria for alcohol dependency.

#### 3.4. *Liver and Pancreatic Diseases:*

Alcohol intake has unique and visible effects on the body and pancreas, as evidenced by the emergence of clinical categories such as alcoholic liver disease, alcoholic liver cirrhosis, and especially alcohol-induced acute but chronic pancreatitis. Even though the dangers associated with abstinence and low-to-moderate drinking are similar in scope, the relative risk dose-response curves for both disease groups are almost exponential. As a result, chronic heavy drinking has been linked to the development of liver and pancreatic diseases. The increased risk of death from these disorders far outweighs the increased risk of morbidity for drinking similar amounts, especially at low consumption rates. This study suggests that even very low levels of alcohol increase the likelihood of negative outcomes following the development of liver or pancreatic disease.

#### 3.5. *Accidental Injuries:*

It has long been believed that frequent drinking leads to unexpected mischief or something close to it. It is dependent on recovering blood alcohol and exhibits a wonderful part-response connection. People should be able to do this after a while, within 60 minutes. Alcohol impairs psychomotor skills, with a particular preference for negative affect often seen at a “blood alcohol content” (BAC) of 0.04 to 0.05 percent; therefore, in people with BAC at this stage, the disruption of the engine coordination ability of alcohol can lead to injury. However, epidemiological evidence shows that the risk of injury is increased even at a low BAC compared with no alcohol consumption.

The frequency of alcohol use is a mediator of the acute effect of alcohol use on injury issues. Regular drinkers are more likely to harm themselves or others at a given BAC than habitual drinkers, most likely because they have a lower tolerance. This link was found in a reanalysis of earlier data on traffic injuries reported in Grand Rapids, Michigan. It is also important to note that, during moderate drinking, which is defined as consuming 36 grams of pure alcohol in a single session, there is a less absolute risk of harm on a single occasion than a person who is at that level. Drinking to forming a regular habit poses a greater risk.

#### 3.6. *Intentional Injuries:*

Alcohol use has been linked to both accidental and intentional harm. It has been proven that the likelihood of suicide is influenced by both the average amount of alcohol consumed and the amount consumed before the event. Studies have also linked alcohol use to aggression, including but not limited to homicide. It has been determined that the effects of alcohol on serotonin and -amino butyric acid signaling molecules in the brain, as well as its effects on cognitive performance, are all biological contributions in this regard. Culture influences the relationship between alcohol consumption and violence by influencing drinking patterns and expectations or beliefs about the consequences of alcoholism.

#### 3.3. *Harmful to Society:*

As a result of their drinking, drinkers may have a range of negative social effects, including family instability, work difficulties (especially unemployment), financial hardships, or criminal convictions. Compared to health issues, these difficulties are less frequently assessed, and the vast majority of harms are not documented. Socio-cost studies give periodic updates on the effects of alcohol in some countries. These studies often demonstrate that most expenditures related to alcohol consumption are due to lost productivity rather than medical expenses, which

constitute a very minor fraction of the total cost. The only two middle-income countries for which comparative studies are available are South Korea and Vietnam. Alcohol-related expenditures in these two nations were comparable to those in high-income countries, where they appear to be as high as 1 to 3 percent of the Gross Domestic Product (GDP).

#### 3.4. *Alcohol Preventive Strategies:*

Whatever the reason, there are some things you can take to reduce your chances of abusing alcohol as well as developing alcohol addiction. Alcoholism is a medical illness caused by excessive or regular alcohol consumption. Individuals with alcohol use disorders cannot stop drinking, even if it causes them other problems, mental distress, or physical injury as well.

##### 3.4.1. *Alcohol Should Not Be Kept At Home:*

If alcohol is not available in your home then you cannot drink alcohol. If you will be unable to take just one drink out of the refrigerator or cabinet, you may be able to avoid establishing a pattern of alcohol use that can quickly lead to abuse or addiction. You can prevent binge drinking due to boredom or emotion by limiting your access to alcohol at home. You too can fix accountability in front of others by just consuming.

##### 3.4.2. *Know Your Limits When It Comes to Drinking:*

Many people try to minimize their alcohol consumption. In contrast, the “National Institute on Alcohol Abuse or Alcoholism” (NIAAA) outlines the distinction between substance abuse and alcoholism. It is recommended that women have no more than seven drinks per week, no more than three per day. Men should limit their alcohol consumption to 14 drinks per week, whereas women should limit it to four. If one decides to drink, it is advised to limit intake to one drink for women and two for men each day. These tips are not for people who have previously been diagnosed with alcohol intoxication or who have completed a program for drug abuse. For individuals with different body types or health concerns, these suggestions may change. Although it is sometimes said that no one drinks so little, the NIAAA estimates that only 28% of heavy drinkers drink heavily, compared to 35% of adults who never drink and 37% who drink regularly.

##### 3.4.3. *Surround Yourself with People Who Don't Drink:*

If you frequently drink with coworkers per week and have more than three to four drinks with friends on the weekend, you have a 50/50 chance of having an alcohol consumption problem. There are people you can interact with and places you can go where drinking is not the main attraction. Spending time with people who don't drink much or at all can make you less likely to drink alcohol yourself. Going to bars, participating in a drinking game, taking shots, as well as having a good time together isn't always the best way to socialize. Making friends who participate in a variety of activities but don't drink can help you reduce or quit drinking.

##### 3.4.4. *Consider the Impact of Excessive Alcohol Consumption:*

By being aware of the potential harm that excessive drinking might bring to you or your body, people can avoid overindulging. Drinking too much can result in problems with the law, money, the job, and overall unhappiness with life. It could be challenging to carry on with everyday activities after a night of binge drinking, especially if you're sick. Excessive drinking can result in several health issues, like as:

1. Liver ailment
2. Stroke
3. Cancer

4. Depression
5. Cardiovascular disease
6. Sleep disturbances
7. Hypertension (“high blood pressure”)

3.4.5. *Tell your loved ones about your worries:*

Tell someone if you think your drinking is becoming a problem, or if you just want to reduce the quantity of alcohol you consume. Making such intentions public might help you be more responsible. Having the support of individuals who care about you might also assist you in sticking to your goals. You are responsible for making the adjustments you believe are necessary for your life. It will be easier to keep focused on the life you desire if you surround yourself with individuals who encourage such changes.

3.4.6. *Treatment is Always a Possibility:*

It's not always simple to prevent alcohol consumption, and often we don't know they have a problem until it's too late. Thankfully, there is an alcohol treatment program in Massachusetts that may assist folks in getting back on track. They provide rehabilitation at Vestavia Health Massachusetts, previously Swift River, for people looking to make adjustments or move ahead in their recovery. The problem of overconsuming alcohol increasing day by day, and many children and adults are badly affected by alcohol, everyone knows alcohol is very harmful to health but still, they consume alcohol for their satisfaction. Everyone has a different reason for consuming alcohol but they don't know the diseases caused by the over intake of alcohol. In this paper, the author talks about the various diseases caused due to the intake of alcohol, and how to control alcohol drinking habits.

#### 4. CONCLUSION

Alcoholism has serious effects on the drinker, the people around them, and society as a whole, as this study showed. These expenses are justified by the significant health dangers of alcohol usage as well as the resulting social issues. The development of effective strategies that delay the initiation of drinking in abstainers, especially teenagers, as well as those with restricted consumption, is crucial to limiting the effects of alcohol on the illness burden and associated social, legal, as well as monetary consequences. Alcoholics have a low desire to continue drinking beyond a certain limit. As this study has demonstrated, alcohol abuse benefits the drinker, the people around them, and even society. These expenses result in significant health hazards and the social difficulties associated with alcohol consumption. Develop a plan that targets non-drinkers, particularly adolescents, to limit alcohol use to assess the burden of disease as well as the social, legal, and economic impacts of alcohol on the effects of alcohol. The major goal of this paper is to learn about the health concerns of excessive alcohol consumption as well as prevention techniques. In the future, this article will aid in raising public awareness about the negative consequences of alcohol use and how to manage it.

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## CHAPTER 2

### AN ANALYSIS OF FACEBOOK'S INTERACTIVE PROMOTIONAL ACTIVITIES AND ENHANCE MARKET PROFITABILITY

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#### ABSTRACT:

New-age marketers use digital marketing as a method of promotion and traditional marketing tactics tend to be less successful in terms of productivity in current times. New-age marketers are gravitating toward digital marketing as technology advances. In this study, the author elaborates that digital marketing has evolved into a new means of marketing that allows you to reach out directly to your target audience without investing a lot of time, but there is no clear evidence of the efficiency of Facebook marketing, in particular, is a type of digital media marketing. In terms of product advertising and increased article sales, the current study offers insight into the effectiveness of digital media marketing notably, Facebook. According to the author, Facebook, a social media network, can be used to undertake promotional activities that lead to increased product sales. As a result, the current study sets the path for future research into the relationship between different social media sites and shopping papers.

#### KEYWORDS:

Advertising, Digital Marketing, Facebook, Social Media, Search Engine.

## 1. INTRODUCTION

All marketing attempts to advertise a product that incorporates the use of the internet are referred to as digital marketing (DM). Businesses use digital channels to promote their businesses. These digital channels include social media (SM), e-mails, search engines, and other websites to reach potential and expected clientele. Inbound promotion and digital advertising are practically the same things, according to someone who works in old internal marketing. However, there are a few minor variances.

### *1.1. Digital Marketing's Importance:*

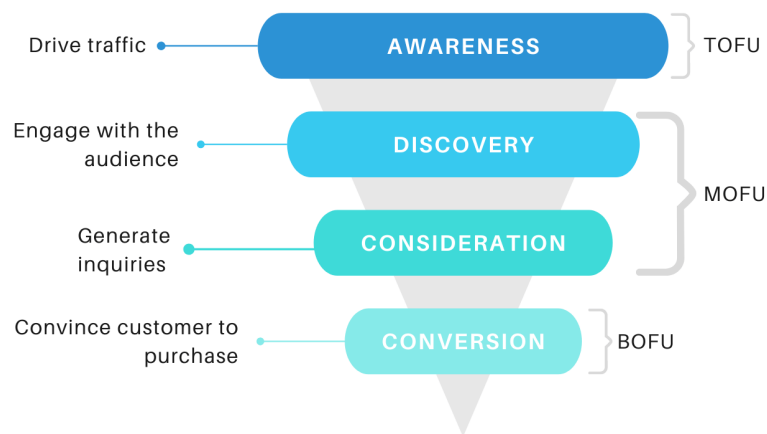
While traditional advertising was done through newspapers, hoardings, pamphlets, telemarketing, and personal promotion, digital promotion is done through the use of the Internet. As a result, there are several alternative methods for connecting a brand with its customers [1]–[4]. Nowadays, digital advertising is critical for both the brand and the business that supports it. Almost every brand appears to have a website. In certain circumstances, a small number of firms simply build a Facebook profile or membership to demonstrate their existence or a digital presence if they don't have one advertising strategy.

Customers now utilize and believe reviews to learn about businesses since digital information and advertising is so common. To summarize, to be a decent business owner, you must understand some aspects of digital advertising. Because electronic advertising offers so many options and strategies, advertising professionals may be creative and try a variety of advertising talents based on their budget. Electronic marketing, as opposed to traditional promotional criteria such as print advertisements or billboards, allows buyers to utilize tools

such as analytics dashboards to track the growth and return on investment (ROI) of your company accurately [5]–[7].

### 1.2. Digital Marketing Use In The Domain:

Through the use of several different marketing tactics and platforms to reach out to clients where they spend the bulk of their time: online is defined as digital promotion/digital marketing. From a company's website to its promotion properties electronic marketing, campaign management, online brochure, and more content creation comprises a variety of marketing tactics. The most effective advertisers understand how each digital advertising strategy aids them in achieving their objectives. Advertisers can also support a larger promotion by providing unpaid and subsidized passage at the organization's end, depending on the promotional plan's goal. Figure 1 illustrates the digital marketing funnel in an appropriate format.



**Figure 1: Illustrate the digital marketing funnel in an appropriate format [8].**

Consider a content promoter who could write a series of blog posts to establish a way to communicate with clients, referencing the corporation's most recent e-book. The numerous social media promoter then helps to raise the broadcasts of such blogs on this corporation's social media account utilizing paid and natural posts. Visitors who will have checked the Twitter and Facebook handles and obtained the most recent posted e-book to learn so much about the company are contacted via email by the administrator of email promotion [9]–[12].

### 1.3. Different Types of Digital Marketing:

#### i. Search Engine Optimization (SEO):

This is now the procedure of raising the number of raw consumers (biodynamic consumers) who visit the web by optimizing it to rank favorably throughout search queries. Infographics, websites, and blogs are among the outlets that benefit from SEO. There are several ways to achieve SEO to attract a larger number of surfers to one's website. This entails:

#### ii. Search Engine Optimization on the Page:

This sort of SEO concentrates on the entire content that appears on the website when a person visits a website. When searching terms for their experimental basis and objective, one may respond to flash player questions and reach the top of the search engine's result page (SERPs). Off-Site Search Engine Optimization (SEO) This type of SEO concentrates on all events that happen from off-page when looking for anything to increase site traffic. Can anything I do that isn't on my site affect my ranking? It is possible to have doubts. Internal

links, often known as backlinks, are the answer. The number of media people that contact you, as well as their authority, affects how far you can search for the terms you want. Connecting with relevant media people, posting as a guest on such sites (with a link back to your site), and attracting outside notice might help you get the backlinks you need to boost your site in the SERPs.

*iii. Technical SEO:*

The infrastructure of a business and then how search pages are coded are the emphasis of this sort of search engine optimization. In consideration of viewing machines like Google, every form of electronic Keyword Research that might improve a site's loading time is a crucial reach element. Content Marketing the word relates to the creation and distribution of content to increase marketing strategy, browsers, customer acquisition, and, eventually, consumers. The following are some examples of methods to use content advertising as a tool in your content marketing strategy.

*Posting on Blogs:*

Posting an article on a top blog after it has been produced allows a person to demonstrate their industry knowledge while also generating raw search traffic for their work. These efforts finally give the person a greater number of sources from which to convert website visitors into customers for the department [13], [14].

*iv. Whitepapers and E-books:*

Long-form information such as whitepapers and e-books is used to educate website visitors for future usage. It also allows you to trade data for something like the traveler's extra data, resulting in new business opportunities and customer introductions along the customer's path. Infographics in certain circumstances, visitors want to see rather than simply hear. Infographics are a form of creative data that assists website visitors in comprehending a theme that one wishes to teach them. S.M. Marketing this strategy involves advertising one to establish brand recognition, improve traffic, and produce leads to extend one's employment, one should use social media platforms to promote their brand and concept. The following are some of the most common social media advertising methods:

- i. Instagram,
- ii. Snap chat,
- iii. LinkedIn
- iv. Facebook,
- v. Pinterest,
- vi. Twitter,

If you've never used social media before, HubSpot can assist you in combining social networks like Facebook and Instagram into a common network. These allow you to effortlessly plan content for multiple networks at the same time, as well as track each social media platform's statistics. You can link your S.M. email inbox to Hub-Spot to acquire your correspondence in addition to accessing social networking sites for marketing [15]–[17].

*i. Pay Per Click (PPC):*

Pay-per-click (PPC) is a method of attracting customers to a website by paying a media person in exchange for their advertisement being perused. Google Advertisements is the most extensively used kind of Pay Per Click, which allows you to pay someone for more spots on

the Google search engine's result page in exchange for a per-click payment on the links you place. Pay per Click can also be used in the following ways:

*ii. Paid Facebook Advertisements:*

In such circumstances, a browser pays for a manufacturer click post, photo video, or multimedia, which Facebook subsequently distributes to users who fit one's desired demographic. Advertisement on Twitter, In this case, one may fund the appearance of one's resume connection or messages in the target audience's news feeds, all in the name of meeting the objectives of one's job. The objective could be related to a website visiting, having a large number of Twitter followers, participating in tweets, and certain situations, downloading an application. Sponsored LinkedIn advertisements to include the following, now, based on one's area and field, one may pay to have adverts delivered to a certain LinkedIn browser at the same time. Figure 2 illustrates the different types of digital marketing in the social domain.



**Figure 2: Illustrates the different types of digital marketing in the social domain [18].**

*iii. Affiliate Marketing:*

This sort of communication is concerned with results and promotion and it pays you to advertise other people's services and goods on your website. The following are the steps in the affiliate marketing process, YouTube Partner Plan allows you to host promotional videos. Publication of links to a person's social media profiles. Native Advertising (NA), NA focused on knowledge marketing that is promoted through a channel, and other non-paid and other materials. Commercials sponsored by Buzz Feed are a nice example, although many browsers conflate content aggregator promotion with native advertising on Instagram and Snapchat, for example [19], [20].

*iv. Marketing Automation (MA):*

MA refers to the use of software to automate fundamental advertising processes. Many advertising industries, for example, may automate routine tasks that would otherwise be completed manually. Sending an E-Mail Newsletter, the e-mail newsletter feature allows you to do more than just send communications to your followers from afar. It may also help you decrease and enlarge your friend list as appropriate so that their message reaches the right people. Social Media Post Scheduling: If a person wants to grow his or her company's presence on social media, he or she must publish the advertisement regularly. As a result,

manually uploading is a time-consuming process. Social platform organizing tools allow you to push your advertisements on your social platform, freeing up time to focus on your content strategy. Lead-Nurturing Workflows It might take a long time to generate leads and convert them into clients. When a consumer downloaded an e-book to read, one may simplify the process by emailing vendor emails and scripts.

*v. Campaign Tracking and Reporting:*

Emails, people, the internet, voice calls, product, and other formats might all be part of a marketing campaign. Management mechanization may assist you in resolving every component you do for the campaign, and then tracking the creative's performance over time based on the rise in all of these elements [21]–[23].

## 2. LITERATURE REVIEW

R. Langan et al. in their study embellish the different aspects of roughly fifty organizations that employ a digital marketing approach, we looked at digital marketing and its influence on sales. This paper's findings demonstrate the value of content marketing for both evangelists and consumers. The study examines the impact of digital marketing on a company's income. The distinctions between forms of marketing are also examined in the study. The author states that this study has covered a variety of digital marketing strategies, their utility, and the influence they have on revenues. The results of the poll do not include information on increased sales as a result of Facebook's digital marketing efforts [24]. Saura, Jose Ramon, et al. in their study illustrates that in the promotion of items, internet marketing is quite important. Filled with a lot of return of interest in social media marketing at both the retail and corporate level, Saura, Jose Ramon, et al. applied a methodology during which participants explained that perhaps a different promotion impact, when done on Facebook and Twitter campaigns, started showing at both the organization and the customer level. The results reveal that social media accounts have the most impact at the corporate level. While some firms struggled with Twitter and Facebook engagement, the author believes that the usage of measurements helped. offered them a major competitive advantage [25].

E.M. Olson et al. in their study embellish that the internet ushered in a slew of new digital marketing strategies, which wreaked havoc on the company scene. Olson et al. applied a methodology in which they stated that with new tactical possibilities, marketing managers must now prioritize what they want to achieve and decide which digital marketing approaches to invest in. The results show Adventurers, analyses, low-cost defenders, and unique freedom fighters are four business methods that the author considers as he investigates these issues. The author concludes that this paper will provide business owners with insight into how organizations pursuing various strategies deal with these digital marketing challenges, with the ultimate goal of assisting managers in the effective and successful execution of their company's preferred strategy [26].

This study elaborates that at both the consumer and business levels, there has been a resurgence of interest in social media marketing. The findings reveal that social media account has the greatest impact at the organizational level. While other organizations were still battling with social media responsibilities, the author concluded that using analytics gave them a significant competitive edge.

## 3. DISCUSSION

Due to the prevalence of digital information and advertising, customers frequently use and trust reviews to learn about businesses. In conclusion, you need to understand some aspects

of digital advertising to run a respectable firm. Advertising professionals may be inventive and test a range of advertising abilities dependent on their budget because electronic advertising gives so many possibilities and methods. Electronic marketing enables customers to properly analyze your company's development and return on investment (ROI) through tools like analytics dashboards, as compared to more conventional promotional criteria like print adverts or billboards.

### *3.1. Email marketing*

As a form of contact with the target audience, businesses use email marketing. Mail is often delivered to inform recipients about facts, events, and special offers, as well as to direct them to the company's website.

- i. Newsletters for Blog subscriptions are one type of email that can be sent through an EM plan.
- ii. Follow-up emails are sent to site browsers who have downloaded the content.
- iii. Emails wishing the customer a warm welcome.
- iv. Every member of the loyalty program receives a Christmas advertisement.
- v. Sending out the same sequence of emails or providing consumer feeding advice.

### *3.2. Online PR (Public Relations):*

Digital PR refers to the process of securing online publicity through electronic magazines, blogs, and other data-driven websites. It's similar to traditional public relations but in the digital realm. To boost one's PR inputs, one can use different methods like media professionals refusing to use social media platforms and they are communicating with journalists people on Twitter, for example, is a great way to build relationships with the television station that creates paid media alternatives for your company.

#### *i. Involving Digital Review of One's Organization:*

Whenever a person writes about one's organization on a digital platform, one seeks to avoid that area, whether that person's opinion is positive or poor. Involving the opinions of organizations, on the other hand, helps to strengthen one's brand and convey a powerful message to save one's image. Involving opinions on a personal website or blog is just as responding to the opinion of one's organization is the most important part of creating efficient communication in one's industry, responding to the viewing public who is engaged in having to watch one's organization's content is the most effective way to create good communication in one's industry.

### *3.3. Inbound Marketing (IM):*

IM refers to a marketing strategy in which a practitioner attracts, engages, and delights customers at all phases of their journey. All computerized promotional methods are available. In comparison to traditional advertising, here are some outstanding instances of inbound advertising:

- i. Pop-up ads vs. blogging
- ii. Advertising messaging vs. video advertising
- iii. Sending content-related emails to contacts vs. spam mail

### 3.4. Content That Is Funded:

The paid content gives you a brand that pays someone else's organization to improve to create and market data that describes your service or brand in some way. Product placement is a well-known type of material. It is a technique of performing advertisements with talent. With this sort of sponsored content, a business funds a professional influencer to broadcast a video or produce material relating to the organization.

### 3.5. Role of Digital Marketer (DM):

Digital marketers (DMs) play a key role in promoting brand awareness and lead generation by leveraging all digital channels, both paid and unpaid, that are available to a business. Social media channels, the organization's website, search engine rankings, mail, hoarding promotion, and the foundation's blogs are examples of such passages. The DM primarily focuses on numerous key performance indicators (KPIs), or key performance indicators, associated with each passage so that the foundation's work may be calculated efficiently by everyone. A DM in charge of Keyword Research, for example, calculates one's site's organic traffic composed of organic consumers who find the corporation's web page by searching Google. Nowadays, DM is used to encompass a variety of advertising tasks. An advertiser at a small business may be familiar with a variety of electronic advertising techniques. Many employees in large businesses use similar techniques to promote a designer's digital ad. Figure 3 illustrates the key performance indicators in a specific manner.



**Figure 3: Illustrates the key performance indicators in a specific manner [27].**

#### i. Effectiveness of Digital Marketing:

DM may be used in any industry and for any form of business. Regardless of what your company sells, digital advertising entails creating a client's image that recognizes their needs, as well as creating significant digital content. However, this does not mean that every job should enable technological communication in the same way.

#### ii. Business-to-Business Digital Marketing:

If one's company is B2B, one's digital advertising efforts are likely to be centered on the digital generation of leads, with the ultimate goal of having someone contact the company's sales staff. As a result, the goal of one's marketing strategy is to introduce and transfer as many high-quality clients as possible to the salespeople via the broadcast network and homepage. Almost as much as one's website, one's energy is likely to be focused on



marketing passages, with the likelihood of spending the majority of one's attention on electronic platforms such as LinkedIn.

*iii. B2C (business to consumer) Digital Marketing:*

If one's company is B to C, it's critical to have faith in the rate of someone else's content, because the goal of digital media is to drive internet traffic to one's website so that one may buy one's goods without coming to terms with a sales force. As a result, one may anticipate targeting clients that value quickness in exploring, assessing, and ultimately purchasing a product. Rather than those who use traditional purchasing tactics such as taking their time before purchasing a thing and conducting extensive research on those goods.

#### 4. CONCLUSION

Digital marketing is the umbrella term for any product advertising campaign that utilizes the internet (DM). Businesses advertise their brands using digital networks. To reach potential and anticipated customers, these digital channels include social media (SM), emails, search engines, and other websites. The author concludes that digital advertising is now essential for both the brand and the company that supports it. There appears to be a website for almost every brand. If a small number of businesses do not have one, they may simply create a social media page or account to indicate their existence or to implement a digital marketing plan. Because digital information and advertising are so widespread, customers frequently use and trust reviews to learn about firms. To recap, you must grasp some aspects of digital advertising to be a good business owner. The future potential of this paper is that electronic marketing enables customers to use tools like analytical dashboards to analyze your company's growth and return on investment (ROI) more accurately than conventional promotional criteria like print advertisements or billboards.

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## CHAPTER 3

### MAJOR CAUSES OF DRINKING ALCOHOL AND FACTORS THAT AFFECT THE MAJORITY POPULATION: AN ANALYSIS

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#### ABSTRACT:

The leading cause of alcoholism in most populations is family dependence, which plays the largest role in a person's chances of developing alcoholism, and the impact of alcohol on our culture, society, family, and place of employment affects many of our actions. Consumption of alcohol increases our chances of getting sick, especially pneumonia, increases the risk of cancer, and heavy drinking can lead to deformity of the mouth, throat, liver, esophagus, etc. The author focuses on the health consequences of long-term drinking and the accidental consequences of drinking alcohol. In this paper, the author also discussed the major factors of alcohol habit in most of the population such as psychological factors, personality factors, personal choice factors, drinking history factors, genetic factors, family factors, and social and cultural factors. It concluded that the population drinking alcohol has increased day by day because the overall increase in alcohol consumption is more harmful to the living culture and behavior of the people. Alcohol use is associated with a higher risk of injuries and deaths, and even a single session of binge drinking can have harmful effects.

#### KEYWORDS:

Alcohol, Alcoholism, Disease, Health, Population.

#### 1. INTRODUCTION

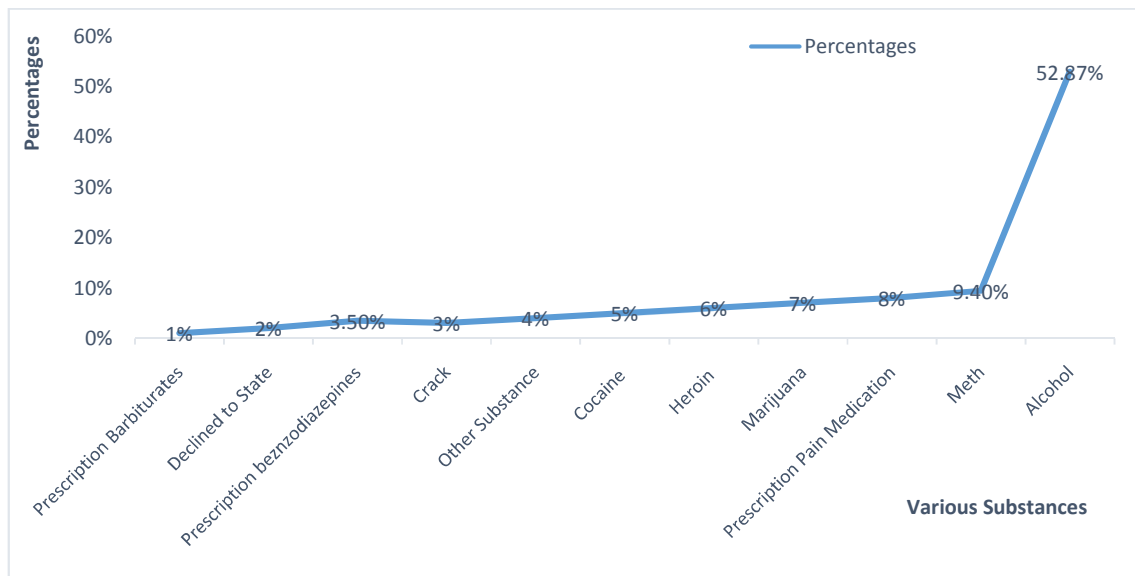
Alcoholism, according to this definition, may or may not entail physical dependency, but it is always defined by recurring physical, mental, social, economic, or legal troubles as a result of alcohol consumption. Alcoholism is defined as a disorder in which alcohol plays a substantial role in a person's life and the person loses control over their desired usage, according to a third definition, which is behavioral. Alcoholism is a complicated, multidimensional condition with several different technical classifications depending. Alcoholism is a condition induced by continuous, obsessive drinking, to put it simply. Alcoholism is classified as a chemical addiction that requires increasing dosages to get the intended effect, as well as a withdrawal state when drinking is stopped, according to a strictly pharmacological-physiological definition. This description, however, is insufficient since, unlike other substance addicts, alcoholics do not necessarily demand higher alcohol dosages. Opium addicts, on the other hand, adapt to the drug to the point that they may survive over a hundred times the standard deadly dose, whereas alcoholics' increasing doses seldom approach the ordinary single lethal dose. Furthermore, alcohol withdrawal syndrome occurs in an excessively high number of people, sometimes failing to materialize in people who have previously experienced them and never drinkers whose destructive conduct is no different than anyone else's. Alcoholism is defined as a disorder in which alcohol plays a substantial role in a person's life and the person loses control over their desired usage, according to a third definition, which is behavioral. Alcoholism, according to this definition, may or may not entail physical dependency, but it is always defined by recurring physical, mental, social, economic, or legal troubles as a result of alcohol consumption. This form of behavior

problem is classified as a disease by doctors since it lasts for years, is highly inherited, and is a leading cause of mortality and disability. Furthermore, drinking impacts brain plasticity in terms of the ability to begin or quit drinking episodes consistently. Prospective studies imply that, like other physical conditions, but unlike other harmful behaviors, willpower has a limited predictive effect.

Lack of control over drinking, unlike other illness symptoms, is not always true or happens in all contexts [1]. Internal pressure to drink does not always exist in the alcoholic, and he or she can occasionally resist the temptation to drink or drink in a controlled way. Early indicators of alcohol vary from culture to culture, and a judgmental observer may mistake recreational public drunkenness for alcoholism. Variation in everyday alcohol intake is distributed over a smooth continuum in the general population [2]. This trait contradicts the medical model, which states that alcoholism is either present or absent, as it is with pregnancy or brain tumors, for example. As a result, according to the sociological definition, alcoholism is only a symptom of social deviance, and its diagnosis is frequently in the eye and system of values of the beholder. Intoxication regularly, for example, might cause disease, necessitating time away from work. This makes drinking a sickness in contemporary industrial society [3],[4]. In a rural Andean civilization, however, it is usual for organized communal festivities and the cessation of labor for many days to result in recurring drunkenness and disease. It should be mentioned that being inebriated during a party is a choice that does not result in regret. Alcoholism, like many other indicators of social deviance, should be anticipated to go away with age if socio-demographic models are completely accurate.

*1.1. Alcohol is the most Treated Substance:*

According to a 2017 survey by Recovery Brands, ethanol or alcohol, is misused more frequently than any other substance among persons in treatment. About 70% of those who responded to the study sought therapy for an alcohol issue, with an astounding 52.87 percent seeking treatment for alcohol abuse. Even though people seek treatment for a wide range of drugs, ethanol is the most common cause of damage shown in Figure 1.



**Figure 1: Illustrates the Variety of Substances in which Alcohol Causes the Most Widespread Harm[5].**

The present paper is a study about the major causes of alcohol drinking in the majority of the population in which alcoholism is a condition induced by continuous, obsessive drinking to put it simply. This paper is divided into several sections where the first is an introduction and the second section is a literature review and suggestions from previous studies. The next section is the discussion and the final section is the conclusion of this paper which is declared and gives the result as well as the future scope.

## 2. LITERATURE REVIEW

George Mantzouranis et al. [6] the main goal is to assess alcohol and drug usage among individuals with inflammatory bowel disease (IBD). According to the author, four research were found that looked at the use of drugs as an analgesic in individuals with inflammatory bowel disease. As a result, drinking alcohol can influence the luminal immune system by increasing permeable and antigen exposure in the intestine. It was concluded that IBD is a multi-faceted chronic condition that necessitates ongoing vigilance and investigation into all facets of the disease.

Sophie Baumann et al. [7] have explained the effectiveness of a brief alcohol intervention (BAI) in a broad sample population and throughout alcohol risk groups. According to the author's analysis of a two-parallel-group randomized clinical study with post-baseline evaluations at months 6, and 12 which found that fewer risk drinkers were more probable to benefit from BAI only at month 5 than at-risk drinkers the incidence rate ratio (IRR) was 95 percent, and the confidence interval (CI) was 0.86. It concluded that in a large sample population in a randomized control experiment, there is no definite evidence of the effectiveness of a machine short alcohol therapy.

Paul A. Gilbert et al. [8] have explained that liquor use, as well as related hazards in transgender and another gender smaller populations, have raised questions about its applicability to these groups. The author critically assessed significant topics from modern research on alcohol-related consequences in transgender populations.

The author conducted a systematic evaluation of English-language transgender alcohol studies, taking into account sample construction and alcohol intake metrics. As a result, there were a few attempts made to differentiate between males and genders, there was little focus on appropriate definitions of hazardous drinking, and cross-sectional study architecture and non-probability sampling techniques were often used. It concluded that risk response efforts with transgender people will require a more comprehensive and evidence-based consideration of the relationships between sex and gender and liquor consumption.

Mark A. Prince et al. [9] have explained that in both college student as well as clinical populations to measure the connection between alcohol usage. The method used by the author has to account for both the college and clinical population, spontaneous meta-analytic techniques were utilized independently to investigate variability in effect sizes and dispersal of true effects. As the result shows that all influence estimates are considerably varied, and the bulk of the variance in alcohol-related impacts is not described by alcohol usage (77% in undergraduate groups and 86% in clinical specimens). It concluded that researchers may choose to use signals that concentrate on quantity as well as measures that mix quantity and frequency while choosing liquor use indications as potential results.

Neo K. Morojele et al. [10] have that Sub-Saharan Africa (SSA) has long remained viewed as a region with lax alcohol rules, a high proportion of refrainers and strong irregular drinkers, and as a target for alcoholic beverage producers looking to expand their market. The author compares alcohol consumption and damages, as well as alcoholic policy initiatives and industry activity, through the period and across SSA's four sub-areas. As a result, per-capital alcohol drinking and the burden of the alcohol-related syndrome have enlarged in Central Africa, but have steadied or decreased in other states. It was concluded that SSA requires effective alcohol control policies to offset the effects of deteriorating alcohol creates problems in some countries while also reinforcing enhancements in other countries.

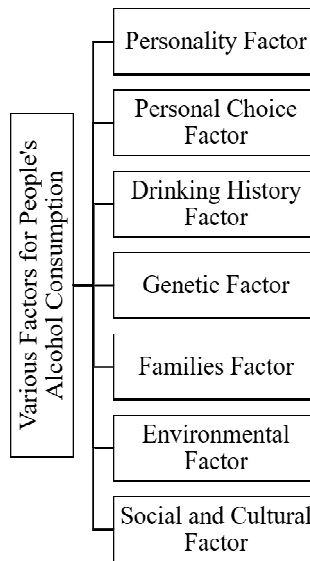
The above study which shows that the main goal is to assess alcohol and drug usage among individuals with inflammatory bowel disease as well as alcohol use-related hazards in transgender and other gender minority populations have raised questions about its applicability to these group. In this study, the author discussed various factors of the harmful effect of alcohol such as causes of alcoholism, the health risk of chronic heavy drinking, and accidents due to drinking alcohol.

### 3. DISCUSSION

There is no one explanation for prohibition; instead, many risk variables play a role in the emergence of alcoholism. Diverse people's interactions with these risk factors lead to different outcomes, with some persons developing consumption of alcohol problems while others do not. Both innate and environmental factors can affect the onset of alcoholism [1]. Intrinsic factors include things like genetics, psychiatric conditions, personality, personal choices, and alcohol history. External factors include things like family, culture, religion, society and cultural norms, age, schooling, and job status [11]. It is very impossible to anticipate not whether an individual will develop an alcohol addiction due to the enormous number of elements that influence this disease. While it is a person's decision whether or not to start drinking, a growing body of research suggests that once they start drinking, most people cannot control whether or not they become alcoholics. It is indeed true that no single factor, or set of traits, can determine whether or not such a person would develop alcoholism.

#### 3.1. Psychological Factor:

A person's likelihood of becoming an alcoholic is significantly influenced by several psychological variables. For instance, those who have social anxiety, bipolar disorder, or depression are more likely to develop alcoholism. Approximately 25 percent of people with depression abuse or are dependent on alcohol, compared to more than 35 percent of those with bipolar disorder [12]. Many persons with mental health issues turn to alcohol as a coping mechanism. Although some schizophrenics think alcohol alters their ideas, others with depression say it improves their mood [12]. This occurs more frequently in someone who hasn't been recognized or who has had unfavorable drug side effects. Additionally, many mental diseases impair a person's ability to understand the effects of alcohol usage or to recognize risks and warning signs. The various factors for people's alcohol consumption are in Figure 2:



**Figure 2: Illustrates the Several Reasons for People's Alcohol Consumption in Cause's Mental and Physical Harm to a Person.**

### 3.1.1. *Personality Factor:*

Alcoholism is more likely to develop in certain persons than in others, for instance, those who seek or overlook risk are significantly more certain to be heavy drinkers; similarly, people who lack inhibition are more likely to consume more alcohol. Like genetics, personality variables are incredibly complex and interact with each other. Because people feel they are more likable when they are drunk, somebody that has always wanted to be the center of attention becomes a strong social drinker, whereas someone too shy may be domesticated. It will be in a position to resolve your issue. Another crucial factor is how heavy drinkers affect a person's expectations for drinking. People who anticipate the effects of alcohol favorably are more likely to acquire alcohol than those who anticipate the consequences of alcohol negatively.

### 3.1.2. *Personal Choice Factor:*

Several aspects of wine are dependent on personal preference, for instance, those who have vowed never to use alcohol will rarely develop alcoholism. Alcoholism is also less likely to occur in those who avoid social occasions where drinking is a possibility. Personal choice, on the other hand, has little bearing on whether or not a person becomes an alcoholic after they begin drinking.

### 3.1.3. *Drinking History Factor:*

The chance of developing alcoholism is heavily influenced by a person's drinking history. Individuals with a long drinking past are much more likely to have become alcoholics than those with a recent drinking history. Similarly, persons who consume much alcohol have a higher risk of becoming alcoholics than those who consume less. The brain becomes addicted to desire and alcohol as a result of alcohol usage, and the consequences are cumulative.

### 3.1.4. *Genetic Factor:*

Several studies have found that no one factor has as much of an impact on whether or not an individual has become an alcoholic as genetics. Biological children of alcoholics are substantially more prone to develop alcoholism than children of non-alcoholics or drinkers.



Alcoholism was less likely to develop in non-biological alcoholics and addicts who were reared by alcoholics than in their biological parents. Alcoholism's genetics are incredibly generally complex. Instead of being caused by a single gene, the alcoholic is affected by a complex number of interconnected genes. There are at least 50 genes that have been associated with alcoholism. The genetics of alcoholism affect several aspects of the disease. The ease and speed with which an individual breaks down alcohol, for example, is influenced by heredity.

#### *3.1.5. Families Factor:*

In addition to genetics, a human's familial environment significantly influences the likelihood that they will develop an alcohol addiction. People who have grown up in homes where excessive drinking is common, if not condoned, are more likely to develop alcoholism. In many homes, heavy drinking is institutionalized and made to look good; it becomes anticipated and sometimes even preferred behavior.

#### *3.1.6. Environmental Factor:*

The environment one lives in has an impact on alcoholism in which some countries and jurisdictions make it much harder and costlier to purchase alcohol. Less availability means a person is less likely to develop alcohol dependence. The likelihood that someone will get addicted to alcohol increases with the amount of alcohol in their surroundings. Another consideration is family income. Higher levels of familial income are associated with an increased risk of excessive drinking and alcohol in individuals.

#### *3.1.7. Social and Cultural Factors:*

Several social and cultural factors have an impact on alcoholism, alcohol abuse issues are more likely to arise when drinking is accepted or encouraged. College is the most prevalent example, where consuming alcohol is routinely encouraged and embraced, even though it is exceedingly detrimental, such as binge drinking. Cultural and societal factors might also affect a patient's course of treatment. In communities where drinking is stigmatized, the embarrassment of being an addict may motivate alcoholics to conceal their illness and put off receiving treatment. Either direct or indirect cultures have an impact on alcohol abuse. Members of specific subcultures are more likely to abuse alcohol, which is frequently actively encouraged by other users and seen as a way to fit in.

### *3.2. Health Consequences of Long-Term Heavy Drinking:*

Whenever the body takes more drinking than it can metabolize, the additional alcohol in the circulatory accumulates. The heart pumps blood with alcohol all through the body, causing chemical and biological changes. A single heavy drinking episode can lead to major physical harm, death, or both. Over time, heavy alcohol use can contribute to the development of a variety of chronic and other serious health problems. Alcohol usage has been connected to at least 50 different types of health problems. The consumption of heavy drinking causes many problems in the body are:

#### *3.2.1. Damaging a Liver Which Creates Liver Diseases:*

Alcohol is largely processed in the liver, it is particularly vulnerable to injury, and alcohol is converted by the body into acetaldehyde, which is both poisonous and carcinogenic. The volume and length of alcohol misuse have an impact on alcoholic liver damage. Frequent, excessive drinking puts you at a high chance of developing it. Excessive drinking raises the risk of alcoholic fatty liver, which is a preventable and reversible side effect of binge

drinking. Continuous alcohol consumption alters the metabolism of fat in the liver, causing extra fat to be accumulated there. Prolonged inflammation of the liver, known as alcoholic hepatitis, is another side effect. Cirrhosis is a condition in which scar tissue invades the liver, causing it to become hard and nodular over several years to decades.

### 3.2.2. *Effect of Pancreatitis:*

It is a painful irritation of the pancreas that often requires hospitalization, and can be caused by unnecessary alcohol intake. Chronic exposure to acetaldehyde and alcohol damage is likely to cause inflammation via premature activating of the proenzyme for pancreatic enzymes and other chemical processes in the pancreas. People who consume high amounts of alcohol regularly account for almost 70% of pancreatitis instances.

### 3.2.3. *Leading Causing Cancer:*

The risk of throat cancer, esophagus, throat, abdomen, heart, colon, rectum, and throat has been associated with protracted alcohol use. Alcohol and acetaldehyde both contribute to the increased risk. Smokers and drinkers are more likely to get upper respiratory as well as gastrointestinal cancers.

### 3.2.4. *Ulcers and Gastrointestinal Problems:*

Heavy drinking can cause digestive issues such as stomach problems, acid reflux, indigestion, and gastritis, which is inflammation of the gastrointestinal lining. Alcohol begins to exhibit its harmful effects as soon as it gets into the gastrointestinal tract. Internal bleeding can be serious if the digestive tract is damaged due to swollen veins in the esophagus caused by chronic liver disease. The secretion of stomach acid is inhibited by alcohol. It can cause stomach emptying to be delayed and bowel muscle movements to be disrupted. The gastrointestinal tract is severely harmed by alcohol.

### 3.2.5. *Immune System Dysfunction:*

Too much alcohol weakens the immune system, making the body more susceptible to infectious illnesses like pneumonia and TB. Red blood cells (RBC), white blood cells (WBC), and platelets are all affected by alcohol. Alcohol can reduce the number of white blood cells in the body. This occurs when the body's production of white blood cells is reduced, causing the cells to become stuck in the spleen. Each bout of binge drinking reduces the body's ability to fight illness. Over time, excessive alcohol exposure and chronic, heavy alcohol usage will harm white blood cell formation and function. Pneumonia, tuberculosis (TB), HIV infection, and other illnesses will be more common.

### 3.2.6. *Damaging Brain Cell:*

Blurred vision, memory lapses, slurred speech, trouble walking, and delayed reaction times are all linked to alcohol consumption. All of this is due to its psychological impact. It affects a person's brain abilities, mood, emotions, and behaviors on various levels by altering the brain's receptors and neurotransmitters. Because alcohol depresses the central nervous system (CNS), it makes it difficult to comprehend information and solve simple tasks. Alcohol's effects on serotonin and Glutamate receptors might cause neurological alterations that contribute to risk-taking or aggressive conduct by lowering a person's overall dread of the repercussions of their actions. In addition to impairing motor skill coordination and balancing, alcohol use can also cause accidents including falls. Overindulging in alcohol may result in amnesia or the incapacity to recognize events. Chronic binge drinking can speed up the natural effects of aging of the brain, leading to early and permanent dementia. The mind

is still growing at the age of 24. As a result, young individuals are especially sensitive to alcohol's detrimental effects.

### 3.2.7. Accidents that Cause Injuries:

Car accidents, domestic violence, falls, drowning, industrial injuries, suicide, and homicide have all been connected to drinking any amount of alcohol. Even one drink might affect one's ability to drive, and someone who drinks heavily may suffer more serious damage in an accident. Long-term or excessive drinking is extremely harmful to one's health. Drinking alcohol, whether on a single occasion or over time, can harm the body in significant and permanent ways. No drinking habit is fully risk-free, and there is no way to forecast how or when a person may suffer as a result of excessive alcohol use.

### 3.3. Accident Due to Drinking Alcoholism:

According to data obtained from the Police Departments of States and Union Territories, the number of traffic infractions in the category of intoxicated driving increased in India during the previous three calendar years, from 2015 to 2017 shown in Table 1.

**Table 1: Illustrates the Road Accident under Drunken Driving Category in India with State and Union Territories Wise.**

Sl. No.	State Wise/ Union Territories	Road Accident Under Drunken Driving Category 2015	Road Accident Under Drunken Driving Category 2016	Road Accident Under Drunken Driving Category 2017
1.	Assam	615	356	380
2.	Chhattisgarh	227	145	86
3.	Goa	10	5	15
4.	Gujarat	370	70	75
5.	Haryana	1100	535	185
6.	Jammu and Kashmir	380	50	5
7.	Jharkhand	1520	550	805
8.	Karnataka	300	398	170
9.	Maharashtra	1347	228	865
10.	Punjab	120	319	132
11.	Rajasthan	670	675	425
12.	Uttar Pradesh	2500	4700	3400
	Total	9159	8031	6543

## 4. CONCLUSION

Alcoholism is a disorder in which alcohol plays a substantial role in a person's life and the person loses control over their desired usage, according to a third definition, which is

behavioral. It suggests that those who admitted to using alcohol as a stress reliever also started consuming more when under stress. The likelihood of having an alcohol-related disorder increases significantly when excessive drinking has become a pattern. The Human's body becomes more and more tolerant of alcohol as it consumes more alcohol. Because of tolerance, humans will require more alcohol to have the same impacts that formerly did with less. People who described themselves as social drinkers drank more often when respective buddies frequently drank at the social events they went to together. Several comparative studies provide persuasive proof that the population's drinking has grown or reduced as a result of the adjustments based on a person's drinking culture and habits. In general, it appears that the overall rise in consumption is more damaging. Countries with explosive drinking practices, i.e. where intoxication is the goal of drinking. In the future, Alcohol usage is associated with a greater risk of injuries and deaths, as well as a single show of binge drinking can have unfavorable effects.

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## CHAPTER 4

### IMPACT OF TEEN PREGNANCY AND SOCIAL PERSPECTIVE WITH PREVENTION STRATEGIES

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#### ABSTRACT:

Adolescence is the period between childhood and maturity during which structural, functional, and psychological development occurs in which the adolescent girl has not yet reached her full development, as well as pregnancy during teenager, harms her health. Due to teenage pregnancy's impact on health in several ways such as an increase in high blood pressure, premature child of birth, Domestic abuse, mental health problems, drug misuse, sexually transmitted illnesses, financial hardship, and homelessness are all at an elevated risk. This study focuses on the prevention of teenage pregnancy such as education about sexuality, increasing the use of contraceptives, preventing early marriage, counseling male teens, promoting gender equality, and monitoring the influence of media. It concluded that the support and awareness initiatives have a significant role in lowering the prevalence of teen pregnancy because Teenagers are vital members of society in which their health and they have the potential to affect the entire country. An adolescent who has a child is more likely to face major socio-economic issues such as poverty, inadequate schooling, and risky behavior that leads to poor health care and child protection.

#### KEYWORDS:

Adolescence, Child, Health, Pregnancy, Society.

#### 1. INTRODUCTION

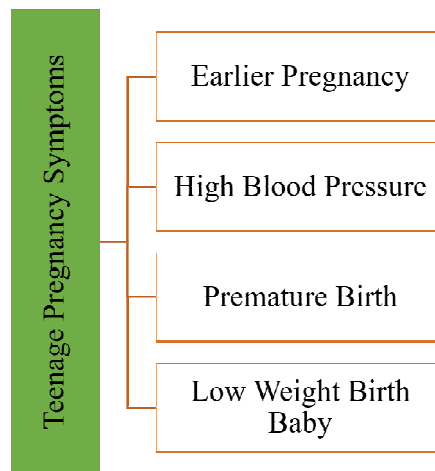
Adolescence is the period between childhood and maturity during which structural, functional, and psychological development takes place. Consequently, because the teenage girl involved has not yet reached her full developmental outcomes, pregnancy during adolescence can have negative health consequences. In addition, research implies that teenage pregnancies have an impact on social progress and a nation's economy [1]. When parents learn that their adolescent kid is soon to become a parent, they experience a variety of emotions. You may be surprised, furious, disappointed, and concerned for the future of your child. They may come to regret not making a stronger effort to avoid pregnancy. Anyone can picture what your family, friends, classmates, and others in our neighborhood will think. On the other side, you could believe being a grandmother is great and exciting. Mixed emotions are common. Your sentiments may shift over time, especially when the due date approaches do not.

While the sentiments are essential, parents may need to focus more on assisting their adolescent kids during teen pregnancy. Starting a talk about feelings that come during pregnancy when the timing is right might be beneficial to your connection with your kid [2]. According to the American Pregnancy Association, teen pregnancy occurs when a woman is under the age of 20. Although not strictly a minor, a young lady who is pregnant at the age of 12 or younger is included in the definition of adolescent pregnancy. More than 200,000

infants are delivered to adolescent women in the United States each year, with teenage pregnancy or adolescent pregnancy not being rare. This does not, however, prevent adolescent women who are wanting to detest their pregnancy, particularly if it was unexpected. If you're having pregnancy symptoms and think you could be pregnant, the first thing you should do is wait until your period is due and then take a pregnancy test.

### 1.1. Teenage Pregnancy Symptoms:

Skipping one or even more menstruation is a common pregnancy symptom that, however, might be challenging for teenage females who do not yet have regular cycles. It can also be problematic for girls whose periods have stopped as a result of nutrition or exercise, sports-related low body fat, or anorexia [3]. The various reason for pregnancy sign such as Periods that are missing Symptoms refers to nausea or vomiting that can occur at any time during the day. A sudden and severe distaste for certain foods, especially meat and fatty, fried foods. The breasts or the nipples ache. I'm exhausted unusually. Urinary issues, mood swings, light-headedness, body weight, and belly enlargement are all symptoms of this condition. Figure 1 shows the Teenage Pregnancy Symptoms Which Impact Life of Both Mother and Child.



**Figure 1: Illustrates the Teenage Pregnancy Symptoms Which Impact the Life of Both Mother and Child.**

#### 1.1.1. Risks of Teenage Pregnancy:

Teenagers who are pregnant are at risk of not obtaining proper prenatal care, particularly if their parents are unsupportive. In the early weeks of pregnancy, prenatal care is essential. Prenatal care examines both the mother and the baby for medical problems, keeps a record of the baby's growth, and responds quickly to any concerns. Certain birth malformations, such as neural tube defects, can be prevented by taking vitamin supplements with folic acid before becoming pregnant.

#### 1.1.2. High Blood Pressure:

Pregnant teenagers are more likely than pregnant women in their 20s and 30s to develop high blood pressure called pregnancy-induced hypertension. They're also at a higher risk of developing preeclampsia. This terrible medical ailment manifests itself in excessive protein in the urine, high blood pressure, swelling of the mother's face and hands, and organ damage. These medical hazards have an impact on the teen mother, who may require medicine to manage symptoms. They can, however, obstruct the growth of the unborn child. They can also cause pregnancy difficulties, such as early delivery.

### 1.1.3. Premature Birth:

A preterm baby also referred to as a preemie, is a baby born well before the 36th week of pregnancy during a pregnancy that lasts roughly 35 weeks. Premature labor can occasionally be averted with medications if it begins early in the pregnancy. In other instances, the baby must be born prematurely for the mother or the well-being of the child. The greater the danger of respiratory, digestive, visual, cognitive, and other issues, the earlier a baby is delivered.

### 1.1.4. Low-Birth-Weight Baby:

Young people are more likely to give birth to an underweight child which causes premature babies to be more likely to be underweight than expected. This is partly because they have a lower likelihood of developing in the womb. At birth, a low-birth-weight baby weighs around 3.3 and 5.5 pounds. A baby weighing less than 3.3 pounds is considered extremely low birth weight. Little children may receive ventilation at a doctor's neonatal critical care unit after childbirth to help them breathe.

Childbirth in adolescence can have serious health consequences as the adolescent female implicated in it is still not able to reach her full developmental potential. This study is divided into several sections, the first of which is an introduction, followed by a review of the literature and suggestions based on previous research. The next section is the discussion and the last section is the conclusion of this paper which is declared and gives the result as well as the future scope.

## 2. LITERATURE REVIEW

Ivo Brosens et al. [4] have explained that Preeclampsia is a major cause of maternal and perinatal morbidity, especially in young women who are pregnant for the first time. The author's major goal is to show that the etiology of preeclampsia in young women differs from that in older women and that preventative measures should be adjusted accordingly. According to the researchers, four hypothesized drivers of preeclampsia may be assessed throughout adolescence. According to the results, metformin usage during pregnancy is related to a nonsignificant reduction in physical effect on respiratory rate (RR) 0.74, 95 percent cardiac index (CI), 0.09-6.28. It was concluded that adolescent pregnancies are more common in marginalized areas and that poverty, low educational attainment, and a lack of work opportunities are all factors.

Cara Finley et al. [5] have explained that due in part to the deployment of evidence-based therapies and therapeutic techniques, adolescent pregnancies and deliveries continue to fall. The author has communities that can employ four stages to assist stakeholder education activities. It was discovered that when it comes to adolescents preventing pregnancy as well as effectively spreading a message and involving a community in other resource-constrained community-wide health activities, significant attention and preparation are essential. It concluded that the importance of high-quality stakeholder education in mobilizing different groups cannot be overstated. Whitney Garney et al. [6] have studied teen pregnancy prevention (TPP) evidence-based treatments (EBIs) and looked at each program's social-ecological levels of influence, assessment methodologies, and other ecological features that suggest that the bulk of TPP in EBIs is focused on interpersonal and/or interpersonal intervention. It concludes that it's difficult to say if EBIs are to blame for the drop in teen pregnancy rates.



Catriona Jones et al. [7] have explained the conversation on young pregnancy among teenage mothers who have just gone through adolescent pregnancy and parenting. The author surveyed 14 women aged 16–19 who had just delivered a baby and attended a residence sexual health service and participated in semi-structured interviews. The result shows that the poor representation of adolescent pregnancy in the media influences the persisting stigma associated with adolescent pregnancy among teenagers. It concluded that instead of ignoring the impact of the media and political debate on adolescent parents, public health programs should focus on their health needs.

Ruth Ponsford et al. [8] have the main objective to improve and prove the possibility and effectiveness of one particular treatment using Positive Choices methods. The author has a survey intervention a cluster-randomized trial was used to optimize, test, and launch a classroom curriculum for year nine students that covered social progress, sex education, student-led social promotional efforts, and parental information which shows that the pilot research shows that the improved Positive Choice treatment is feasible and acceptable in English secondary schools. It concluded that positive choices have the potential to produce large population-level health changes if it is implemented effectively.

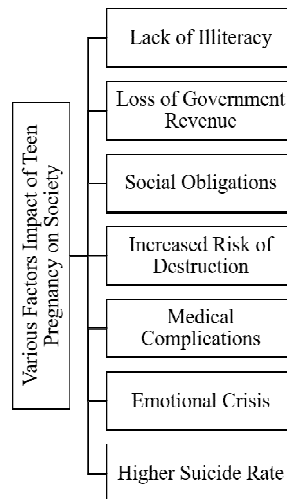
The above study shows that preeclampsia is a major cause of maternal and perinatal morbidity, especially in young women who are pregnant for the first time as well as due in part to the deployment of evidence-based therapies and therapeutic techniques, adolescent pregnancies and deliveries continue to fall. In this study, the author discussed the impact of teen pregnancy on society, teenage pregnancy diagnosis, and prevention of teen pregnancy in society.

### 3. DISCUSSION

While conceiving at a young age hurts an adolescent's physical and mental health, the societal consequences of teen pregnancy are equally important. Unmarried pregnant teenagers may encounter societal prejudice, and they are usually denied the assistance they need to complete school, get a job, and reestablish themselves in the community. Adolescents are more prone to harmful behavior as a result of their social exclusion and poverty which has an economic impact on the government, which must spend on the recovery and welfare of young mothers and infants.

#### *3.1. Impact of Teen Pregnancy on Society:*

In our culture, personal morals, ethics, and personal manners are crucial but unfortunately, teen pregnancy is frowned upon. As enlightened as society desires to be, the concept of an expecting adolescent woman is unacceptable. Parents and teens should be aware of the following teenage pregnancy facts in Figure 2:



**Figure 2: Illustrates the various factors Influence Teen Pregnancy in the Society in which the Family and teens are Aware of the Following Teen Pregnancy Facts.**

### 3.1.1. Lack of Illiteracy:

Because of the added obligations, teenagers who will become pregnant at a young age are unable to finish their education, raising their educational attainment in society. Because a teen mother's education comes to a halt during pregnancy, some teenagers prefer to graduate from high school than work to augment their income. [9]. Teenagers who want to go to college face insults, snide remarks, and arrogant discussions about their pregnancy and baby from their peers. In such circumstances, young women prefer to concentrate on their children or plan to marry rather than finish their education. Most teen pregnancies result in kids dropping out of school feeling embarrassed, humiliated, and bullied by their peers, according to the study. Only about a third of adolescent moms-to-be finish high school, with some even receiving a college education, according to data.

### 3.1.2. Loss of Government Revenue:

Most developing countries' governments design social initiatives to provide adequate care for teenage mothers and babies [12]. Because the low-skilled parent is unable to obtain a job, she is completely dependent on social assistance to get through the impending financial crisis. To encourage appropriate child upbringing, the government must invest money in public aid, child health care, and foster care. Teenage mothers are exempt from paying taxes, resulting in a significant economic loss for the government.

### 3.1.3. Social Obligations:

A teenage mother has several social responsibilities, such as the inability to find a suitable job and the lack of consideration from family and friends. This early and unplanned pregnancy has devastated the adolescent mother's whole social life, and she spends the rest of her life in emotional agony.

### 3.1.4. Increased Risk of Destruction:

In most situations, the biological father abandons the adolescent mother and becomes solely responsible for the kid. As a result, the mother is poor and at risk of being killed. Both for the teen mom and the kid, teen pregnancy raises the likelihood of living a whole life in poverty [10]. Because fewer young mothers have the requisite college qualifications, they may find it difficult to find suitable and well-paying jobs to assist them to manage their economic

situation. The majority of the time, teen pregnancy is linked to the mother's low annual income. As a result, 80 percent of teenage moms are forced to rely on the government's social welfare programs.

#### *3.1.5. Medical Complications:*

Both the woman and the baby are at greater risk of medical issues when they get pregnant as teenagers. Medical issues such as hypertension, anemia, and preterm birth of the baby are frequently caused by a lack of sufficient prenatal care [11]. Although it is recommended, this is not always feasible for a pregnant teenager to attend frequent prenatal checkups, which raises the risk of medical problems. Furthermore, teen pregnancy increases the risk of medical problems in the baby, who may be born with low birth weight, blindness, hearing, or respiratory issues.

#### *3.1.6. Emotional Crisis:*

After delivering at a young age, the adolescent mother may experience significant mental suffering due to a lack of support networks from her family. The start of negative conduct, such as suicide attempts or efforts to self-abort a kid, is triggered by severe emotional and mental upheaval. The teen mother suffers from extreme depression as a result of society's harsh reaction to her pregnancy.

#### *3.1.7. Higher Suicide Rate:*

Teen moms are more prone to take their own lives as a result of humiliation and disgrace, and feelings of loneliness can lead to melancholy. Emotional distress, financial difficulties, and social exclusion are all factors that contribute to adolescent mothers committing suicide. A strong support system is critical for a young mother's ability to overcome suicidal thoughts.

### *3.2. Teenage Pregnancy Diagnosis:*

A home test can typically tell you if you're pregnant from the first-day women miss their period. Human chorionic gonadotropin (HCG) is a hormone that is diagnosed in all pregnancy tests (HCG). HCG is detected in your urine using home testing [3]. A blood test can also be done at your doctor's office. Our blood test has the benefit of being able to tell you if you are pregnant around a week ahead of time using a home kit. These self-development and self and in-office tests are extremely accurate, especially if the findings suggest that you are expecting a child. In most places, minors, who are commonly classified as anybody under the age of 18, have the opportunity to get prenatal therapy without informing their parents. And, unless there is a legal cause, such as a threat to the girl herself, doctors must keep any knowledge about adolescents who become pregnant discreet.

### *3.3. Prevention of Teen Pregnancy in Society:*

Teen pregnancy is dangerous to teen women and their kids' health, and it harms families and society. Learn how to avoid teen pregnancy by reading this article. Every year, 10% of women aged 15 to 19 in the United States conceive. The majority of these pregnancies are unintended and occur outside of the marriage [12]. However, the prevalence of adolescent pregnancy has decreased by 25% since 1991. Pregnancy among teenagers is a worldwide issue. They are mainly caused by a lack of education and jobs in underprivileged areas, according to the World Health Organization (WHO). It also leads to underage marriage, a lack of contraceptive information, difficulty obtaining contraception, and sexual assault.

### 3.3.1. *Education about the Sexuality:*

Adolescents may be sexually uneducated and uninformed about how to avoid unwanted pregnancies and sexually transmitted diseases (STDs). Peer pressure may also lead them to engage in unauthorized sexual behavior. Teaching sex education to teenagers is one of the many reasons for education. Assist youth development programs in getting teenagers to talk about their sexual feelings and experiences. Educate them on the Human Immunodeficiency Virus (HIV), STDs, and contraceptives are an example. Connecting individuals and communities just to talk about sexual concerns without social or cultural obstacles. Discuss the consequences of teenage pregnancy and risky intercourse.

### 3.3.2. *Increase the use of Contraceptives:*

According to a WHO study conducted in China, India, Kenya, Thailand, and other countries, using efficient birth control methods (condoms, hormonal, and pregnancy prevention) can help prevent adolescent births. Most teenagers, on the other hand, are either unable to obtain contraceptives or are uninformed about how to use them [13]. It helps in a variety of ways, including raising awareness about the importance of using effective contraception. Remove the stigma associated with contraception and educate young people about it. Physicians and healthcare professionals should advise on contraception and sexual behavior, according to the American Academy of Family Physicians, the American Academy of Pediatrics, and the American Medical Association.

### 3.3.3. *Reduce in Force Sex:*

Gender standards can lead to the forced sex of females, according to studies conducted in Botswana, Kenya, and India. It aids in the empowerment of girls by providing a supportive environment and safety, as well as developing effective ways for teaching life skills, boosting self-esteem, improving social networks, as well as reducing the prevalence of enforced sex and sexual violence in society. Attempts to alter societal attitudes and norms.

### 3.3.4. *Prevention from the Early Marriage:*

Over 14 percent of girls married before they passed the age of 15 in developing countries including Afghanistan, India, Kenya, and Nepal. Early pregnancy and poor women's health are linked to early marriage. Girls who marry young endure poverty and a lack of education, which has an impact on their family's destinies. It helps in a variety of ways, including sending girls to school because they're less likely to marry young. Education allows us to better care for our families and has a beneficial influence on society, as well as encouraging youngsters to keep focused on their professional objectives and avoid distractions.

### 3.3.5. *Counselor Male Teen:*

Male adolescents engage in sexual activity sooner than female adolescents, have much more partners, and are less concerned about their fertility. Rather than focusing on guys, most community health centers and teenage pregnancy prevention initiatives target girls which helps in many ways when educational initiatives target both boys and girls, adolescent pregnancy can be adequately addressed. Inform male teenagers about sexual health, hazardous behavior, and sexually transmitted infections (STIs). To avoid pregnancy and infections, encourage teenage guys to use condoms. Educate them on alternative contraceptive techniques and postictal contraception, as well as their obligations as partners.

### 3.3.6. *Promote Gender Equality:*

Gender beliefs have an impact on how young men and women act and make contraceptive decisions. Young women are frequently discouraged from discussing any sexual behavior publicly due to cultural views, but young males are urged to do the reverse. Whenever it comes to contraception use, the same ideals are at play. Women's feelings and ideas are often suppressed as a result of these gender differences, leading to a rise in adolescent pregnancies.

### 3.3.7. *Monitor the influence of media:*

In the United States, one out of every three television shows focuses on sexual activity, according to studies, viewing television episodes showing sexual conduct from a young age causes youth to participate in non-marital sexual activity which helps keep track of the sorts of information your kids watch, read, or listen to so you can talk about what they're learning from these shows. Teen births are substantially lower in industrialized nations, such as France, the Netherlands, and Germany than in the United States because national press programs promote low-risk sexual practices.

### 3.3.8. *Provide the Sobriety Education:*

Abstinence is a method of preventing pregnancy that differs from not having a sexual relationship in which the majority of teenagers chose to postpone wanting to have sex until they are older. It's a sensible decision, and young people should stick to it without being swayed by peer pressure which helps encourage young people to abstain from alcohol and drugs. Assist youth in selecting partners and friends who will accept their decision to abstain. The Michigan Abstinence Program strives to enhance the health of teenagers by preventing them from having a sexual relationship or engaging in other dangerous behaviors such as drug, alcohol, or cigarette use.

### 3.3.9. *Teen Pregnancy Prevention Program:*

Governments all around the world are implementing various measures to prevent adolescent pregnancy. Some of the most effective programs are Taking Pride in Prevention (TPIP): To reduce adolescent pregnancies and STDs, this Michigan initiative teaches and promotes youngsters about abstinence and contraception. It aims to minimize adolescent pregnancy rates among young people aged 12 to 19, Development Initiative Supporting Healthy Adolescents (DISHA): This is an Indian effort that gives health assistance to people while also teaching teenagers about sexual education, contraceptives, money, future jobs, and life skills. Children's Home/Carrera, Society Program: This United States-based initiative, which began in 1984, assists teenagers in the areas of health, job, lifestyle, sexuality, and schooling. It began with an after-program for students aged 13 to 15 years old, and Zomba Cash Transfer Program: For females and recent high school dropouts in Malawi, this initiative pays approximately used 10th plus school fees to help them return to school.

## 4. CONCLUSION

Adolescents are important members of society which have the potential to affect their health and the nation as a whole. As a result, parents and individuals must work together to establish successful strategies for dealing with teen pregnancies, or else their education, career, and family will be disrupted. Support and awareness initiatives have an important role to play in reducing the prevalence of teen pregnancy. There are many concerns and objections involved with teen pregnancy. One explanation for this is that teen pregnancy has some negative consequences in society, such as increasing the responsibility of raising children among different family members of teens and teens. Quick instruction is important to ensure that

your child has a good life and does not make mistakes during his prime years. In addition, parents must teach their children proper morals and principles to help them make good life decisions. It is the role of both the parents and the society to teach and encourage the children on the right path instead of just making lewd comments and demoralizing them. In the future, teen pregnancy is a public health problem that affects all of us. When an adolescent is a child, he or she is more likely to face significant socio-economic issues such as poverty, inadequate schooling, risky behaviors that contribute to poor health, and child welfare. Having a child as a teenager comes with a significant financial expense.

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## CHAPTER 5

### AN ANALYSIS OF THE LANGUAGE PROBLEM FACED BY PEOPLE IN DIFFERENT PARTS OF INDIA

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#### ABSTRACT:

India is a large country with people from many walks of life who speak different languages in which people of many religions, creeds, civilizations, and castes, interacting with people of many religious groups in different languages promote unity and unity gets promoted. The problem arises due to miscommunication of different languages such as unable to understand, reading and learning skills of a specific language, delay in receptive language, and loss of a particular language. This research analyzes the language problem faced by people in different parts of India with the help of questionnaires and surveys and collecting data from online newspapers, magazines, and social media. In this research, 300 questionnaire surveys were conducted to collect information on different language barriers caused by different languages. As the result shows the most commonly used Indian language is Hindi with 41% as well as English with 11.7%. It concluded that communication between two languages means the exchange of thoughts, feelings, information, knowledge, facts, ideas, and sympathy between such sender and receiver. The most pre-conceived language is English because the country of origin increases the chances of getting a good job in a global organization or getting work in another country.

#### KEYWORDS:

Communication, Constitution, Languages, Organization, Social Media.

#### 1. INTRODUCTION

Even though India lacks a national language, Article 343 of the Indian Constitution declares Hindi in the Devanagari script as the official language of the Union. The number format will be used for official union occasions. Section 3 of both the Official Languages Act, 1963, deals with the official functions of the Union and the continued use of the English language in Parliament, hence maintaining Hindi and English as official languages [1], [2]. The Indian Parliament can only conduct business in Hindi or English. Official functions, such as legislative sessions, the courts, and communication between the federal and state governments, are allowed to use English. There are various national languages in India at the jurisdiction level [3]. States in India have the power and freedom to establish their official primary language) through law. In addition to the national languages, the constitution designates 22 regional languages, including Hindi but not English, as designated languages. The legislation allows states to designate their official language(s). Consequently, the section of the Indian Constitution relating to official languages contains detailed rules that apply not only to language families used for official purposes of the Union but also to languages that are used for official purposes in each state that can be applied to, as well as to language groups. Use for interaction between the center and union territories in the country as well as in the states.



India is a large country with people from different regions who speak different languages. Interaction between people of different cultures, creeds, religions, and castes is common. As a result, India is also called the land of diversity or unity in diversity. Conversation in multiple languages with people of multiple religions fosters a sense of belonging and oneness. While language is a means of achieving unity, it has also been the source of many debates over whether to retain one's language as an official language. Urdu, English, and Hindi became considered official languages in India during colonial administration[4]. When India attained independence, the Indian Constitution designated Hindi as the national language in the Devanagari script. After that, the Indian Constitution went into effect, and English was only to be considered for 15 years. However, this was met with strong opposition from non-Hindi regions, particularly South Indian states, who did not want the government to force the Hindi language on their people, this continued afterward. Since independence, there has been a controversy about establishing scheduled languages as official languages. Although Hindi is called the national language[5].

### *1.1. Historical Background of Language:*

The most contentious topic throughout the pre-independence and post-independence periods was language. If one considers the time before Indian independence, the issue of language has existed since British rule. Lord Macaulay advocated for English to be declared the primary language of instruction. In 1835, the proposal was made. As a result, everybody looking for government employees at the time had to learn English. Mahatma Gandhi proposed making Hindi the official language of India when the Indian Constitution was being drafted. He advocated for only one language to be used as the medium of education. Leaders like Ram Manohar Lohia, on the other hand, were opposed to the notion and favored the use of many languages by Indians. This is because India has a wide range of languages. Hindi and English are the most widely spoken languages in India. This causes problems in three areas: historical, political, and institutional, which frequently overlap. The founders of our Indian Constitution were confronted with the same issue[6]. During the war for India's independence, the country's leaders promised the general population that in a free country, Indian languages would achieve new heights. States will be reformed based on languages to allow them to thrive and grow. When the Coalition Government was given the duty of contemplating giving a native language to India, they realized it would be a difficult undertaking.

The various reason that happened in the past is the majority of Indians wanted English to remain the country's official language. The provinces thought their languages were so rich that they might be accepted as India's official language. The topic of what would be India's official language surfaced in the thoughts of the Constitution's writers during the writing of the Indian Constitution. The choice of Hindi as India's official language was motivated by two factors: the accent of Hindi and the presence of other Indian languages. There are 13 distinct dialects of Hindi. So now the question was which bid should be prioritized. The Hindi dialect was later adopted from the Delhi-Agra area, which used Sanskrit vocabulary. Mahatma Gandhi wished for India to establish a national language to give it a distinct character. Many constitution-makers wished to see Mahatma Gandhi's dream come true. Many members of the Constituent Assembly, however, were opposed to the concept of choosing the most common language as the dominant language, claiming that it was unjust to the non-Hindi-speaking people. There were several reasons for and against making Hindi the national language. Some members felt that local languages should be acknowledged at the state level as well and that the preferred language should not be rendered exclusive. Others, on the other hand, were in favor of it and requested that Hindi be the only language spoken

throughout the country. It will, he claims, aid in the promotion of national integrity. The Constituent Assembly was split into two groups: one that favored establishing Hindi as an official language and the other that opposed it.

The current study focused on language problems faced by people in a different part of India which Language has been a contentious subject in the past since, as far back as before India's independence, the topic of languages has been a source of contention since British rule. This research is featured in several sections where the first is an introduction and the second section is a literature review of previous studies. In addition, the methodology section of this study is mentioned where the data in different sub-sections are examined. After that, the results and discussion part are discussed where the results are compared with the existing data followed by the methods applied in this research. Finally, the conclusion of this research is declared where the research gives the result as well as the future scope.

## 2. LITERATURE REVIEW

Xinzhi Zhang [7] has explained that when people's freedom is threatened, according to psychological reactance theory, they reject persuasive communications. According to the author's survey, an online post-test between-subject experiment was conducted in a public university in Hong Kong, and it was ranked number 402. The results indicate that psychological reactance has attitudinal and behavioral effects in Hong Kong's non-Western society, giving empirical proof. It was concluded that a focus on the importance of various concerns, as well as the function of political and social culture, as well as the significance of the style or way in which messages are given, was necessary.

Dandan Guo [8] et al. have explained a novel larger-context recurrent neural network (RNN)-based language model that guides natural language synthesis by extracting recurring classified semantic arrangements via a dynamic deep theme model. According to the author, not just interpersonal and inter-word dependencies, and also inter-sentence-specific topic interdependences and temporal transformations between phrases are included in the proposed framework. As a result, A variety of real-world text corpora demonstrate that the suggested method not just to improves RNN-based language models with larger contexts, but also surpasses RNN-based language models with narrower contexts. Hybrid stochastic gradient Markov chain Monte Carlo (MCMC) and recurrent Auto coding, it was concluded, enable variation estimating and effective end-to-end training.

Federico M. Federici [9] et al. have explained the language used to transmit information is a crucial indicator of social susceptibility to catastrophes or crises. The studies' main objective is to assess the present level of practice in the humanitarian sector, as well as important language access challenges. The author used the term humanitarian organizations to refer to the many organizations whose staff took part in the interviews that this report is based on. The results indicate that giving linguistic access is critical to humanitarian activities, as the interviewees agreed almost unanimously. It concluded that the Organization's internal responsibility of language accessibility amongst employees is a must if efforts to satisfy language access needs among the groups served are to be increased.

The above studies show that when people's freedom is threatened, according to psychological reactance theory, they reject persuasive communication as well as a novel larger-context RNN-based language model that guides natural language synthesis by using a dynamically deep topic model to extract recurring hierarchy semantics substructure. In this research, the paper author shows a language problem faced by the people in a different part of India in which data is collected through the help of questionnaires and surveys and from the online newspaper, magazines, and social media.

*Research Question:*

- Which language is spoken the most in India?
- How do people cope with understanding a specific language in India?

**3. METHODOLOGY***3.1. Research Design:*

The research was linked through a questionnaire survey and data collected from online surveys, newspapers, YouTube, magazines, and social media covering different states, languages, localities, etc. One of the most important areas of measurement in applied social research is survey research. In this research, the data was collected by asking the respondents questions. Primary data is used to conduct studies as well as to collect information suitable for research. The design of this research deals with the language problem faced by people in different parts of India.

*3.2. Sample:*

The collection of data was accomplished with the help of questionnaires (i.e. survey questionnaires). Different types of questions are used to gather information about the language problem faced by the people in India. Survey questions are one of the most important methods for collecting information as they have collected data from different categories to examine the sample used in the system. Most of the data was taken from secondary sources such as the Internet, news articles, and journal articles, and then a survey of 300 people by asking a variety of questions about different people belonging to different cultures and people with different religions.

*3.3. Instrument:*

The researchers in this section used to collect data as well as find out the reason for the language problems faced by the people in different parts of India. The data was collected from individuals who belong to different parts of India and belong to different backgrounds as well as take their opinion on the language barrier to understanding and communication. The following questions assist with the handling of the report, and elements have been corrected to ensure their validity and predictability. These research questions are given below to understand the problem faced by the Indian people of different languages:

- i. How do language problems create a communication barrier between the two people?
- ii. What are the impacts of languages on employees from other states?
- iii. How difficult is it to understand the language of another state?
- iv. Which language is spoken the most in India?
- v. What is the role of the English language in different parts of India?

*3.4. Data Collection:*

Data collection is represented in tables in which the collected data is displayed in different stages. The data collection was done by taking information from different people from different parts of India and different backgrounds. The data prepared for the studies are given below in different tables:

**Table 1: Illustrates the Language Problem that Creates a Communication Barrier between the Two People.**

Sl. No.	Response	Respondent	Percentage
1.	Yes	220	73.3
2.	No	50	16.6
3.	No Responses	30	10.1

**Table 2: Illustrates the Effects of Language on the Employees from the Other States.**

Sl. No.	Response	Respondent	Percentage
1.	Understanding	70	23.4
2.	Problem to Communicate	50	16.6
3.	Feeling Alone	60	20
4.	Reading and Learning Capability	55	18.3
5.	Less Comfortable	65	21.7

**Table 3: Illustrates the Difficulty Arises to Understand the Language of Another State.**

Sl. No.	Language	Respondent	Percentage
1.	Hindi	123	41
2.	English	35	11.7
3.	Tamil	17	5.6
4.	Gujarati	14	4.7
5.	Telegu	21	7
6.	Punjabi	6	2
7.	Kannada	9	3
8.	Malayalam	6	2
9.	Odia	10	3.4
10.	Assamese	4	1.3
11.	Urdu	13	4.3
12.	Marathi	18	6
13.	Bengali	24	8

**Table 4: Illustrates the Language Spoken the Most in India based on their Priority.**

Sl. No.	Language	Respondent	Percentage
1.	Hindi	123	41
2.	English	35	11.7
3.	Bengali	24	8
4.	Telegu	21	7
5.	Marathi	18	6
6.	Tamil	17	5.6
7.	Gujarati	14	4.7
8.	Urdu	13	4.3
9.	Odia	10	3.4
10.	Kannada	9	3
11.	Punjabi	6	2
12.	Malayalam	6	2
13.	Assamese	4	1.3

**Table 5: Illustrates the Role of the English Language in different parts of India.**

Sl. No.	States	Respondent	Percentage
1.	Arunachal Pradesh	63	21
2.	Meghalaya	51	17
3.	Nagaland	44	14.7
4.	Sikkim	41	13.6
5.	Kerala	28	9.4
6.	Tamil Nadu	24	8
7.	Delhi	17	5.7
8.	Goa	13	4.3
9.	Karnataka	10	3.3
10.	Manipur	9	3

*3.5.Data analysis:*

The determination of the sample used to analyze the data collected from the online survey, newspaper, YouTube, magazines, and social media which include different states' languages, localities, etc. It will provide 5 different sets of data that reflect the language problem faced by the people in different parts of India. After analyzing the data which show that language barriers happen in India for understanding and communicating a specific language then the outcome of the analysis shown in Table 1 is that the language problem creates a communication barrier between the two people which 220 respondents say yes out of 300, 50 respondents say no out 300, and 30 respondents have does not answer which is in the listed of the no responses. According to Table 2 which show the effect of language on the employees from the other state 70 out of 300 people can say understand easily languages, 50 out of 300 people can problem communicate between them, and 60 out of 300 people can say it feel alone due to not communicate at much to the other. 55 out of 300 people can say reading and learning capabilities are available in other languages, and 65 out of 300 people can say it file less comfortable with another person of a different language.

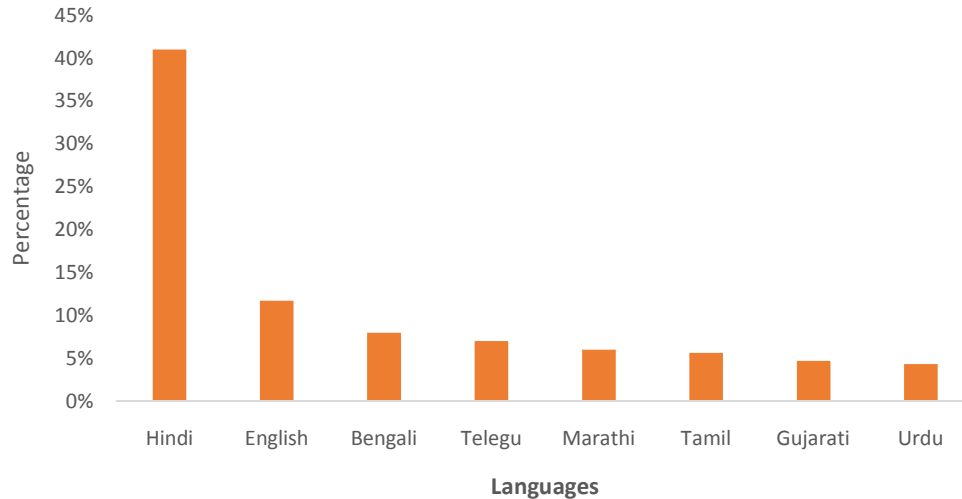
Table 3 shows the difficulty that arises to understand the language of another state in which Hindi is the more understandable language than others because 123 people out of 300 are more adaptable to this language. Table 4 shows the language spoken the most in India based on their priority is Hindi 41%, English 11.7%, Bengali 8%, Telegu 7%, Marathi 6%, Tamil 5.6%, Gujarati 4.7%, Urdu 4.3%, and so on. Table 5 shows the role of the English language in a different part of India in which 63 out of 300 people in the populace of Arunachal Pradesh is a non-Hindi attempt to speak and communicate in English. English is also the main language of Meghalaya, while Khasi and Garo are other languages spoken. People will converse in English much in Nagaland, Sikkim, Kerala, Tamil Nadu, and other places.

#### 4. RESULTS AND DISCUSSION

A language problem faced by people in different parts of India is observed in the above research after analyzing the different results based on the different data. Primary data is used to conduct the research and secondary data is collected from the online survey, newspapers, YouTube, magazines, and social media which include different states, languages, localities, etc. in this above section research is used to gather the data, and as also find the reason behind languages problem in the form of questions. Based on responses from the respondent data collected in the first question show that creates a communication barrier between the two people which 73% saying yes, the second question shows the effect of language on the employees from the other state in which 23.4% people can say understanding easily languages, the third question shows that the difficulty arises to understand the language of another state in which Hindi is the more understandable language then other because 41% are more adaptable in this language, the fourth question shows that the language is spoken the most in India based on their priority is Hindi 41% because most of the people are adaptable for Hindi in Figure 1, and the fifth show that Role of English Language in Different Parts of India. In Arunachal Pradesh, 21% of the people are non-Hindi speakers and use English as a communication tool. Language is the most powerful means of communication. Transmission of ideas, emotions, concepts, and human feeling, human interaction, sound use, information recording, and identity formation are among its tasks. At the very same time, there is indeed a common stumbling barrier to effective communication.

Linguistic hurdles emerge when phrases have several meanings when a sender and recipient try to communicate in a language they don't comprehend. As a result, communication isn't always as successful as it should be. There may be defects or obstacles in the communication system that prevent the message from accessing its intended receiver or destination. The five features where language barriers usually occur include the way communication is generated

and delivered by a sender, environmental impediments, and the manner it is processed and understood by the receiver language limitations are problematic because they frequently impede people from building meaningful relationships. They can lead to confusion, which could also lead to conflict, frustration, remorse, aggressiveness, and emotional distress, as well as a waste of time, energy, money, and lifestyle.



**Figure 1: Illustrates the Different Language Spoken in India which shows most of the People are Adaptable to Hindi.**

## 5. CONCLUSION

Communication between the two languages refers to the exchange of thoughts, emotions, information, knowledge, facts, viewpoints, and attitudes between a sender and a recipient. Effective communication entails sending the correct data to the appropriate recipient at the right time via the right channel to affect the receiver's comprehension, attitude, and conduct. Language limitations can result in miscommunications, changed messages, misrepresentation, confusion, betrayal of confidence, uncertainty, a sense of hopelessness, weak and inappropriate reactions, aviation and nautical accidents and disasters, fatalities, anxiety, conflict, and violence among individuals. Using simple, clear, specific, exact, familiar, and relevant phrases, avoiding grammar and spelling errors, offering and receiving feedback, and hiring multilingual personnel are the greatest tactics for promoting successful communication and delivering the message. This paper researches the language problem faced by people in different parts of India in which India is a large country with people from many regions who speak different languages. Interaction between people of different cultures, creeds, religions, and castes is common. As a result, India is also called the land of diversity or unity in diversity. Conversation in multiple languages with people of multiple religions fosters a sense of belonging and oneness. In the future realm, English is the most desirable language as it increases your chances of getting a good job in a worldwide firm in your country or any other.

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## CHAPTER 6

### A COMPREHENSIVE STUDY ON THE BENEFITS AND DRAWBACKS OF ART THERAPY IN HUMAN LIFE

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#### ABSTRACT:

Art therapy, also known as expressive therapy, allows individuals to experience and express their thoughts and feelings through the use of art and develops a person's growth, abilities, personality, and interests. Develops understanding and portray conflicts, art therapists employ art's content, images, creative process, and patient's response to art. Health problems such as anxiety, cancer, anxiety, stress, heart disease, compassion fatigue, and anorexia arise in people. In this paper, the author discusses the various benefits of art therapy such as stress relieving techniques, therapeutic art activities, art journaling for therapy, art therapy sessions that people want to expect, application of art therapy, expressiveness for children Benefits of art therapy and health problem treated by art therapy. It concluded that analytical arts treatment is based on analytic psychology and in some circumstances psychoanalytic concepts. People suffering from physical, cultural, social, and psychological issues can benefit from art therapy for years to come.

#### KEYWORDS:

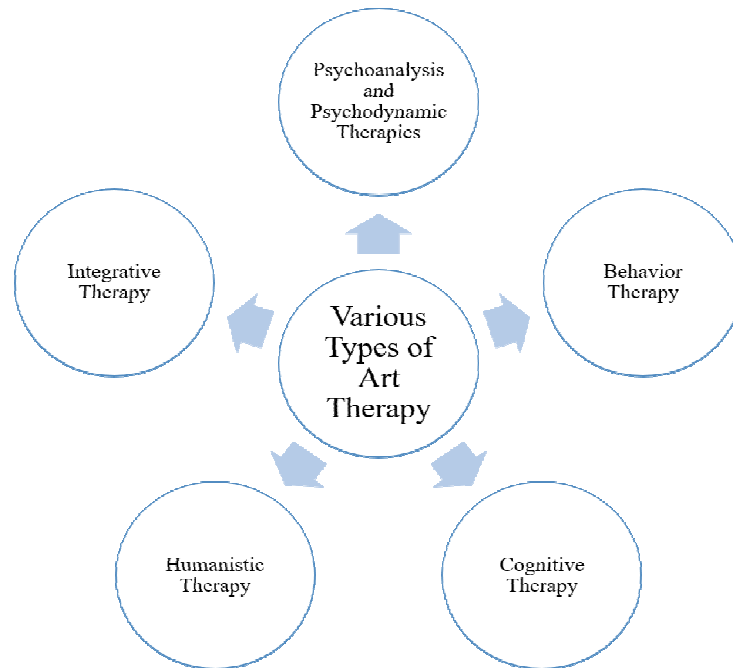
Anxiety, Art Therapy, Communication, Health, Treatment.

#### 1. INTRODUCTION

The use of artistic expression using various visual mediums is a specialization of art therapy. It should not be mistaken with art therapy, which also includes music therapy and theater medicine as a form of creative therapy. The fields of art and psychology are the origins of the conceptual art therapy profession known as art therapy. There are three potential applications for art therapy. The first is known as analytical art therapy. Analytical psychologists and, in some cases, psychoanalytic principles, are the foundation of analytical art therapy. Analytical art therapy focuses on the client, the psychotherapist, and the concepts that are communicated between them through art. Art psychotherapy is another technique to employ art therapy. This method focuses more on analyzing psychotherapists' and their clients' linguistic artistry. Art therapy is viewed as the best kind of therapy from the perspective of art.

Many art therapists who utilize art as a form of therapy believe that verbal critique of a patient's artwork is superfluous; as such, they concentrate on the artistic process in Figure 1. With the use of paint, paper, pencil, clay, sand, fabric, or other mediums in all of these many art therapy techniques, the patient of an art therapist sets out on a journey to examine their inner thoughts and feelings. Art therapy may help people improve their cognition and sensory-motor abilities as well as their self-worth, consciousness, and emotional fortitude. Additionally, it can help to lessen pain and resolve disputes. One of the many more

modalities employed today is person-centered, cognitive, behavioral, Gestalt, narrative, Adlerian, and family art therapy. Art therapy's guiding ideas include humanity, creativity, addressing emotional problems, promoting self-awareness, and personal growth [1].



**Figure 1: Representing the various Type of Art Therapy that is Capable of Helping Guide Children in Terms of Health and Happiness.**

### *1.1. History of Art Therapy:*

Art therapy arose as a new discipline in the history of mental health care, merging psychology with the study of the arts. Patients get this form of unusual treatment to increase their self-esteem and awareness, improve their cognitive and motor abilities, settle conflict or stress, and build resilience. It uses sensory, kinetic, perceptual, and sensory symbols to address difficulties that are beyond the scope of spoken psychotherapy [2]. While art therapy is a comparatively recent medical specialty, its origins may be found in the employment of art in the late 18th century for the moral cure of mental patients. In the middle of the twentieth century, art therapy emerged spontaneously in English-speaking and European countries. Art was employed for a variety of purposes during the period, including communication, inspiring creativity in youngsters, and religious situations. Aesthetic, psychotherapy, psychopathology, rehabilitative, early education, and other factors influenced early art therapists who wrote publications about their practice. Art education has influenced their practices to varied degrees. In 1942, British artist Adrian Hill coined the term art therapy. Hill discovered the benefits of sketching and drawing as a kind of therapy while battling tuberculosis in a hospital. Art therapy's effectiveness, he claimed, is in releasing the patient's creative force from the brain, as well as entirely numbing the finger, allowing the patient feeling build up a solid barrier against his misfortune.

In recent years, the idea of using art as therapy has risen in popularity, and non-professionals regularly use it as evidence of the value of engaging in creative activities. Adult coloring books, in particular, have recently been popular due to claims that they are a type of art therapy. These statements have been vigorously contested by professional associations representing art therapists[3]. These organizations underline that, while it is beneficial to our

mental health to schedule delightful activities, the proper type of therapy can only be done with the help of a licensed therapist.

The creative process that helps individuals build themselves, explore emotions, and resolve unresolved emotional conflicts, is a hybrid field heavily inspired by disciplines of art and psychology, created in therapeutic and medicinal applications. Using third-party artwork to aid in social skill development and self-esteem. This study is divided into several sections, the first of which is an introduction, followed by a review of the literature and suggestions based on previous research. The next section is the discussion and the last section is the conclusion of this paper which is declared and gives the outcome and future scope of the study.

## 2. LITERATURE REVIEW

Yoko Choi Chi Mei et al. [4] have explained that four art therapists used a community-based arts initiative to provide therapeutic art-making techniques to individuals and groups in Singapore. The author discussed three themes: intergenerational narrative art, materiality, and nostalgia, all of which provided participants with therapeutic chances for closeness and pleasurable feelings. It concluded that a reflection on the art therapists' ideas on building a neighborhood art project with multi-generations, which addressed the directions for future comparable work in Singapore.

Salimah H. Meghani et al. [5] have explained that Cancer patients often endure physical and mental anguish, which can reduce their quality of life. The main objective for an outpatient with cancer is the role of Walkabout, a “Mindfulness-Based Art Therapy” (MBAT) approach, in relieving physiological, emotional, and mystical discomfort and quality of life (QOL). The methodology part of that a one-group, pre–post-intervention design was used in the investigations. People attend weekly Bushwalk group meetings run by a board-certified occupational therapist for 8 weeks, 2.5 hours each day. The result showed that Depression, the comprehensibility scale includes the feeling of coherence, showed strong treatment effects and statistically meaningful improvement from week 1 to week 8. It concluded that among outpatients with cancer, important palliative care objectives including improved emotional well-being, ease of understanding, and meaning creation seem to be met by the MBAT intervention Morning Walk.

Deldar Morad Abdulah and Bayar Mohammed Omar Abdulla [6] have explained that children with cancer have negative side effects, but art therapy has improved their general quality of life. The main objective of that analyzes the health-related QOL of children casualties who have previously been diagnosed with a variety of malignancies. The design of that study took Medical data from the Duhok General Directorate of Health obtained for 125 patients aged 7–13 years who had been diagnosed with cancer heterogeneity. The results showed that patients in the experimental class were significantly more emotionally upbeat and cheerful, less depressed and emotional, and exhibited fewer signs of stress. It was concluded that exposing children with cancer to art therapy that focuses on painting and handicrafts improves their general health-related life quality.

Yong Tang et al. [7] have explained Art therapy's efficacy in relieving anxiety, sadness, and exhaustion in female breast cancer patients. The collected data were analyzed by the author from a total of 754 patients with tiredness issues in female breast cancer patients. Art therapy is marginally more helpful than control circumstances in reducing these symptoms among female breast cancer patients, according to the results. It concluded that art therapy is useful in reducing depression, anxiety, and tiredness symptoms.

Liat Cohen-Yatziv and Dafna Regev [8] explained the realm of art therapy on the efficacy of art therapy in a diverse group of children. The author's primary objective was to search four major internet sources for quantitative papers from the previous year relevant to outcome processes in the field of art therapy with youngsters. Trauma, special education and impairments, non-specific challenges, medical disorders, and juvenile criminals are among the five clinical groups identified in the results. Despite the expanding demand for this sort of therapy, it concluded that there is just little quantitative research on the helpfulness of art therapy with children.

The above study shows patients with cancer typically feel physical and mental discomfort, which can reduce their QOL. Art therapy is useful in alleviating anxiety, sadness, and exhaustion in female breast cancer patients. In this study, the author discussed the various factor of art therapy are a technique to release stress, therapeutic art activities, application of art therapy, art therapy sessions people want to expect, art journaling for therapy, and benefits of expressive art therapy for children and health problem treated by the art therapy.

### 3. DISCUSSION

To use its skill, creative thinking, related to psychological theory, and human existence within a therapeutic connection, art therapy is a mental branch of the healthcare field that improves the lives of people, families, and communities [9]. Individual and relationship healing objectives, as well as community problems, are effectively supported by art therapy conducted by a trained art therapist [10]. Art therapy is used to strengthen sensory and cognitive-motor functioning, build emotional resilience, increase insights, encourage community skills, minimize and resolve disputes and suffering, and promote social change.

#### *3.1. Art Therapy Techniques to Release Stress:*

The holidays have been here, bringing with them stress for the family, food, and many of us. May we respectfully advise that you focus on your artistic process in the form of internal massaging unless you're dreading the interminable chat with your Great Aunt Judith or scared about the possibility of New Year changes? Letting art therapy is a type of treatment that is founded on the idea that creative expression may help us reduce our self-esteem or just relax. It's uncommon in that many other treatments primarily use words to communicate, but the arts require something and they are more challenging to explain.

##### *3.1.1. Create a Postcard:*

It's sometimes preferable to calculate all the specifics, whether that's a personal letter for something it is not ready to declare someone's feelings to or a furious diatribe that users know is better left unsaid. Is. It is beneficial to concentrate on the problem at hand. While writing content may be therapeutic in and of itself, making a postcard elevates the item. It also allows you to relax while activating other sections of your brain, such as by drawing in a coloring book. It could discover that after you discard that written and signed message in the garbage or put it in a drawer, its letter has lost part of its potency.

##### *3.1.2. Cut and Paste Picture:*

On a piece of paper or cardboard, create a painting and then cut or rip it after you're done after that, as construction blocks for a new collage, employ the pieces. Keep an eye on how your initial work evolves into something novel and surprising. By highlighting the interdependence of creation with destruction, this strategy encourages us to take risks to advance both creatively and in other aspects of our life.

### 3.1.3. *Create an Altar based on Folk Art:*

Create an altar based on folk art to celebrate the special bond you have with the other person, whether they are alive or not. Decorate the temple with photos, letters, and artifacts from special moments passed together, and also new art pieces formed in his honor. From presents to candy wrappers, anything may be turned into aesthetic stuff that your subject would like. Making a totem for another person evokes memory and offers a tangible representation of a friendship, both of which may be consoling during trying times.

### 3.1.4. *Create a Creation Inspired by Zen Tangle:*

It's a drawing technique created by Rick Roberts and Maria Thomas to create sketches more contemplative and available to everyone. Although a Zen-tangle instructor is required to teach the structured process, you may replicate the basic idea on your own. Cut a 3.5-inch square of paper in half and gently pencil a free-hand border form around the edge. Then, inside the border, create a curved line or zigzag called a string using your pencil.

### 3.1.5. *Build Unique Making Tool:*

Anyone may design a mark-making tool out of almost anything rather than committing a huge amount of time to a started painting, whether that was a row of toothpicks attached to a cardboard base and covered with paint or a colored paintbrush made from pom-poms and yarns. When users are prepared to utilize your new tool to create a piece, it will give your preferred art form of media, or necessity, a work of art some creative power.

## 3.2. *Therapeutic Arts Activities:*

Adolescent coloring pages and Zen-tangling, a doodling method that allows you to create freely from your wandering thoughts, are popular stress relievers. With a notepad and your choices of pens, pencils, or crayons, you may unwind and draw whichever comes to mind without fear of judgment or condemnation, giving you the chance to both express yourself and escape from your problems [4], [12]. Many people find solace and tranquility in creating art for others. In this way, art may be produced without a brush and paper or paint and canvas. Making cards for charitable organizations, crocheting scarves and caps for the needy, and sewing blankets for newborns are all good ways to create art that benefits many people. In addition to adult coloring books, Zen-tangling, and other artistic hobbies, there is an endless supply of them to choose from. If you want to develop your creative side and are not sure where to begin, the Positive Psychology program provides a list of entertaining things to do.

### 3.3. *Art Journaling for Therapy:*

Similar to adult picture books and Zen-tangling, the meditative practice of art journals has grown in popularity among people seeking therapeutic potential as well as creative artists. Art journaling is a means for you to be imaginative and unwind without thinking about critiques, judgments, or other people's opinions, thanks to an unending supply of creative tools and the assurance of no rules.

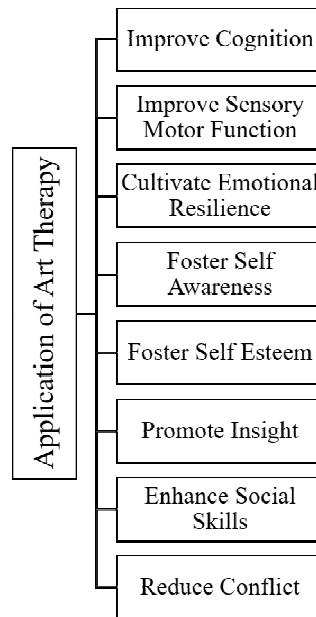
### 3.4. *Art Therapy Sessions:*

Users are not alone if you really have decided to check keenly on art therapy as a therapeutic selection for yourself or a beloved someone, and have already scheduled a consultation and are frightened! Going to a location where people are unknown and uneasy might be terrifying. Art therapists are aware of this phobia and are eager to assist you in overcoming it. Just like every other psychology or counseling visit, the initial appointment will likely

include some basic documentation and a page of inquiries about who was contemplating treatment. After the first registration, students will probably meet with their art therapist to talk through their expectations for art therapy, their prior artistic experiences, and all the therapist has to provide. It is necessary to be informed of potential helpful efforts.

### 3.5. Application of Art Therapy:

Art therapy is a particularly effective therapeutic option for children with weak language and communication abilities. Young patients can begin to address these challenges by depicting or graphically expressing their sentiments, even if they are unable to define or describe the sensations. Teens and children who are reluctant to articulate their feelings benefit from art therapy [11],[12]. Art therapy is utilized as an auxiliary therapy to traditional medicine for the treatment of physiologically established illnesses and ailments, in addition to its application in mental health care. The link between both mental and physical health has been widely established in Figure 2. Art therapy was used to address patients' physical and emotional requirements during the recovery process by reducing stress and building coping skills.



**Figure 2: Representing the application of Art Therapy which is Useful for the Mental Health and Physical of the Individual[13].**

### 3.6. Benefits of Expressive Art Therapy for Children:

Acting in a play, singing a song, dancing, drawing a picture, or composing a poem are all effective ways for individuals to express themselves and their views without having to use words. One of the several reasons expressive arts therapy has grown in popularity, particularly among children with special needs, is because of this. Any combination of dancing, writing, visual arts, theatre, song, or other creative actions is referred to as expressive arts. These approaches are combined in expressive arts therapy to promote personal growth and development. The appropriate combination can help with anxiety and stress reduction, boosting self-awareness and self-esteem, building relationships, controlling behavior, and advancing social skills [14]. Children and adults have also been demonstrated to benefit from this sort of treatment while dealing with bad events, disability, and trauma. Art therapy helps a person release and express sentiments that they would not have been capable of expressing otherwise via rehabilitation, education, and interaction.

People of all ages, both those without special needs, have a voice although they are unable to communicate verbally. Expressive arts encourage a child's curiosity and creativity by teaching them about who they are and when to use their senses. They can provide the person with a sense of tranquility and are good for the mind, how it perceives the world, and how it feels [15],[16]. Using a poem, song, or painting to express their thoughts provides a safe outlet for unpleasant emotions via a fun activity, which speeds up the rehabilitation and development phase. But expressive arts aren't simply for coping; they also have a significant influence on a child's overall development. Social development, physical development, emotional development, and cognitive development, are all areas where art therapy may help children develop.

#### *3.6.1. Social Development:*

It is crucial to foster social skills in children from an early age, children who are comfortable in social settings do better as adults because they foster connections, collaboration, and empathy. The creative process can aid in the social skills development of kids by providing them with unwavering support from their peers, parents, and therapists. It enables children to appreciate individual differences and other people's viewpoints. Many artistic endeavors may be carried out in groups, where kids learn to cooperate, contribute, and take responsibility for the results of their actions. Engagement with therapists or even families, working in private situations, promotes relationships and trust, which aids in the development of social skills.

#### *3.6.2. Cognitive Development:*

When youngsters engage in arts activities, such as sketching, writing plays, or dancing, they are required to learn basic concepts like colors and shapes as well as lessons on action and response, choices and consequences, problem-solving and experimentation, and judgment. Children could also learn to interpret circumstances and communicate using them. Art affects the brain's neural connections, which act as teaching strings, on a fundamental level. No matter the type of art, the emotions must be stimulated, and deep thinking is required. It promotes the growth of skills like pattern recognition, world observation, and the ability to conjure up imaginary or actual worlds in the mind. In general, expressive arts help children develop broad thinking skills by enabling complex cerebral processes to interact.

#### *3.6.3. Emotional Development:*

Expressive art treatment for kids may help them develop and comprehend their feelings in addition to giving them a means of expressing their emotions. While it may be challenging to vocally express anger or hurt, children may do it via art, poetry, or dance, which helps them and others talk about their feelings. It also acts as a conversation starter, enabling more open sharing of thoughts and feelings. The child, parent, or therapist could be able to access feelings that almost no one was aware the child possessed at this stage. Children who engage in creative activities develop their self-confidence. It's a technique for igniting a discourse about touchy subjects. It could be advantageous for them to constructively express their emotions.

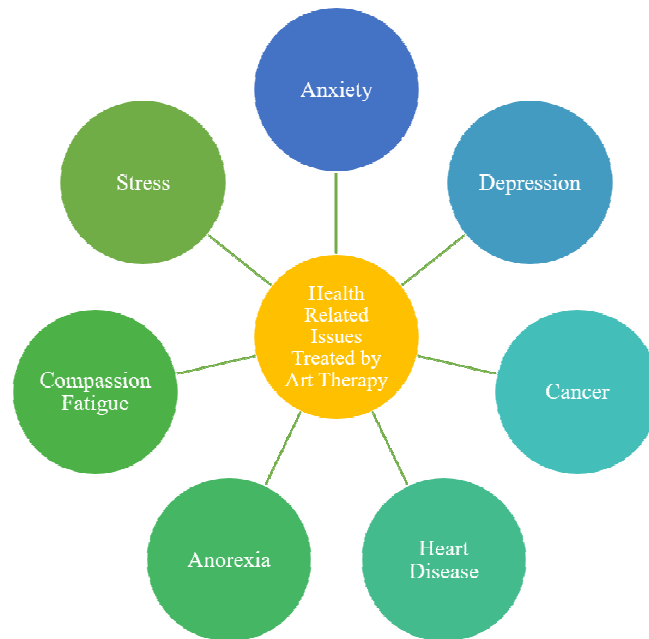
#### *3.6.4. Physical Development:*

While the mental advantages of expressive arts therapy are well-known and significant, the practice can also result in physical changes. A range of art genres can help you improve your motor skills and control, as well as your hand-eye coordination and muscular progress. For instance, dance and theater not only pique the imaginations but also cause physical

movement. Children are encouraged to be more aware of their powerful proximity and situational awareness since it engages a range of senses. While writing or sketching may not require much exercise, they do provide physical benefits by helping children regulate their little hand muscles. Whatever the activity, it aids youngsters in coordinating their thought and action, which is a crucial developmental milestone.

### 3.7. Health Problems Treated by Art Therapy:

Art therapy has been proven to be beneficial for people of all ages, according to studies illustrated in Figure 3, art therapy has indeed been demonstrated to improve concentration and communication while also reducing emotions of loneliness. There is evidence to support the improvement of personality, courage, and self-awareness with this sort of treatment. Because it enables people to express their feelings on any issue via artistic activities rather than speaking, art therapy is said to be especially good for those who are out of major relationships. Art therapy may be highly beneficial for those who find it difficult to recollect or discuss traumatic occurrences. Recent data suggests that art therapy might help patients with schizophrenia alleviate some of their symptoms, however, trials are always being conducted.



**Figure 3: Shows a Health Issue Treated by Art Therapy that Helps Reduce Feelings of Isolation.**

## 4. CONCLUSION

The specialty of art therapy involves the use of artistic expression through various visual mediums. It should not be mistaken for art therapy, which also includes music therapy and theater therapy such as creative therapy. The fields of art and psychology are at the core of the concept of the art therapy professional known as art therapy. Art therapy will be helpful for teens and young adults who find it difficult or impossible to express their thoughts and feelings. People who seek art therapy treatment find that they must commit to a series of treatments before they can benefit from the therapeutic benefits of the technique. Other things to think about include the cost of acquiring the necessary equipment, media, and other sources. Creating the ideal environment for therapy can be challenging, especially if fluid



media, special lighting, or other specialist equipment is being used. In the future, people who suffer from developmental, physical, cultural, social or psychological issues may benefit from art therapy. The main purpose of art therapy is to help the analyzing client regain his or her perception of functionality and self-wellness.

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## CHAPTER 7

### AN ANALYSIS OF THE IMPACT AND INFLUENCE OF SOCIAL MEDIA DURING COVID-19 PANDEMIC

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#### ABSTRACT:

Social media is a great resource for the dissemination of information, which makes it an effective promotional technique. Unlike the Indian situation, it acts as a double-edged blade as it enables the exchange of information between residents. However, the same techniques have been used to propagate false content and misinform the population. Socialmedia has developed relevant as a medium of evidence dissemination, distribution, and consumption since the start of the COVID-19 pandemic time. The authors of this paper reviewed and reviewed what is available on COVID-19 and social media, even during the initial COVID-19 period. The main goals of this paper are aware of the dearth of research on the use of cultural algorithms to analyze social-mediadata associated with COVID-19 and the lack of publications on real-time-observations established consuming social-mediadata on COVID-19 increase. This dissertation would be appropriate to assess the lack of didactic analysis in future practice studies and the involvement of field technical competence in the planning phase.

#### KEYWORDS:

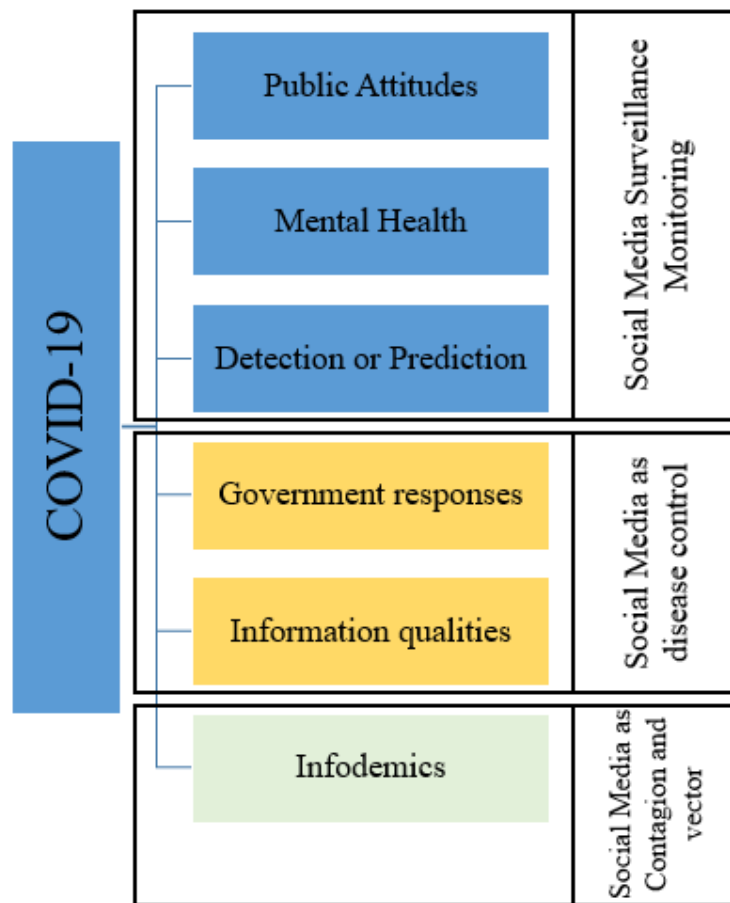
COVID-19, Facebook, Pandemic, Social Media, Whatsapp.

#### 1. INTRODUCTION

Social media has evolved throughout India into a comprehensive and informative tool as well as a reporting and telecommunications network for the citizens of the country. Digital communication is now simple with the touch of a finger because of the availability of mobile telephony, especially among the youth who are technically proficient [1]. Social media channels have been used frequently as pandemics have entered and vulnerable global activities can provide information to individuals. Notably, the establishment of a lockdown strategy by the management to contain the blowout of the COVID-19virus has raised awareness of its relevance [2]. As a result, it has evolved into a vibrant medium for conversation and interaction for the dissemination of both credible and unimaginable knowledge. By far the most talked-about disease affecting some people is COVID-19. Characteristics of COVID-19 can be characterized by its tendency to banquet through the air, the lack of effective treatment, and the lack of medical products such as masks and protective equipment at the start of the outbreak [3].

Similar to the common cold and flu, it can be hard to diagnose, and people who are affected may mistakenly think they have the flu. Contemporary transportation and globalization technologies cause the virus to spread more rapidly than any extra recorded ailment in the past. The pervasive transition had negative possessions on the economy on many levels, from

the viability of enterprises to the mental health of people. By far the most talked-about disease affecting some people is COVID-19 [4]. Characteristics of COVID-19 can be characterized by its tendency to blow out through the air, the lack of effective treatment, and the lack of medical products such as masks and protective equipment at the start of the outbreak. Similar to the common cold and flu, it can be hard to diagnose, and people who are affected may mistakenly think they have the flu. Contemporary transportation and globalization technologies cause the virus to spread more rapidly than the first added recorded ailment in the past. Figure 1 shows the common transition had negative properties on the economy on many levels, from the viability of enterprises to the mental health of people. It can be used to help students spread the word among friends and supporters, but can also be used for fan engagement, conversation, and information dissemination [5].



**Figure 1: Illustrates the Revised social media pandemic and response framework for public health.**

Communications and Information Technology are liable to change and continuity, as shown in a critical examination. Some difficulties were assessed below and social media is a component of the Internet, which the author describes as an electronic system or network that connects individuals and organizations via the Internet and other electronic devices and enables two-way information exchange retrieval enables [6]. The media controls the dominance of information about what information is accessible to individuals and how individuals recognize certain situations, despite doubts that the Internet is an important medium for the transmission of information. Social media, in its broadest context, refers to a

group of web pages and web-based platforms that facilitate wide network member connections, communication, and posting [7]. These numerous social media channels and communication networks contributed significantly to the success of movements such as the Arab Spring. Its strength draws on the real-time images captured in the camera footage of the events [8]. Live international streaming of events has the power to mobilize a large population of citizens with positive or bad intentions. Even more so, it has been instrumental in overthrowing totalitarian governments. However, these diverse channels have been used by unscrupulous individuals who use their invisibility to commit fraud or propagate false information. No diligent observer would be blind to the misuse of media platforms in India, especially during that same emergency moment, given the relative public's awareness of its value for knowledge engagement. Therefore, this paper describes both its upsides and downsides [9].

### *1.1.Social Media's Role in the Global Health Crisis:*

Due to the COVID-19 pandemic, people are using social media more often, while relying on tech news sources to know about the well-being of their loved ones. Digital marketing has emerged as a welcome solution to the systemic issue and health disaster of the current COVID-19 pandemic [10]. The premise built in this paper is that examining social-media use in the background of major global-health disasters such as the COVID-19 pandemic may reveal the costs of mentalhealth internationally. In December 2020, which was up 11% from the previous year, the US-Census Bureau questioned additional than 42% of the population and showed evidence of despair and high nervousness planes [11]. The government was encouraged by the evidence to launch the new National Remote Mental Wellbeing Telephone Service to improve mental health and well-being. Exercise has the potential to cure non-communicable diseases. The telephonic offering collected data on 43,000 people after the easing of lockdown and social distancing restrictions in December 2020. It found that 9.02 percent had symptoms of anxiety, 4.04 percent had depression, and over 12.01% reported COVID-19-related stress [12].

Undeniably, social-mediaplatforms have finished it easier to access healthinformation, allowing individuals to evaluate mental healthrisks and discourse global health issues. Much of the earlier papers in this area of health problems focused on the channel selection of users. They found that consumers rely more heavily on mainstream media to seek patient information during times of familiar experiences and health crises [13]. People facing health challenges are more likely than ever to turn to social media and smartphones for health records. Making hidden emotional pain observable and detecting the important macro-scale social and technological elements involved are two of the most difficult technical barriers to studying the psychological issues caused by the COVID-19 pandemic period.

### *1.2.Social-Media, Social Support, and Health Information:*

The public requesting health information can obtain social support information on social media sites. Social media significantly improves medical services and people with health concerns by providing relevant Internet information [14]. Socialsupport denotes the discernment and reality of how social networking sites support and care for the individuals who are part of them. It describes how online communities integrate people into communities of contact and ethical duties. Social networks are one such good example, and localizing health through sports participation is beneficial as well. Care and nourishment of one's body and mind, counseling, a sense of community, monetary support, and individual counseling are some examples of these community agencies [15]. The term social support pertains to what a person observes and uses, as well as a publicly available network of support,

continuity, or level of social duty. Colleagues, friends, communities, and organizations are reasons for social support. It involves the distribution of wealth among those who believe that doing so will promote the well-being of the recipient. Many clinicians, investigators, scientists, and educators around the world are interested in the potential for important elements related to social support [16]. This paper examined the impact of social engagement on mental health and personal well-being. Based on knowledge, empathy, and supportive socializing for global communities, previous studies have indicated that emotional gain is a complex term.

### *1.3. Benefits of using social media during COVID-19:*

In the COVID-19 era, social media has the budding to be a good delivery system of instructional content. For example, the quote describes an infographic explaining how to regulate the airways of patients with COVID-19, whether suspected or proven. The infographics were distributed via Twitter and WeChat, then within a few days, demand for its conversion into more than ten other languages began to rise. Importantly, circulation allowed the infographic to be adapted to the unique properties of each medical environment [17]. There are many benefits to the more rapid communication of knowledge about prevention strategies. In a study conducted, the authors analyzed the most widely known "coronavirus" YouTube videos that had over 165 million assessments as of March 2020, with 85.01% of those views trying to come from newscast channels. Were, It was revealed that only 13 videos declared preferred preclusion procedures, only half mentioned much more common symptoms, but almost 90% commented on causality, concern, and phytosanitary standing [18].

This training reminds us to think critically nearby the only missing opportunity to share accurate information about COVID-19 infectious prophylaxis and common side effects on websites like YouTube, which are widely used as sources of material go. When it emanates to journals, scholarships have displayed that sharing academic papers on social media platforms grows the number of apps, searches, and quotations of those papers, which, during the COVID-19 pandemic, undoubtedly globally enable the wider dissemination of data on the Internet as well as significantly shorter editorial processing times, which have been reduced from months to days or weeks since its receipt. The ability to mobilize cooperative efforts, surveys, and multi-center investigations appears to be another benefit of social networking sites during the COVID-19 pandemic. Finally, encouraging training and education through live and pre-recorded webinars online through websites such as YouTube, Skype, or Zoom is another utility of social networks [19].

### *1.4. COVID-19 pandemic and social media:*

Social media delivers a podium to discuss attitudes, beliefs, knowledge, and attitudes. It will also be used to express concern and raise questions about the latest concepts. Businesses typically use social media platforms to advertise products, which relies on people downloading and re-posting relevant content and ultimately increasing profits. Social media analytics that includes engagement, conversions, number of participants, and reach can depict the actual results of promotional initiatives [20]. Accounting for analytical pitfalls, it is recognized that if standard social media is the optimal platform for promoting their message, policymakers can employ public health awareness to encourage healthy behavior, and many countries are engaged in such programs. For example, in Sweden, social media campaigns were launched to spread the word about the benefits of staying at home and having excellent health hygiene. Along with the official Swedish language, the content was also provided in Arabic, English, and Russian. Even if parameters such as range can be pursued, it is trying to establish whether somebody tracked the advice, whether it was because of government-

sponsored advertisements and advertisements, or all the headlines and advertisements on media platforms due to the effect of conversation [21].

Mass media can provide ethically honest and factual information regarding interpretation responsibility. In addition to giving users an alternative to already existing knowledge, new media also contributes to the establishment of new knowledge by debating, sharing, and disseminating knowledge on viruses. It seems that thanks to the Internet, everyone has a platform to share their opinions, concerns, and questions. Social media is, in contrast, a platform for discourse, which primarily serves as an online resource. The author found that blogs enjoy more trust than more traditional forms of media, especially television. Credibility is based on the assumption that the speaker, the source of the information, has direct knowledge about the subject. The fact that those supplementary workers can manage, segment, and discuss content shared on social media enables the credibility of the findings to be confirmed. However, it can also have adverse effects. A skewed perspective of the situation or worse, the intensification of the issue of biased attitudes may be due to subjective bias and hence biased media, and online communication.

The latest details related to the virus in multiple regions, as well as any search or attempt to combat it, will be provided through four options. However, burdening people with knowledge can increase their anxiety and panic levels. Usually, certain television networks or special programs serve as educational material, but strangely enough, during COVID-19, new social media encourage people to wear masks, wash their clothes, act politely in the company, and stay indoors. There are high-level parts to educate for. At home. To increase the intelligence of the learners about the 2019 pandemic, government officials have emphasized social platforms and television. People can be adequately informed about the effects of diseases and precautions to be taken by watching television and using social media platforms. Social forums have greatly improved information communication, which is common in remote countries where people are difficult to reach. The study looks at how much public perception of COVID-19 has changed as a result of this situation in the media. The public's mental health was adversely affected by the massive amount of media data. The author talked to people and found out how many people consider the Ebola infection to be exceptionally deadly, causing anxiety, fear, and sadness. However, he also found that few people were too aware of the value and necessity of acting responsibly. The prevailing influence can be explained by the media and the instructions disseminated.

## 2. LITERATURE REVIEW

A. Waruwu and S. Purdaryanto stated that the arrival of a new coronavirus disease in 2019 at the end of the year shocked the whole world. Since the disaster occurred more than a year ago, more than 100 million have suffered worldwide, and more than 20 million have died. Social boundaries have been introduced as a strategy to prevent the virus from spreading so as not to affect just one aspect of people's lives. One of the influences is human action, which often enables social and personal interactions. The findings of this investigation demonstrated Internet or online solutions for mission services. Taking advantage of broadband access and social media can be proclaimed although social barriers. Social media platforms like Facebook, YouTube, Instagram, and TikTok can be used for undertaking amenities through the COVID-19 pandemic. Complete some of these platforms, bulletin can be given in written, audio, and video formats to be shared on social media. The COVID-19 pandemic presents a tremendous opening to remain the prodigious command of the Lord Jesus, in addition to the strengths and weaknesses of the strategy [22].

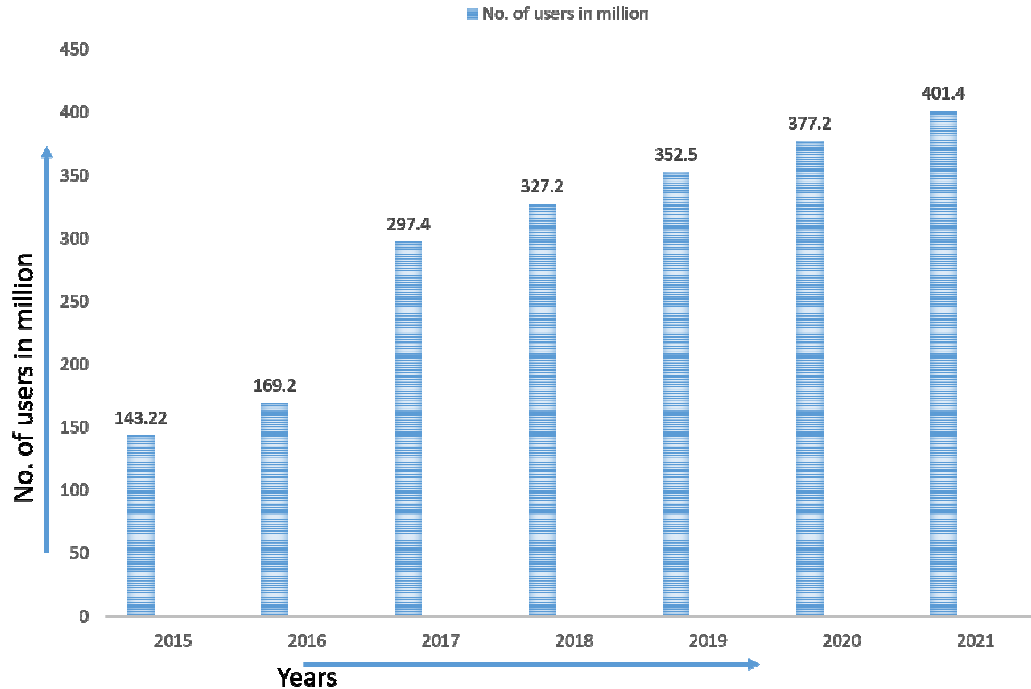
Astha Kumari illustrates that social platforms have influenced India's attitude toward the COVID-19 outbreak in both beneficial and bad ways. Many consumers turned to social media as the coronavirus spread around the world to learn more about the virus and how it works. Although it offered advice on how to protect yourself from this deadly infection, the newspapers many people were reading were determined to be "false news" because they may not have been independently certified or fact-checked. Information is relatively increasingly available in the present world, through many online channels. As a result, there was a great deal of fear even before the arrival of the COVID-19 virus in Japan. The common man suffered the most and even though social media has spread misleading information about the virus and created widespread panic, the author has achieved many things. For example, new networking has learned the effectiveness of maintaining social boundaries and the author can do to maintain our mental health when it is in lockdown. In short, I think the government should control social media and keep an eye on anything by any means when it comes to disseminating information related to catastrophic events like COVID-19. If managed properly, the author can overcome widespread fear and chaos and face this pandemic calmly [23].

P. Kadam et al. illustrate the impression of social-media use on psychological disorders of adolescents in lockdown. Man should be under the strong influence of technology. Young people are falling prey to the overuse of the internet, it is learned. To encourage their career growth, it is important to teach youth how to use social media appropriately. Both our physical bodies are heavily influenced by technology. Social media is having a big impact on our thinking as our lifestyle is also changing. During the total lockdown, it was clear how much social media had affected the way young people thought. Government bodies have decided to limit the transmission of the coronavirus in response to the COVID-19 disaster, a public medical emergency of global importance. Accordingly, a lockdown was instituted to contain the banquet of the disease. The current contagion condition is rapidly spreading across society and adversely affecting everyone mentally and physically. It was very difficult for a child to adjust to that new way of life when the talk of total lockdown was announced. The study aimed to assess how social media use affected adolescents during such lockdowns. It was determined that excessive social media use had a significant negligible effect on adolescents, with effects being equally physical and mental. The focus of this paper was on how frequent use of social media affected the quality of life of adolescents during the lockdown. It turns out that they are spending their time not giving enough importance to their studies, and this also affects their physical and mental health [24].

### 3. DISCUSSION

During the pandemic time, the maximum population used socialmedia such as Facebook, Instagram, YouTube, and WhatsApp just because some quit their job and some of them use it for entertainment, and some people use it to get information. There are millions of users increasing over different years. According to Figure 2; in 2015 there are 143.22 million users who use social media, in 2016 there are 169.2 million users who entertain social media, in 2017 there are 297.4 million users and in 2018 there are 327.2 million used the social media. The author optimizes that from the year 2015 to 2018, the growth of the user is rapid. Now, comes 2019, which is pandemic time and 25 million users are increasing between the year 2018 to 2019. In 2020 there is 377.2 million population using social media and last, and in 2021 there are 401.4 million users, using social media.





**Figure 2: Illustrates the no. of users during COVID-19.**

In contrast, many important media outlets only distribute daily reports and apprise about the coronavirus pandemic, comprising only the quantity of cases of infection, quarantine, hospitalization, and death, as well as newly introduced policy measures and prohibitions, will include information about, Social media is far more important than mainstream media, which still has a great influence on how individuals perceive danger. Television news is interactive, unlike more traditional competitors, which are mostly direct and instructive. Opinions, beliefs, hypotheses, fears, conspiracies, as well as sharing of false information, are a preconditions for conversation. Guess it depends on how false news is used and controlled, this attribute can be both helpful and harmful. Governments, intelligence, and reconnaissance workers, especially governments, can manage organizations associated with social media platforms, which have a significant ability to influence the public and stay informed over a long period.

By joining hands with renowned experts from diverse fields such as epidemiology, governance, economics, and psychology, they must generate powerful, powerful, and tangible information customized to meet social and strategically launched lunchtime health protection initiatives. According to the principles of the Enterprise Portfolio and Project Management Model (EPPM-model) standard, news must convey its purpose reliably and clearly. Experts must combine visual cues, data, and information to conform to the fear-driving model in the specific example of the "Stay at Home" campaign, which encourages adherence to social distancing guidelines either. They should also afford steadfast procedures regarding protection measures that community members can gross to guarantee their survival. In addition to using a provoking method, the promotion also emphasizes the benefits of education and following the rules. By offering social media users' data indicating a decline in infection cases, the usefulness of geographic restriction could be shown. Social media can also be used in anonymous opinion polls to obtain information about people's compliance with laws and to analyze public attitudes about newly proposed policies. Administrations

should endeavor to position themselves as a valuable foundation of evidence so that inhabitants do not conclude contemplations made by other Facebook users or other unreliable and accurate sources.

#### 4. CONCLUSION

The importance of the Internet is difficult to overestimate. According to the author's results, a recurring pattern has been examined inside this message that active users need to transfer these messages to others immediately. As a result, this same general public believes that all these fraudulent advertisements are legitimate and genuine. Despite the widespread false stories, one cannot ignore the incredible benefits that people can bring to the Indian masses. This was in contrast to previous catastrophic events such as the influenza of 1918, when digital networks did not yet exist and it was incredibly difficult, especially for the less fortunate without access, to stay updated with the latest facts. However, social media websites have recently become faster and simpler keeping in mind the buzz around the pandemic, which is true not only for Indian users. It is through this type that the knowledge is improved and reviewed by appropriate sources. Therefore, to aggressively refute lies and misinformation, educate people about the need to exercise caution when sending unverified news, and use every snippet of data they find online as a trampoline for their responses. Encouragement becomes important. In hopes of avoiding falling prey to misrepresentation on social media platforms, people are also recommended to do their paper from trustworthy sources and a legitimate online account, such as the National Commissions Agency. It is also proposed that the government institute certain procedures to punish religious leaders or individuals who have a large number of followers when they spread demonstrative lies among the community. Social media is a useful tool for dissemination, but when misused by malicious individuals, it can sometimes be harmful and polarizing.

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## CHAPTER 8

### EXPLORING SOCIAL MEDIA IMPACT ON POLITICAL DECISIONS IN A SOCIETY

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#### **ABSTRACT:**

The production and exchange of information, ideas, interests, and other modes of communication through online virtual networks and communities are made possible by social media, which are digital interactive channels. Since there are so many thoughts, ideas, and perspectives floating around on social media platforms, it is persuasive and often work to change or influence beliefs, especially when it comes to political beliefs. The Internet can have an impact on how political parties and candidates conduct their elections, interact with their followers, and form alliances with different groups of people. Politics on online platforms may be accessible to small groups with scarce assets. In this paper, the author discusses how political decisions affect youth through social media and how such decisions influence youth attitudes. Social media platforms are convincing and often successful in changing or influencing beliefs due to a large number of views, opinions, and especially concerns about political views in the future.

#### **KEYWORDS:**

Information, Political, Platforms, Society, Social Media Platforms.

### 1. INTRODUCTION

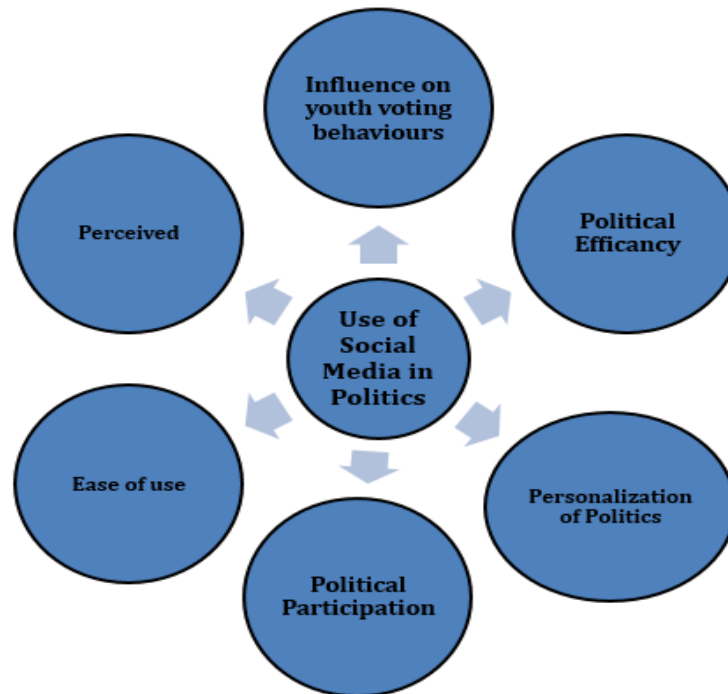
Political parties now have the means through which a large audience can be made aware of important topics ranging from policy to elections. A more informed voter will result in a more legitimate state. The media can be considered a democratic facilitator [1]. Many commentators argue that social networks, specifically, the Internet, and global economic, political, and cultural grievances are amplified by these platforms, and perhaps even more importantly, that these platforms have evolved into both democracies and authoritarian politics. But it has a different effect on governments [2]. High aspirations were held for the Internet and social media as liberation technologies because they played a clear role in organizing protests and providing a voice for alternatives to autocratic governments.

Reporters have also emphasized how autocratic governments use the Internet and social media for spying, propaganda, and distracting citizens from politics, starting with an important piece of information [3]. Recently, commentators have begun to blame social media for the rise of populism, the spread of racist ideas, and the rise of fake news in governments. There is ample evidence that the traditional media had a sign of impact on political outcomes by offering political news and entertainment, both before and after these channels were used extensively. Examples include radio, newspapers, and television [4]. Online media should be expected to have the same persuasion effect as traditional media so that they are similar to traditional media. However, social media in particular has several

features that set it apart from traditional media. This paper focuses on the features as they may have political implications and sheds light on some recent events [5].

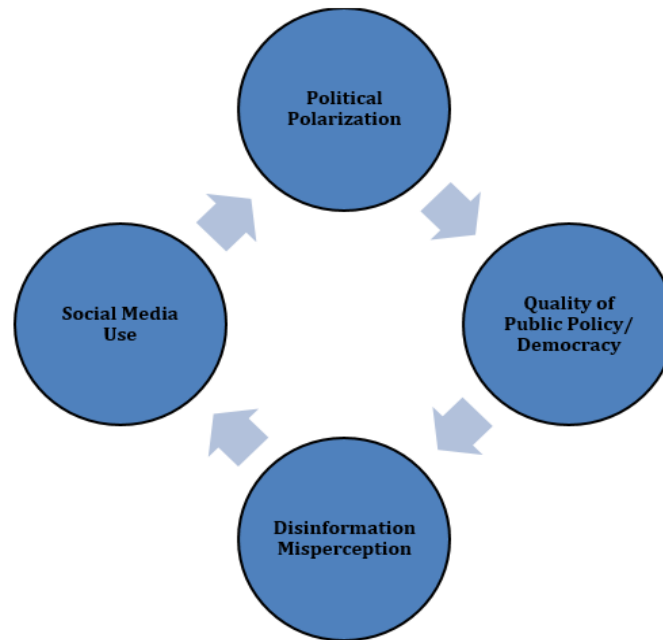
Several factors can be used to explain this phenomenon, including immigration, cultural change, job losses, economic stagnation, hostility to capitalism and self-determination, and the growth of xenophobic populist groups in response to social change after the 2008 financial crisis [6]. The rise of national populist parties in Europe and America is seen by authoritarian governments as evidence that liberal thought has outlived its role, as the public has come out against immigration, unlimited immigration, and multiculturalism [7]. Recent elections around the world demonstrate a strong anti-incumbency sentiment that can be easily orchestrated by hardline political groups and politicians.

The social media idea emphasizes the use of web-based tools and services for content production, sharing, and communication by both people and groups. Social media primarily focuses on communications that take place, the way it occurs, and the connections that arise from these conversations. Social media enables people and groups to create, maintain, and halt connections to networks of others with similar interests. Figure 1 shows the use of social media in politics and also their impacts on the youth.



**Figure 1: Illustrate Social media in politics and also their impacts on the youth.**

Social media in politics and also their impacts on youth concerns are described in Figure 2 on the next page. The question of whether political polarization and/or misinformation lowers the standard of governance in democracies and at the same time can lower the standard of democracy is perhaps of utmost importance [8]. The uncertainty about whether each of these factors can feed off the other further highlights the issue. Political polarization increases people's sensitivity to misinformation and increased dissemination of misinformation lead to increased political polarization. The use of social media, which can potentially fuel the political divide and spread misinformation online, is equally important [9].



**Figure 2: Illustrate Social Media, Misperception, Democratic Quality, and Political Polarization.**

### *1.1 Promise of Social Media:*

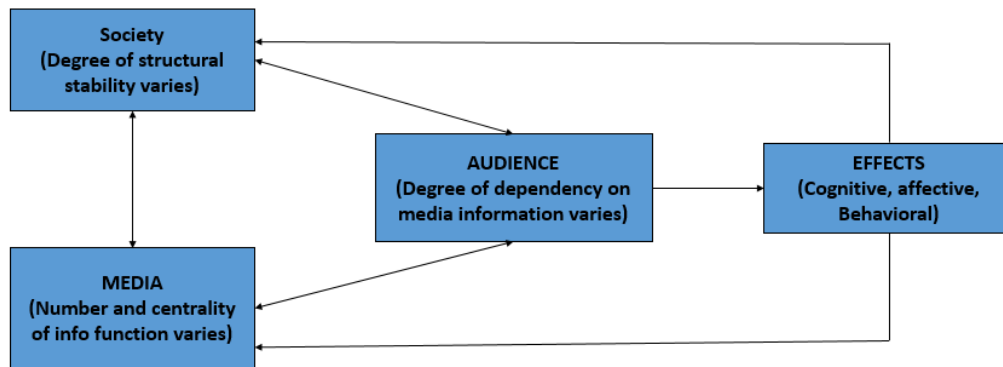
Facebook controls the top four social platforms: Facebook, Messenger, WhatsApp, and Instagram. These are the top four social networking networks outside China, along with Google-owned YouTube. WeChat, a China-based program that covers practically every aspect of human existence, is the most effective social media platform for capturing, capturing, and processing human attention. Facebook attempted to combine its subsidiaries (Facebook, Messenger, WhatsApp, and Instagram) into one sizable application as a result of its one-stop-shop business strategy. Social networking sites have been viewed by optimists as an expression of the liberalization ethos of the Internet: tools to facilitate economic possibilities, increase freedom of speech, spread liberal ideals, and give citizens a voice.

Some creators of American social media platforms hold this optimistic view, which may be linked to John Perry Barlow's Declaration of Independence of Cyberspace, which was famous when these businesses were founded in Silicon Valley. Although initially politically apolitical, many of these firms have moved in recent years to openly criticize governments. For example, Facebook founder Mark Zuckerberg discussed replacing the state's old social infrastructure, which fights the flow of knowledge, trade, and immigration, with a new global society. Furthermore, Zuckerberg said: that Facebook is more like a government than a regular firm in many aspects. The game-changing potential of the Internet for politics was discussed in an excerpt by Eric Schmidt and Google's Jared Cohen. They speculate that governments will be wedged off sentinel when they engage in a large number of mini-rebellions that challenge their authority, which is essentially only equipped with mobile phones.

## **2. DISCUSSION**

It is impossible to predict the impact of these social networks on the world, but they are one of the biggest viable mediums for advertising and social connections for people everywhere. Social media is a great tool for politics because it allows you to communicate ideas to

multiple people quickly and in a way that other people can understand. Government employees have now become proficient in the use of social media. During a political campaign, social media aids in brand development. Nowadays, it is clear which political parties get more voter support when a campaign is underway. The idea of using the Internet as a tool for political propaganda is not innovative, it is one of the best ways to connect with voters which is also a good way for a democratic politician to create a web existence, and explain the events, goals, and plans. In addition, the information provided through web-based social networking will be more illuminating and engaging. People can share their views and become aware of the point of view of others. Figure 3 the media dependency on the youth and its effects after knowing the dependency of media.



**Figure 3: Illustrate the media dependency on the youth and their effects after knowing the dependency of media.**

- i. *Relationship between society and media:* In this regard, media access and availability are seen as important indicators of an individual's media experience. There are varying levels of media dependence on social institutions in economic, financial, and cultural systems.
- ii. *Relationship between media and audience:* This relationship, which has an impact on how people can use mass media, is a key factor in the idea. Additionally, this connection differs between media platforms. The drive to seek mediated information and the dependence on the medium are both larger and require more pressurized information. As a result, there is a greater chance that the media will have an impact on the audience.
- iii. *Relationship between society and audience:* In addition to supplying its members with conventions, values, expertise, and laws, society also has an impact on the demands and motivations of consumers to use the media. By providing comparable media services, social systems can serve as an alternative to media.

Social media is computer-mediated technology that facilitates the exchange of ideas and information for online organizations and communities. On their personal computers or smartphones, users often use web-based technology to access social media services. Users can design highly interactive platforms that enable the sharing, co-creation, discussion, and modification of online content by individuals, communities, and organizations. It changes how people communicate with each other and with major corporations. Unlike traditional media, which employs a monologic best route for a data source to multiple receivers its outlet employs a communicative transmission method or multiple resources to multiple receivers. Some of the most famous social networking platforms are Facebook, Google+, LinkedIn, and Twitter.



In recent years social media has been increasingly important in shaping the fabric of Indian society. It has transformed Indian society from an immature to a mature one. Indians had a platform thanks to social media to speak out against injustice and inequality. The upper class has historically oppressed the members of the poor community. To make the public aware of the injustice done to them, cases of such misbehavior are being raised rapidly on social media. A few decades ago, only the farmer's family would experience grief if the farmer died as a result of a loan default. But now, if this happens, the entire nation sympathizes with the demise of such farmers, and Non-governmental organizations (NGOs) are also encouraged by the increased awareness of the issues.

It contributes greatly to improving the public perception of politicians and has a significant impact. With politicians having millions of followers on Twitter and followers on Facebook and Google+, this is truly a game-changer. When he was the Chief Minister of Gujarat, our Honorable Prime Minister Shri Narendra Modi continued the practice started by former Australian Prime Minister Mrs. Julia Gillard and former *United States* (US) President Mr. Barack Obama by hosting political conferences through Google+ Hangouts. Prime Minister (PM) Modi is one of the most liked and powerful politicians using social media. Even Anna Hazare's anti-corruption social media campaign in India was a huge success.

It is impossible to overestimate the importance of social media in India's corporate and consumer markets. Various companies use social media to create communities for engagement and promote their products. Every business, no matter how big or small, has an online presence on social media. Additionally, it regularly provides the Company with important data on client behavior [10]. However, this has a downside just like anything else. Undoubtedly, there are many harmful effects of social media, including invasions of privacy, Internet addiction, and online fraud. Even though many social networking sites include privacy setting features, we often see privacy invasions and leakage of personal data. Many people have thousands of friends on their friend list, but none of them is reliable in real life. That's why people experience loneliness in the real world.

Researchers have shown that excessive networking leads to unhealthy behaviors such as lethargy, obesity, hopelessness, drug abuse, social isolation, and, in the worst cases, suicide. Companies may face a situation where angry employees speak out against the reputation of the business. Social media platforms are also known to degrade and unfairly represent public figures, businesses, brands, and celebrities. With social media making possible widespread cultural exchange and intercultural dialogue, the world has become smaller. The such amalgamation of cultures has proved disastrous for Indian society. People from different religious and cultural backgrounds can call India their home as it is a secular nation. When these ideas fall apart the implications are harsh. A single social media statement or opinion about a particular ideology can spread like wildfire and provoke violent riots and volatile rallies.

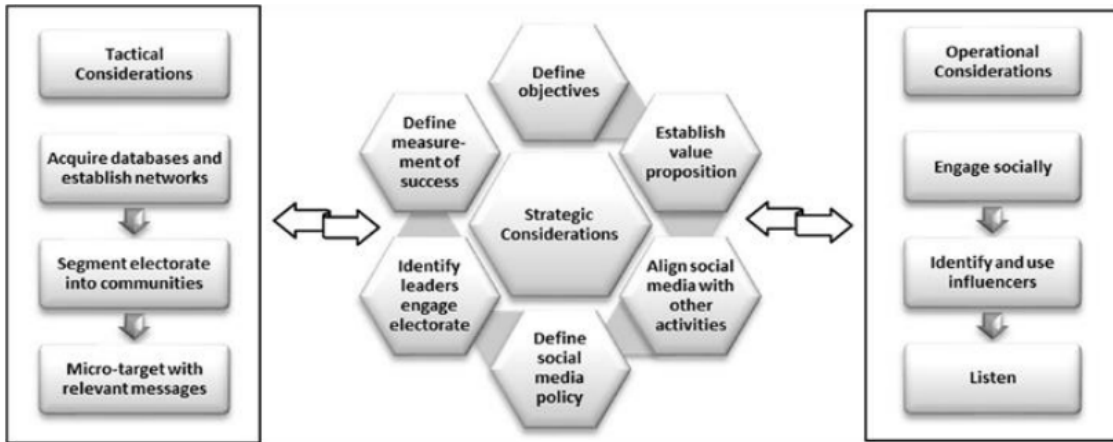
Due to this, the life of the average person becomes disturbed. Almost every Indian follows the trends of social media and the use of social networking sites. An individual's sense of community, whether in person or online, is improved by social media. It is a powerful marketing tool for businesses, independent contractors, non-government organizations (NGOs), etc. Concerns have also been expressed about a possible link between its overuse and negative consequences on health concerns, such as cyberbullying, online harassment, and trolling. Like everything else, social media has both positive and negative aspects. Exactly how and why we Indians use technology will determine its impact on Indian society. However, in the very long run, using the social media tools mentioned above has been successful in reaching a wider range of people across the globe.

This paper looks at how Internet access affects political power planning. Even if we see posters and cutouts of political parties and candidates, social media can be a better way to reach millennials as they are technically proficient. Social media is an essential part of our lives nowadays, and it is one of the main ways politicians use to connect with their constituents. Knowing and accepting legislative concerns is helpful. It serves as a platform for the exchange of information and ideas, thereby improving democracy. Long-distance informal communication sites like Facebook, Twitter, etc. are becoming more and more popular with time, due to the attractive features and interest of the youth of this generation. Figure 4 shows an understanding of the entertainment-oriented use of media.



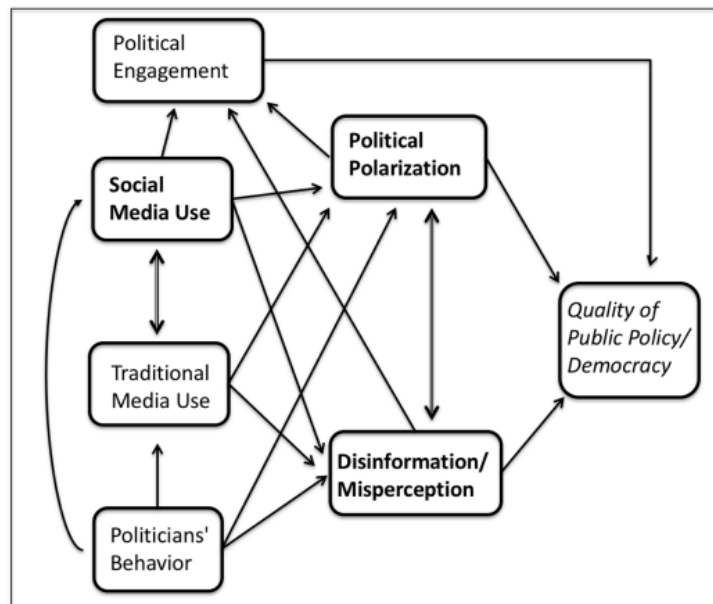
**Figure 4: This helps to understand the entertainment-oriented use of media [Degruyter].**

Most police officers now use social media to introduce new voices, which is extremely important when making decisions. People can easily communicate with each other through messages, posts, and other forms of insight known as fights, which makes it monotonous for people to favor majors and express their opinions through trends and comment threads. But if the content is good enough, they will do that too. These options don't seem to be available in the older methods of development. Some are still of the opinion that it is not common to use social media in political campaigns because they support the prevailing theories and tactics. Here, most people believe that social media is important for political exchange as it is the most adaptable medium for long-term correspondence. Figure 5 shows the conceptual framework for political marketing on social media.



**Figure 5: Conceptual framework for political marketing on social media [1].**

A large chunk of executives attracts people by effectively inviting them through social media. The teens admitted that they were more interested in following through and seeing reactions related to social media posts and legislative issues. Today, social media plays an important role in choosing a Member of the Legislative Assembly (MLA) for a country as most of the political conversations take place there. From a public perspective, this is an incredibly flexible and reliable way to plan an appointment. In this sense, Internet networking provides a better platform than traditional media for discussing and considering legal matters. Also, the main reason is that most people spend their time online learning about various subjects. Because of this opportunity, most groups actively engage in racial conflicts online, and this is mostly due to the great reach of the Internet.



**Figure 6: Illustrate the relationship between Social Media, Political Polarization, Misperception, and Democratic Quality.**

Finally, this narrative involves the politicians themselves. Of course, they can spread false information themselves or by amplifying it from other sources. Political mass polarization may worsen as elites become more divided. Elites may also play a disproportionately large

role in the dissemination of divisive material, even via social media, as recent history has vividly shown. Last but not least, governments might consciously foster mistrust of reputable media organizations to support less reliable sources perhaps based on social media. Consequently, a more intricate model may resemble Figure 6.

These days, people prefer to communicate with each other online regarding subjects related to government affairs. The best possible platform for modern life is the Internet, which presents itself as the most adaptable way through offers, likes, comments, and posts on Facebook, tweets on Twitter, photos on Instagram or Pinterest, and correspondence on WhatsApp. Most people agree that political communications online are beneficial because they can articulate their unique benefits, share their perspectives on legal problems, and support or support actions taken by decision-makers at any time. You can publish or present your opinion in opposition. Additionally, he believes that online political releases are more secure and therefore can help uncover new voices. When used properly, political conversations on the Internet can aid voters.

Social media has been praised for empowering its users and making content creation accessible to anyone with an internet connection. The idea of new media populism encompasses strategies to make it possible for the general public to interact with underrepresented groups and to become actively involved in political discussions. People's access to political information can be increased through new media, especially social networking websites such as Facebook and Twitter. The Internet and social media platforms have made it easier to share opinions, in contrast to the strategy of mainstream media, which is often top-down, centralized, and prohibitively expensive to enter.

The potential for computer-mediated communication to threaten the monopoly of the current political hierarchy on the powerful media, and potentially revive citizen-based democracy, potential, which gives it political relevance. When it comes to democratizing media participation, social media may fall short of goals, ushering in a new era of participatory democracy by allowing news and views to be provided to all users. International survey results indicate that the majority of online media users are passive consumers, while a small percentage primarily generate new content and submit comments. The influence of social media varies from country to country, with local political systems having a greater impact on how individuals express their views about state-related current events than social media.

### 3. CONCLUSION

With the advent of social media, there are widespread expectations that young adults may once again engage in traditional politics. This desire is directly driven by the many social media activities that are taking place and such that these activities are creating low-effort forms of online interaction that are intended to influence offline participation in the future. The evidence is compelling to use social media, especially political social media, to influence offline forms of interaction. Despite the sharp increase in the political use of social media over the past three decades, voter participation did not change significantly and was still very low compared to the older generation. According to a collection of research on social media and political participation, the political participation of young people has generally increased during the same period. This paper explains the potentially distracting features of social media, particularly its entertainment-focused, non-political content, to explain this conundrum. Such content may increase access to non-political information, which may hinder the reception and prominence of political concerns and may impede the activation and achievement of participatory goals. Future research to evaluate these hypotheses should properly differentiate between different social media content types across different platforms

and channels. It has to provide reasons for and satisfaction of use as well as access to the content. This can produce a more complex image of young people's political participation on social media, particularly concerning the outcome that is most important to democracy, electoral participation which also helps in the future.

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## CHAPTER 9

### AN INVESTIGATIONAL STUDY ON THE IMPACTS OF POVERTY ON RURAL COMMUNITIES IN INDIA

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#### ABSTRACT:

Poverty is explained as not having enough money to meet necessities like clothing, food, and shelter. Poverty is a social, economic, and political phenomenon that has many causes and effects. It is difficult for the rural poor to save money and attain loans that can be used to buy raw materials and increase capital as they often lack access to capital markets and financial institutions. Many underdeveloped rural areas lack irrigation to pump or store water, leading to shorter harvests, shorter workdays, and less production. In many rural settlements, more work remains to be done, both due to the lack of road facilities and poor irrigation systems in rural areas. In this paper, the author discusses the reasons for poverty and how it affects rural areas. The poor infrastructure that impedes development and program is often the reason for rural poverty in the country. Roads that can improve access to agricultural supplies and markets are generally inadequate in rural areas. The advancements in roads might decrease the isolation of the poor from technological advances in developing markets and more metropolitan areas in the future.

#### KEYWORDS:

Development, Economic, Poverty, Rural Communities, Rural Poverty.

#### 1. INTRODUCTION

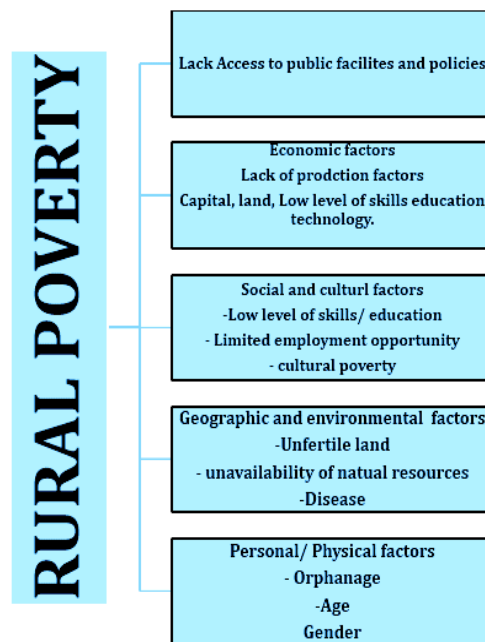
Rural poverty is defined as poverty in rural areas, which includes the social, economic, and political aspects. Because of their scattered populations, rural areas often have inadequate infrastructure and more difficult access to markets, which are often concentrated in population centers [1]. Legal and social protection measures for rural areas are another issue, and women and marginalized groups generally face barriers to access to resources such as education, land, and other support networks that promote economic development. Many initiatives, notably gender equality, increased credit facilities and income, and maintenance of infrastructure and access to other techniques such as the Internet, have been explored in both developed and emerging markets.

Rural poverty and the independent variable, which in this context corresponds to the disparity between rural and urban areas, are often studied together in academic research. Endemic inequality and abject poverty are both worldwide issues, but like other forms of poverty, rural poverty is more prevalent in emerging countries than in industrialized countries. The international community still faces difficulties in ending rural poverty with effective policy and economic expansion. According to the Agriculture and Food Organization, most of the persons in poverty are either small-scale farmers or agricultural laborers who live in rural areas and are mostly dependent on agriculture for their livelihood. These food systems are susceptible to harsh weather, which is projected to have a greater impact on agricultural systems globally as a result of climate change [2]. Therefore, it is projected that the climate crisis will reduce the efficacy of initiatives to tackle rural poverty and result in the relocation

of rural populations to metropolitan areas. Goals for Sustainable Development None of the poverty sets global objectives to tackle these problems.

In rural locations, poor infrastructure that restricts development and travel is a major contributor to poverty. Roads that can improve access to agricultural supplies and markets are generally inadequate in rural areas. Without roads, the poor in rural areas are cut off from developing markets and technological advances in more cosmopolitan locations [3]. Rural poor people often have inadequate access to the media and news sources, making it difficult for them to communicate and leading to social isolation. Such seclusion prevents the blending of metropolitan life and organized markets, which can lead to greater growth and financial stability. In addition, due to the unpredictability of water supplies for the production of crops, inadequate or inadequate irrigation systems stance a menace to agricultural productivity. Many underdeveloped rural areas lack irrigation to pump or store water, resulting in shorter harvests, shorter workdays, and less production. In many rural villages, high work intensity occurs due to both the absence of adequate roads and inadequate irrigation systems [4].

To evaluate the relationships between all main routes and their safety impacts, as well as the consequences of road construction on the availability, for example, of health care and education provision of services[5]. It specifically targeted vulnerable, under-populated, or under-served rural communities in emerging countries. Researchers found that there is no convincing evidence to show that transportation is an important part of the infrastructure and that this study only examines the theoretical relationship between infrastructure developments. Transport infrastructure can affect security and reconciliation through several different direct and indirect mechanisms. Researchers agree that infrastructure programs have the potential to perform three functions in an uncertain environment: as a catalyst for economic growth and better service delivery as a step in the process of institutional reconstruction; and as a stable and peace-building measure and possible reason-leading to the rural poverty as shown in Figure 1.



**Figure 1: Illustrating the Factors Identified as the Reason that are Leading to Rural Poverty.**

Authors argue that there is insufficient data to support these causal relationships, but other areas of infrastructure building, containing but not limited to road construction, be successful in unstable national settings. Researchers have revealed some evidence that road construction sometimes employs the most vulnerable or disadvantaged. They noted case studies showing that road development projects, especially those that focus on an integrated approach or local rural road development goals, can result in temporary job opportunities in unstable and conflict-prone areas. Without exhaustive impact studies, much of the information is focused on the number of hours of work generated or the number of persons employed.

There was some indication that rural road development gave additional options to minorities to engage in macroeconomic activities and reduced their isolation. However, there was no clear association between this data and reducing conflict or increasing security. According to research on inequality and segregation, this means access to markets for products and services, services for education and health, and employment opportunities, all of which reduce poverty. The vast majority of available qualitative data points to a beneficial effect of rural road construction or maintenance on the provision of public services. In general, improvements to rural roads lead to better accessibility for both customers and providers. This results in less travel time and expenses, but powerful and well-educated people disproportionately benefit from these benefits. Road construction is often given a high priority in rural areas because they believe it will increase access to markets, health care, and educational services.

## 2. DISCUSSION

The total population of India is 1.3 billion, of which 900 million people live in rural areas. Even though the poverty rate has come down significantly with the help of the administration, 300 million persons living in rural India continue to live in poverty due to natural disasters, a major reliance on agriculture, and a low birth rate. The monsoon, which supplies rain and water to the land, is the primary factor affecting agriculture in India. This suggests that cyclones, droughts, water scarcity, and global warming all have an impact on agriculture and also can damage crops [6].

In rural India, apart from environmental factors, social factors also contribute significantly to poverty. Many residents living in remote areas are physically unable to work. Additionally, people may have problems with alcohol or drug addiction. Poor education systems, limited access to health care, inadequate or absent sex education, and the lack of birth control options are other factors that contribute to poverty. The practice of child marriage is one of the major social problems associated with poverty in rural India. Before 1978, men and women in India had to be of 21 and 18 years of age, respectively, for marriage.

Despite this, more than 231 million Indian girls are married off before the age of 18, accounting for more than a third of all child marriages worldwide [7]. One-fifth of women in rural India are married before the age of 16 and have their first child before the age of 18. Child marriage significantly affects the physical and mental health of Indian women, and as a result, young women have limited access to education. To feed the growing population, more food and energy are needed. Proper family planning education and strict enforcement of laws against early marriage are two ways of solving this problem for people in rural India who are living in low socioeconomic conditions.

Even though the "Green Revolution" accentuated private holdings and sought to divide this property equitably among all people, a large proportion of land in India's rural areas still held a small number of upper-class individuals. A minority upper socioeconomic elite, consisting of wealthy farmers and landowners, owns large amounts of cultivable land, leading to a

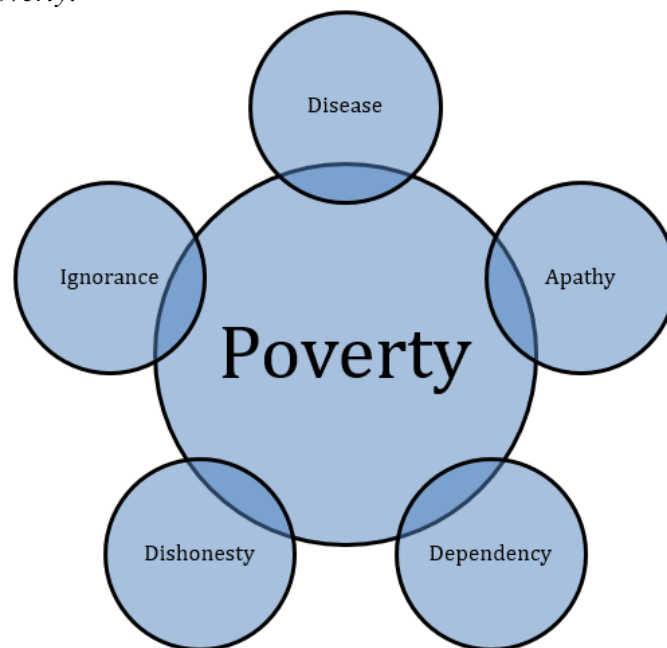


severely unequal distribution of the land. Most of the people had such little land, they may have had to maintain their feudal relations with the wealthy landowners. Those who are not in the feudal relations scuffle with such modest annual incomes and often take on loans as crops rarely benefit from their fields. Other aspects of rural poverty in India include agricultural practices, neglect of crop rotation, and low-grade supplies and equipment.

Many rural people in India depend on loans with very high annual interest rates due to the country's high poverty rate [8]. Although this appears to be a smart way to address the issue of poverty and reduce the immediate burden of economic needs, it will have a detrimental effect on these rural communities in the long run. These loans create additional debt and increase the amount of money needed to pay off the loan. A compulsory school stipend and local government poverty subsidies are better options to help reduce financial stress in rural India. Lastly, many factors contribute to poverty in rural India [9]. "Increased land surveillance, stricter enforcement of the legal marriage age, wider use of birth control, better access to medical facilities, and increased support for low-income individuals are all possible ways to reduce poverty rates. As opportunities increase, rural India's poverty rate increases".

As well as one of the fastest growing economies, India is eliminating poverty among its population at an accelerated rate, despite international pressures such as trade conflicts and the current rise in separatism [10]. Many Indians are still struggling because of extreme poverty. With its vast resources and expertise, India has the potential to help its entire population escape poverty. This significantly slows down the economic expansion of the country. When a person cannot afford or has limited access to necessities such as food, clothing, a city to live in, health care, and education, one is actually in poverty. Purchasing power parity and quantitative relative basis are used by the United Nations and the World Bank to calculate poverty. As a result, different perceptions lead to different estimates of poverty.

### 2.1. Causes of Poverty:



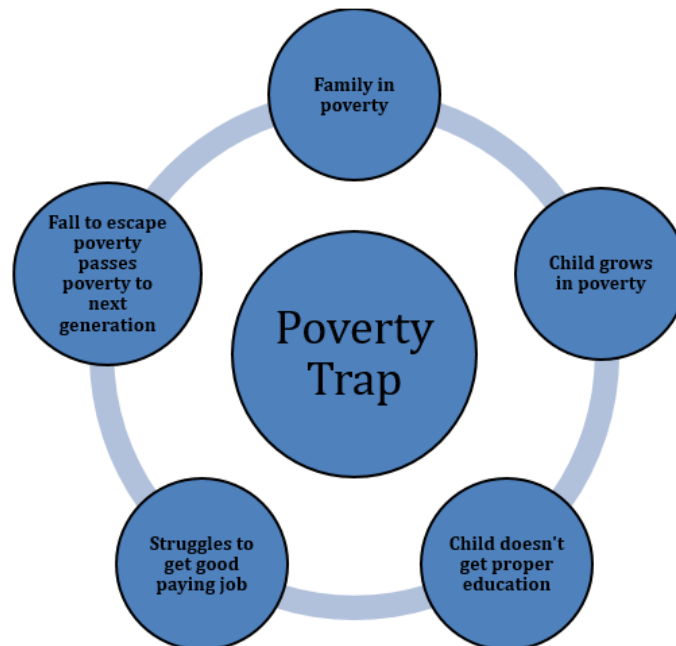
**Figure 2: Illustrate the Poverty Factors which are classified into Five Factors.**

In this, several factors contribute to poverty and are also classified below, also represented in Figure 2.

- *Increase in Population:* The Indian economy can benefit from population growth that occurs quickly as a result of falling death rates and rising birth rates. However, given the high unemployment rate and the increasing dependence on this working population, it is currently proving to be a problem. To support the expansion of the economy, the vast population would have to be converted into human capital.
- *Natural Calamities:* The states of Uttar Pradesh, Bihar, Madhya Pradesh, Jharkhand, Orissa, Uttarakhand, and Chhattisgarh are home to most of the people in India. This is because these states are vulnerable to natural calamities and most of their residents are ST and SC, making them under-represented. Natural disasters hinder efforts by these governments to advance their economies, especially in the case of agriculture.
- *The rise of unorganized sectors:* In India, there are many unorganized industries, which contribute to the issue of exploitation of workers. Job insecurity is the result of an increase in the demand for labor.
- *Inefficient use of resources:* India has a wealth of natural resources, which if used effectively and without wasting anything can turn out to be an advantage.
- *Corruption:* Though the government has taken many steps to eradicate poverty, there is a lack of democratic will. Poverty is also the result of corrupt people in power.

### 2.2. Impact of Poverty:

Many problems, including thirst, disease, and hunger, are both causes and symptoms of poverty. Therefore, the phrase poverty trap which refers to a dire cycle that prevents individuals from rising out of poverty is often used to describe the condition and also in Figure 3 shows the poverty trap.



**Figure 3: Illustrate the poverty trap which helps to understand the poverty affects the ruler community.**

### *2.3. Rural Poverty in Developing Countries:*

There are many complex root causes of rural poverty. They cover markets, gender, culture, public policy, and climate, among other things. The issues faced by the rural poor and the possible solutions to those issues are also quite diverse. This pamphlet explores the reasons why rural poverty exists, how it can be reduced or eliminated, and possible solutions. To reduce rural poverty and create sustainable economic growth, it is widely accepted that maintaining macroeconomic stability, competitive forces, and government investment in infrastructure development are essential. Government policy should focus on problems such as the right of the country's poor to land and credit, the right to education and social services, social services, and food within well-publicized construction projects, and the rural poor's various relationships with the economy reason must be applied.

A quarter of the world's population is classified as poor; they get it for less than \$1 a day. In addition to being a condition, poverty is a multi-layered, complex process. Poverty can be temporary or permanent chronic, although temporary poverty has the potential to imprison future generations if it is severe. The poor employ a variety of methods to reduce and manage their poverty. Examining economic and social background, which includes government organizations, markets, neighborhoods, and households, is important for understanding poverty [11]. Gender, age, ethnicity, location rural versus urban, and sources of income are all associated with different levels of poverty. In families, women and children often face a worse situation than men. The poor in rural areas suffer more than the poor in urban areas, with minority ethnic and religious groups suffering somewhat beyond the majority groups in both cases. In rural locations, poor-paid workers who lack housing suffer more than modest landlords or tenants. It is the complex interrelationships between civilizations, markets, and government regulations that cause these disparities between the rich and the poor.

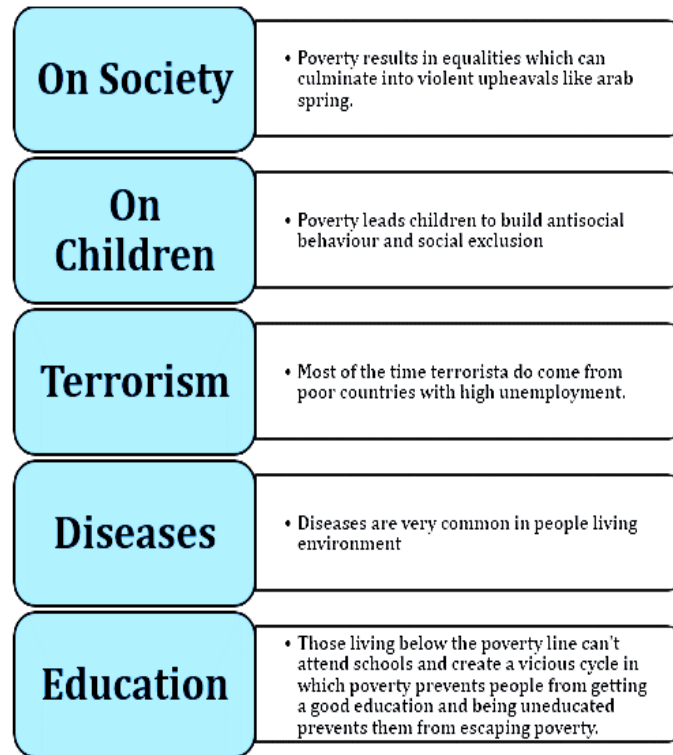
Practically everywhere, the rural poor are much worse off than the urban poor in terms of personal costs, housing, transport, and information access. High levels of rural poverty have an impact on population growth and migration to metropolitan areas, regardless of whether there is overall economic development. Efforts to escape poverty by moving the rural poor to cities contribute significantly to urban poverty. Wrong policy choices, such as punishing agriculture and ignoring rural infrastructure, worsen poverty in both rural and urban areas. The link between economic development, poverty, and income distribution has been carefully examined in recent studies on economic development. It is possible to reduce absolute poverty if at least two conditions are met:

- i. Income must increase or there must be a steady increase in average income;
- ii. Economic development should not increase income inequality or affect the way income is distributed.

In general, poverty reduction is impossible without economic development. The possibility of economic progress can be hindered by chronic poverty for a large percentage of the population. The basic distribution of wealth and income can also significantly affect growth prospects and the reduction of widespread poverty. Anecdotal evidence indicates that the highly unequal distribution of wealth has neither led to economic progress nor helped to eradicate poverty. If nations adopt incentive structures and more investment to guarantee better health and earn more from education through improvements in current consumption and higher future incomes, the poor will benefit twice as much.

Equally important are the continuity and pattern of economic development. The typical import-substitution, capital-intensive and urban-biased development resulting from

government trade, pricing, and public spending policies has often not helped assuage poverty. In places where land ownership is low, agricultural development and the use of labor-intensive techniques virtually eliminate poverty. Last but not least, a sudden decline in economic growth due to an economic adjustment can increase the prevalence of poverty. If the crisis has increased inequality, the spread of poverty may not be reduced even after the Gross domestic product (GDP) increases. Figure 4 shows the different areas in which poverty is reflected.



**Figure 4: Illustrate the different sectors in which poverty reflects.**

#### *2.4.Important Policy Elements Required to Lower Rural Poverty:*

It is generally accepted that the key conditions for sustained economic growth and poverty reduction include competitive markets, stable macroeconomics, and government investment in a country's physical and social infrastructure. The strategy to end rural poverty must first create the necessary conditions and resources for persons working in the agricultural manufacturing/supply system of the rural area. Other policy elements of national plans integrating the state, the business world, and civil society to eradicate rural poverty may include:

- i. *Information congregation:* The rural poor are not a homogeneous population and deal with a wide variety of issues. As a result, constant efforts must be made to learn more about the specific problems they experience to address them effectively.
- ii. *Focus on the building effects:* Government should determine what monies the underprivileged need to increase their income. This may include funding, advances in health and education, or access to agricultural land or other goods. The biggest cause of ongoing poverty is the reliance on manual work without the effort to develop other assets.

- iii. *The right to adequate land and water:* Aiming at alleviating rural poverty, a comprehensive land reorganization program that includes land ownership, land transfers, and equitable and enforceable occupancy agreements is essential. It can increase the productivity and standard of living of small, frontline landlords and tenants.
- iv. *Basic health care and literacy:* To escape poverty and subsidize more to the economy, and society, rural poor people must develop and increase their human capital. Basic education (literacy, technical training, and schooling), especially for women and children, and basic health care (clean water supply, vaccination, and family planning), are important building blocks and must be affordable.
- v. *Local involvement:* Health and education-related infrastructure and services will be supported and maintained in the best possible ways if targeted respondents are involved in the design, monitoring, implementation, and decision-making about accountability.
- vi. *Providing the infrastructure:* If some critical components of the country's physical infrastructure (irrigation, communication, and transport) and the support services (extension and research) are not provided in sufficient quantity or quality, the rural poor will not be able to get the right use of their Will to be Resources including human capital. Social and physical services and infrastructure can be maintained and funded most effectively if the intended groups can design, implement and monitor them, which means they will be cheaper and of comparable quality.
- vii. *Targeted credit:* The rural poor often do not have access to official or informal sources of credit as they are very expensive. Targeted public sector rural credit schemes help the non-poor more than the poor, especially if they are subsidized. There is a desire for funding on fair terms to the disadvantaged section, which is accessible when needed. Recent trials with community-based loan schemes, where disadvantaged people actively engage in lending options that are accountable to peers, have been effective in reaching the target population at an affordable cost.
- viii. *Public work:* The rural poor make up a large and expanding part of the labor force because they are either completely dependent on their labor as their only asset or have few assets, such as a minimum of land and domestic animals. The near and landless can greatly benefit from a flexible public works program to balance household consumption and avoid momentary poverty. If used repeatedly, it can provide greater negotiating power to the poor in rural areas.
- ix. *The decentralized food program:* In a few rural poor people, both individuals, and families, often struggle with malnutrition. Depending on their situation, they require different types of assistance. Programs that provide food supplements, cash transfers, and food assistance through community centers, hospitals, and schools are just a few examples. The most effective initiatives appear to be decentralized and focused.

### 3. CONCLUSION

However, problems arise when villagers use metrics beyond money, such as education, access to public facilities, reliance on resources from common land, the size of holdings and their productivity, social factors, or perhaps even household size. Although traditional poverty thresholds based on current income may be theoretically effective, it is challenging to relate to the realities of the region in reality. The poverty line is a clean and correct solution,

but in reality, poverty does not look like this. It may not be easy or even useful to turn the complexity and diversity of poverty into one metric and depict the average of poverty. In this author, the author discusses how, in practice, the government poverty line and the effects of grinding poverty of residents coincide. For villagers, poverty is much more than the line drawn between rich and poor households based only on income. Since villagers form the target population for poverty reduction programs, it is important for policy to bridge the gap between the official poverty level and how they perceive it and their opinion will affect how these programs operate in the future related to this study.

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## CHAPTER 10

### INVESTIGATION OF THE ROLE OF TECHNOLOGY IN HEALTH SERVICES FOR BETTER WELLNESS OF SOCIETY

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#### ABSTRACT:

Health information technology presents many opportunities for healthcare reform and transformation which includes reducing human errors, improving clinical outcomes, facilitating care coordination, improving practice efficiency, and tracking data over time, while networked gadgets and telemedicine enable remote patient monitoring. In health services lack of technology is increasing the chance of human error, lack of transparency, high cost of care, and lack of nurse and physician shortages. This paper focuses on the benefits of technology in the health sector such as simple access to patient medical information, a decrease in medical mistakes, enhanced patient education, and cost savings. Also discusses the various factor of healthcare with the use of technology the role of community health workers, the role of healthcare technology and innovations, and the benefits of information technology in healthcare. It concluded that the transformative impact of technology in the healthcare industry cannot be underestimated. In the future, Artificial intelligence (AI) technologies have been used to diagnose diseases, remote monitoring devices are making it possible to manage diseases remotely.

#### KEYWORDS:

Health Care, Innovation, Medical, Patients, and Technology.

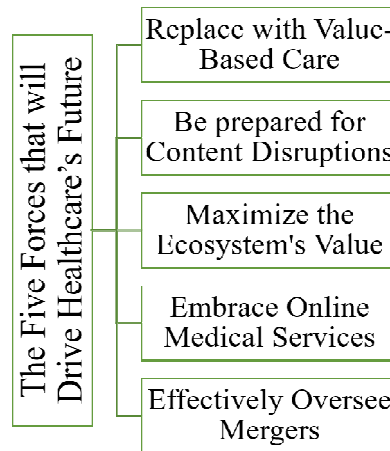
#### 1. INTRODUCTION

Healthcare coverage refers to the improvement of a person's health through the protection, diagnosis, therapy, amelioration, or prevention of disease, sickness, trauma, as well as other health-related problems. Health professionals and related industries offer healthcare. Health care includes all of the following professions: dental, pharmacology, maternity, nursing, ophthalmology, audiologist, psychology, occupational therapists, mental therapy, sports exercise, and so on. This encompasses work done in the fields of public health and the delivery of primary, secondary, and tertiary care [1]. Depending on social and economic factors, and also health policy, access to healthcare can differ throughout nations, communities, and people. To obtain the greatest potential health outcomes in Figure 1, the timely usage of personalized health services is a requirement for delivering health care services.

When evaluating access to healthcare, it is important to consider factors including financial constraints, such as health insurance, geographical factors, such as higher transportation costs, the possibility of taking time from work using such facilities, and healthcare limits. Low income, inadequate health literacy, and difficulty communicating with the provider. The usage of healthcare care, the effectiveness of treatment, and the final result, well-being, and mortality are all negatively impacted by the constraints of healthcare services [2],[3]. Organizations designed to address the health requirements of specified populations are

known as health systems. The World Health Organization (WHO) states that for a healthcare system to operate effectively, it needs a financing source as well as personnel that are suitably compensated and trained. Dependable and well-maintained medical facilities to provide high-quality drugs and technology.

The most recent COVID-related scenario in India is that the disease could become endemic there. Since the end of March 2020, when the epidemic was first identified in the nation, it has gone a long way. The coronavirus illness was a challenge for medical professionals, healthcare organizations, and policymakers alike. After 1.5 years, the US has reported the most instances since the epidemic began, and a record number of people are receiving vaccinations. Studies have shown that a booster dosage may soon be required. The most crucial objective for India right now is to accelerate vaccination at a rate where a significant portion of the eligible population is immunized with both doses. Scientists have recently established that immunity deteriorates with time, proving that even with widespread vaccination, herd immunity cannot be achieved [1]. Over the upcoming several weeks, it is crucial to keep a very careful lookout for any potential additional spikes. It's crucial to test, track down, and quickly isolate patients. Valuable human lives must be spared after the epidemic has been going on for 18 months and after the first two waves of severe repercussions. Because the majority of the population has received vaccinations, nations like Britain, France, Germany, and Israel have witnessed a huge decline in mortality. The fatality rate is still low despite a recent rise in instances, which is evidence that vaccinations are effective. Therefore, the objective is to boost immunization across the nation while closely testing in areas where increases are observed.



**Figure 1: Illustrates the Five Forces that will drive healthcare in the Future in which Development of New Care Delivery Formats [4].**

It is widely acknowledged as being essential to promoting people's overall physical, emotional, and social well on a global scale. This study is divided into several sections, the first of which is an introduction, followed by a review of the literature and suggestions based on past research. The next section is the discussion and the final section is the conclusion of this paper which is declared and gives the outcomes as well as the future scope.

## 2. LITERATURE REVIEW

Sara Eltarabily and Dalia Elgheznawy [5] have explained the effects of the Corona epidemic on urban planning and cities. The main objective of those research has demonstrated efficacy in addressing this worldwide disease. The author's method, which is broken down into three



parts, suggests that designers, strategists, and public health professionals should collaborate to create better health outcomes either during or after that crisis. It was determined that the three primary pillars of smart, sustainable, and comprehensive cities form the basis of the best urban planning, particularly in light of the present economic crisis. To better prepare for a future issue, it was concluded that the pandemic can be viewed as a chance to reconsider how cities are built.

Hannah R. M. [6] et al. have explained that an inventive, eco-friendly framework for existing lands includes institutions and structures that were formerly created with specific purposes. The study's main objective was to throughout COVID-19, digital technology has been crucial, aiding several community sectors. According to the author, real-world examples and case studies from the perspective of COVID-19 were utilized to comprehend a smart, eco-friendly ecology in a post-pandemic society. The study concluded that knowledge of a variety of current multidisciplinary studies, can spark conversations and bring different parties together and have a good influence on the future preparation and growth of eco-friendly environments.

Anutosh Das [7] et al. have explained that people come to cities in search of a higher quality of life due to the concentrated urban growth. The main goal of the substandard amenity amenities for many stakeholders is to simultaneously deter qualified people from leaving and draw outside professionals to dwell in rural Bangladesh. Before and throughout the worldwide COVID-19 epidemic, the methodology combined a two-step examining and evocative survey. As the results demonstrate, a substantial portion of professionals (77.2%) stayed in their present place owing to a job advertisement, and just 4.0% relocated of their own will or 16.8% to their home district. The COVID-19 pandemic condition, it was concluded, forces us to reconsider the decentralization of activity centers. Calvin Wai-Loon Ho [8] et al. explained that one of the most significant lessons learned from this epidemic for East Asian nations is likely new experiences with surveillance-based modern technology. Develop City technology and other digital tools, together with traditional thermal scanning cameras and digital tracking in the surveillance of at-risk persons, were soon used for infection control objectives. According to the creator of the described digital technologies, a wider range of healthcare issues will be handled, such as the control of non-communicable diseases, the prevention of psychosocial factors, and much more in the supervision of health services. It concluded that, among many other facets of social life, the pace of digitization is anticipated to pick up.

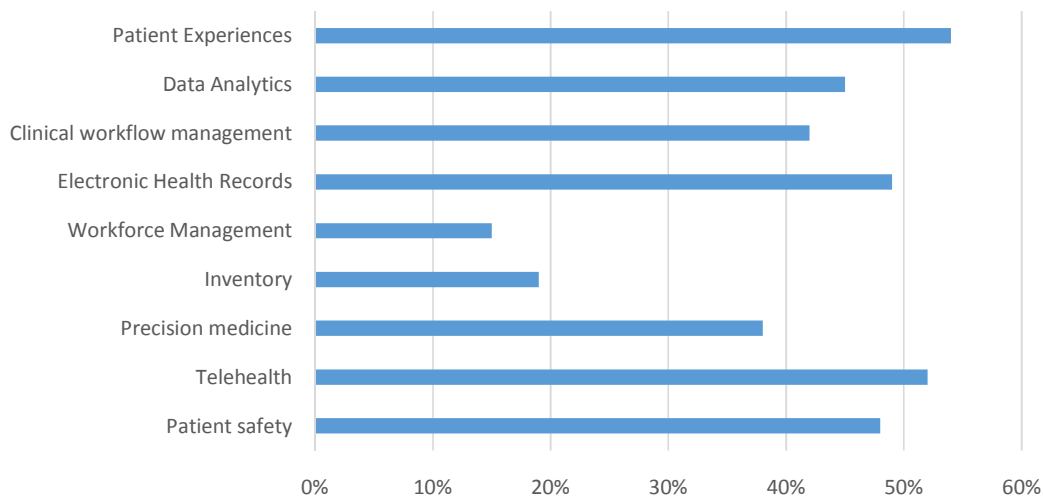
Melissa Leach [9] et al. have explained that a severe systemic flaw and fragility have been shown by COVID-19, unparalleled health as well as development disaster. It explored exposing and questioning the structural circumstances, relations of power, and capitalist economic regimes that originally produce threats and hazards in addition to embracing the necessity for flexible, contingent, and negotiating solutions in the presence of the context-specific complex. The study shows that is needed to understand the causes, course, and impacts of the COVID-19 pandemic and must take into account together operational political-economic circumstances and far less orderly, chaotic procedures that reflect difficulty, insecurity, contingency, and context-specificity. It concluded that there was a need for development strategies that could prepare for and react to unpredictable shocks in the future, such as pandemics, climate change, financial instability, or other factors it had not even considered.

The above study shows the effect of the corona epidemic on urban planning and cities as well as an inventive, eco-friendly framework for existing lands that include institutions and structures that were formerly created with specific purposes. In this study, the author

discussed the various factor of healthcare with the use of technology are the role of community health workers, the role of healthcare technology and innovations, an example of technology and public health working together, and the benefits of information technology in healthcare.

### 3. DISCUSSION

The fundamental services that are essential to daily living are healthcare services are the hospital, illness center, nursing home, and surgery facilities all make use of these services. The healthcare sector is characterized by a variety of factors that may be both lucrative and frustrating. Compliance is one of the most crucial duties for any provider due to the volume of regulatory standards and their interconnectedness,[10]. Medical experts, organizations, and directly employed healthcare employees who offer medical treatment to individuals in need make up healthcare services. Services for healthcare benefit patients, families, societies, and the general populace. They cover hospitalized, diagnostics, primary, geriatric, long-term, preventive, rehabilitative, emergency, and home care. These programs are focused on providing patients with high-quality, easily accessible healthcare. To successfully deliver health care services, a wide range of practitioners and care kinds are required. It should come as no surprise that connectivity is one of the areas where innovation is most required in Figure 2. But rather than electronic health records and patient experience are included. Despite these challenges, interoperability made progress this summer with the launch of a collaborative project between Care quality and Common Well that allows hospital members to share continuity of care documentation with every other member, regardless of which EHR they are using. Naturally, the list also includes patient health and safety.



**Figure 2: Illustrates the technology innovation that is most needed in healthcare where it can be used to fine-tune your hospitalization system [11].**

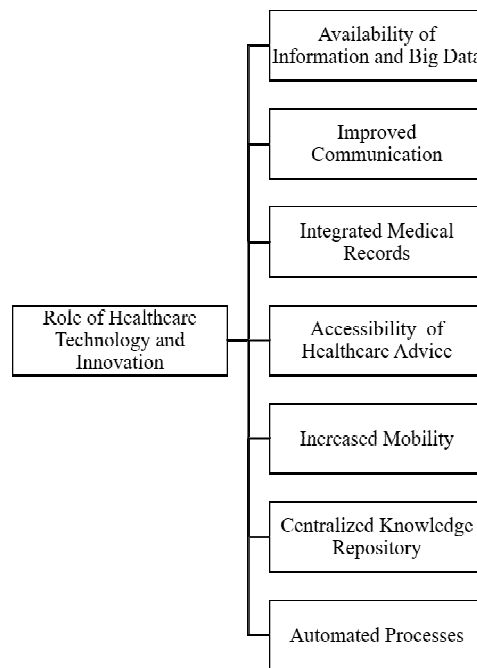
#### 3.1. Role of Community Health Workers:

Community health workers (CHWs) do a variety of tasks that are adapted to the particular requirements of the communities they serve. The function of CHWs is influenced by things including their schooling, training, life experience, and prior work with particular demographics. CHWs can make nurses navigate the health and public service processes, care for vulnerable groups and manage infectious diseases, lessen social exclusion among patients, make connections between vulnerable communities and healthcare providers, screen

applicants, and enroll people in health insurance programs [12]. Health services for disadvantaged groups inform stakeholders and healthcare professionals about community health requirements and provide culturally relevant health information on subjects including preventing chronic diseases, exercise, and diet. Gather information to help programs and policies be more effective, and share it with relevant parties to help people who aren't eligible get the services and resources they need for their health. Offer unofficial advice, health examinations, and referrals. Enhancing the community's ability to deal with motivational theorists' concerns.

### 3.2. Role of Healthcare Technology and Innovations:

Looking back, one can see where our civilization has advanced technologically the same may apply to medical technology. Figure 3 demonstrates how advances in patient safety and operating excellence brought about by health transformation have enhanced every aspect of the interaction between patients and healthcare professionals.



**Figure 3: Illustrates the Role of Healthcare Technological Innovation in Improving both Patient and Healthcare professional's overall Experiences.**

#### 3.2.1. Availability of Information and Big Data:

The easy availability of information and the capacity to store and analyze it defines the era of technology. Term provides and evaluation has increased thanks to the Internet, data capture technology, healthcare professionals' ability to share information swiftly, and search tools. Big data in healthcare enables comprehensive research projects that are beneficial to the entire sector. More than before, they can connect with a wider range of population groups [13]. For a thorough meta-analysis, they can also rely on already published papers. Thanks to this breakthrough, medical professionals may now stay current with medical trends, techniques, and technology. It could be used to effectively identify risk factors, provide the best primary care, save costs, and overall enhance the quality of life by combining patient information with that of hundreds of other patients.

Data may help in many ways to enhance the operation and patient care on a smaller scale. For instance, Intel and Europe's largest university hospital collaborated to build a system to forecast the number of patients likely to attend their facilities daily and hourly using data from four emergency departments. Planning for patient loads enables hospital administration personnel to efficiently manage and distribute resources, lowering patient wait times and enhancing patient care. A growing number of medical practitioners are using online business intelligence solutions to assist them in making more data-driven judgments. These platforms employ predictive technologies to provide suggestions about those at risk for a certain disease and what preventative measures are necessary based on their health history.

### *3.2.2. Improved Communication:*

Healthcare businesses have the same problem as all other organizations: poor communication between teams, departments, and locations. Employees frequently participate in specialized teams where everyone has a part to play in patient care. More available communications have been made possible inside healthcare institutions because of technological advancements. Now, healthcare professionals may interact and improve the dissemination of knowledge in this field by employing media like video, online forums, and real-time conferencing capabilities. Within the organization, electronic medical records are accessible to all departments concerned and healthcare professionals. This improves patient counseling, individual counseling, and recuperation. The aforementioned technology has also substantially improved communications among medical and non-medical members of staff, particularly those who operate in separate places. Additionally, there are tools specifically designed for this category, such as a staff directory that provide contact information and areas of specialty so that employees can quickly discover one another even if they work in various locations and communities.

### *3.2.3. Integrated Medical Records:*

Traditionally, general practitioners (GPs), specialists, associated health providers, and dentist's hospital information were kept in separate locations with various hospitals and medical practitioners. Electronic health records allow for the central online storage of all important information, including health information, lab results, diagnosis, and other relevant data. The data allows for the identification of certain personal health as well as the provision of more accurate and focused care. Healthcare billing systems may help hospitals, clinics, and doctors' offices run more effectively.

### *3.2.4. Accessibility of Healthcare Advice:*

Services like video conferencing that support local healthcare are becoming more and more affordable through telemedicine and telehealth. As a strategy for limiting the spread of the infection during COVID-19, telehealth usage increased significantly. People who live in rural, regional, and distant towns and require constant access to medical professionals who are several kilometers away may notably benefit from this. Throughout a teleconference with a specialist, the patient typically receives face-to-face clinical services from a family physician, other medical professionals, nurse practitioners, midwifery, health care workers, and approved practical nurses to confirm that the proper procedures are passed out. To assist escape hospitalization and unneeded visits, these medical specialists can offer individualized treatment services. They can more effectively stop a patient's symptoms from becoming worse when used in conjunction with big data and prediction systems than they could via video conferencing. Other frontline healthcare personnel can also benefit from teleconference since it allows them to electronically get education and training.

### 3.2.5. *Increased Mobility:*

For healthcare providers and patients to be more accessible, mobile software apps are essential. People can conveniently maintain their health and quality of life thanks to mobile applications, which may do everything from reminding them to provide a checkup to giving them secure 24/7 access to their test results without having to wait days for the findings or acquire basic health information. On the other hand, healthcare practitioners are seldom in a set place. Their ability to access the internal network from a smartphone or an ability to share a tablet makes it possible for them to easily access resources needed to support their daily tasks, such as images for clinical studies, information about illnesses and prescription drugs, and continuous education opportunities, and other information.

### 3.2.6. *Centralized Knowledge Repository:*

In the healthcare sector, having access to reliable resources is essential, whether it is patient information, documentation for operations, or other professionals. Employees frequently do tasks that need them to act fast, thus they frequently need the knowledge to resume their front-line responsibilities. Employees won't have to rummage through file cabinets and drawers because of the online storing of documents and retrieval of information. A resource's most recent version can be published and found quickly. Because they offer useful information and company-wide updates in one handy area, or as a single source of information, intranets have grown in popularity. Homepages frequently have significant information or significant information with links to other resources. For patients and family members to consult and provide, other parts may maintain various department processes and standards, as well as current details and printed materials on hot themes and medical problems. Additionally, personalization may be used to ensure that workers get information tailored to their requirements while preventing information overload.

### 3.2.7. *Automated Processes:*

Within a much-regulated business, healthcare organizations work, internal medicine management procedures as well as non-medical administration procedures are many and must be followed. For workers who are receiving or completing everyday tasks as they currently are, as well as for administrative personnel who must handle and manage these, implementing better workflows can result in considerable time savings. Patients can, for instance, complete paperwork online. Then, automated processes may be initiated so that the proper person or individuals get the forms immediately for inspection, approval, and/or processing. Today, training for new medications or devices, new international organization guidelines, and procedures, or perhaps even induction may be provided through a learning platform or digital learning software. Without needing to commute to the location, employees may pick up new skills and knowledge, freeing up travel time so they can focus on their work.

## 3.3. *Examples of Technology and Public Health Working Together:*

Because this includes everything from life-saving equipment to data-gathering instruments, the link connecting science & international development is complicated. The scenarios that follow demonstrate this connection in varied ways, but they are all driven by a desire to improve community wellness.

### 3.3.1. *Geospatial Technology:*

It performs several healthcare-related tasks, and its capacity to deliver data that might enhance public health may be its most intriguing feature. Geospatial technology gathers data

on several variables, analyzes the information, and presents the findings on a layered map. Geospatial approaches, for instance, can offer detailed data on the prevalence of diseases in a particular region, health hazards by age demography, healthcare service logistics, as well as other public aspects impacting people's health [14]. These multifaceted charts can help professionals and the public learn more about the actual situation of healthcare in a region and empower decision-makers to enhance areas under their direct control. During the COVID-19 pandemic, geospatial technology's capabilities and uses gained increasing attention. Public health experts used geospatial technology to do contact tracing immediately after the coronavirus swept across the nation to locate anyone who would've been subjected to the possibly deadly illness. Public health authorities were able to create and suggest adaptable virus containment techniques using this technique.

### *3.3.2. Twittering Monitoring:*

Twitter offers much more than juicy celebrity rumors and appetizing culinary pictures, micro-blogging sites are being used by medical experts to track the progression of infectious illnesses, such as COVID-19, and to predict the onset of illness. During influenza season, researchers from universities around the country analyze thousands of tweets that mention the illness. Twitter, as compared to Google results previously employed in public institutions and by these investigators, is a more reliable illness surveillance technique. Health professionals claim that because it is time-bound, actual information from Twitter is also much more beneficial. Scientists can more precisely track disease progress by getting information somewhat in advance. During a health epidemic, doctors can acquire information to help them choose the best course of therapy.

### *3.3.3. Wearable Technology:*

Users of wearable fitness bands may conveniently keep track of their everyday activities. Individual persons may better find, measure, and attain their health and fitness purposes with the use of metrics like total steps done, heart rate, speed of sprinting or biking, or number and quality of sleep a night. For people who prefer to utilize wearable monitors often, this data can be used as a guide when speaking with medical professionals about overall health objectives or other health indicators. In response, health insurance companies have developed incentive schemes to promote the usage of wearables. For instance, the Motion program from Medicare Advantage gives its members the chance to earn money they may use for personal expenditures by meeting walking targets, a statistic that can be tracked with a wearable device. Beyond exercise, wearable technology is evolving to collect significant data, such as a user's blood oxygen levels, insulin levels, heartbeat, and lung capacity. Insurance companies have also taken note and developed incentive schemes to promote the usage of wearable technology. For instance, the Movement program from UnitedHealth Care gives its members the chance to earn money they may use for personal expenses by meeting walking targets, a statistic that can be tracked with a smartwatch.

### *3.3.4. 3D Printing:*

It is a technique that enables healthcare providers to create anatomical replicas of patients that perfectly reproduce a troublesome area within the patient. To bring more informed answers to the surgery room, surgeons may then manipulate the models physically, inspect them, and simulate a range of potential treatments. This not only improves the atmosphere for team-based learning but also enables more exact, tailored, and particular treatment plans, raising the standard of healthcare and lowering expenses. The global health reaction to the COVID-19 outbreak has found a great use for 3D printing as well. From samples used for COVID

screening to dispensing equipment that let many persons use a ventilator, a variety of 3D-printed items and equipment have been developed to overcome supply sequence restrictions.

#### 3.4. Benefits of Information Technology in Healthcare:

First, information technology (IT) makes it possible for medical professionals to store and access information about patient health records. Additionally, it improves patient information transmission by providing everyone with a clear framework to utilize [15]. It thus lessens the likelihood of pharmaceutical mistakes. Last but not least, it makes it simple to access patient data from the database without any need for fresh physicals. One thing all of the aforementioned technologies have in common is that they enhance patient health and safety. The safety of the patient is protected through the use of medical advances. First, there are medication warnings, flags, and warnings, reports on consultations and diagnoses, and quick access to patient data. Alerts, in particular, might support someone's adherence to a certain course of care and treatment plan. Additionally, the computerized recording of data helps provide consistency in how health professionals work. According to prior research, adopting electronic medical records can enhance the treatment given for common illnesses.

## 4. CONCLUSION

The transformative impact of technology in the healthcare industry cannot be overstated, although it is a subject that demands highly qualified individuals with a broad education, it also has significant infrastructure and equipment requirements. The aging and increasing life expectancy of the world have led to increased innovation and consumption of technology in the healthcare sector. Human Services highlights public health research, development, and outcomes to achieve the shared goal of enhancing health and reflecting the demands of the population. Several policy-level actions should be taken to provide the necessary infrastructure and ensure a seamless transition to new technologies for India to benefit from the rapidly expanding digital technology. India will be well on its vision for the next phase of clinical technology if it has a strong environment to encourage policy-making and a solid IT infrastructure. The sustainability of care in urban care settings is expected to change as telehealth, wearable technologies and cable platforms for health services all grow. The fastest and easiest way to provide high-quality healthcare in rural areas is to explore significant public-private partnerships. To make social therapy a reality, the administration must move from payer to provider role and work with private organizations. The future of health care will include technology that seamlessly combines patient status, current health, health care coverage, and data to help improve professional decision-making, improve patient care, and save costs. Access to health information will be expanded as a starting point.

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## CHAPTER 11

### DEATHS IN ROAD ACCIDENTS: AN ANALYTICAL STUDY ON PREVENTION STRATEGIES

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#### ABSTRACT:

Every year, road accidents claim the lives of almost a million people globally. It is one of the major causes of mortality, according to the “World Health Organization” (WHO). Due to the rapid spread of motorization, India, a country that is quickly industrializing and whose economy is booming, confronts specific challenges when it comes to traffic accidents. Traffic accidents not only have a significant negative economic impact on the nation but also have a high morbidity and fatality rate. When many elements, such as the environment, the vehicle, or the person, come into touch, a road traffic accident occurs. It has traditionally been believed that road accidents are unforeseen, unavoidable, or unpreventable events. However, the vast majority of the time, traffic accidents are foreseeable and preventable. For this, it is essential to comprehend the contributing or causing variables in traffic accidents. Several preventative interventions, if implemented, can reduce the morbidity and death caused by Road Traffic Accidents (RTAs). Therefore, everyone must contribute to the decrease in traffic accidents. The main objective of this paper is to know more about the causes of road accidents and how to overcome these road traffic accidents. In the future people, this paper helps to aware people of the reason for road traffic and how road accidents reduce.

#### KEYWORDS:

Death, Mortality, Road Accidents, Safety Traffic, Vehicles.

#### 1. INTRODUCTION

According to the “World Health Organization” (WHO), road traffic injury is any harmful or not caused by a collision or incident with at least one moving vehicle on a public or private road that is open to the public and resulting in at least one A person is being injured or killed. Accidents are seen as random events and a necessary part of civilization [1], [2]. In any case, they are the outcomes of a convoluted web of interactions including everyone and their automobiles, continuous environmental factors, and governmental regulations. Car accidents may have been avoided in many cases. A further 20 to 50 million suffer injuries in auto accidents every year, killing around 1.3 million people. According to the WHO, it is to blame for the majority of mortality among people between the ages of 15 and 29. Road traffic collisions are predicted to rank among the top five causes of death by 2030 [3].

The problem of accidents is particularly severe in highway transportation due to the complex vehicle traffic flow patterns as well as the presence of mixed vehicular and pedestrian traffic.

Accidents may happen anywhere and at any time. Traffic accidents result in the loss of property and life. Thus, it falls to traffic engineers to carry out the difficult task of protecting the safety of road users and facilitating safe traffic flows. Even though some people think it's impossible, recent technical developments have made it possible to reduce causality to fractions per 100,000 individuals, thereby achieving the aim of zero causality. This will be quite expensive to accomplish. With limited resources, efficient traffic engineering and management can reduce the accident rate [4], [5]. This necessitates conducting thorough research on traffic accidents. The prescription of preventative modeling or development actions might benefit from accurate accident reports. A significant source of information concerning highway safety is the crash data collected by police officers while they are on the scene. Police are special in that they can collect crash data as well as transient data that may decay or be removed from the scene. Police are in a unique position to acquire information on collisions, but that is not their only responsibility [6], [7].

Their primary responsibilities while on the scene are to secure the scene of the crash, treat any wounded parties, and resume traffic. On-scene data collection systems must thus consider the needs of the police while implementing new technology. After gathering multiple data points, accident sites are picked for prospective treatment; however, additional data is often needed before a decision is made regarding which sites will be treated and the kind of improvement work that will be needed. This new data, which was acquired during site inspections, has to be connected to the data on incidents that occurred there as well as to any other factors that may be utilized to pinpoint the problem with the location [8], [9].

### *1.1. Road Traffic Accidents in India are caused by a Variety of Factors:*

Roads, the environment, cars, and other road users, as well as their interactions, are some of the system's parts that might cause a traffic collision. The mode of transportation, average speed, and length of journey all affect the likelihood of traffic accidents, as do the design and structure of the road as well as insufficient traffic awareness measures like speed restrictions and road signs. These can be categorized into the following groups:

#### *1.1.1. Road Traffic Accidents Factors:*

Road traffic accidents may be caused by different things, including drunk driving, excessive speeding, disregard for traffic regulations, and reckless driving. In India, drunken commercial vehicle drivers are a common occurrence. Young people and owners of private vehicles are important participants in the game. The following driver-related human factors also contribute to auto accidents: fatigue, lethargy, young age, improper use of seat belts and seat covers, illnesses, mental components, wrong thinking, delayed judgment, hostility, unfortunate insight, family dysfunction, as well as interruption while driving [10], [11].

#### *1.1.2. Environmental hazard factors:*

These have to do with the roads, such as bad and narrow roads, bad junction designs, bad lighting, bad familiarity, but also bad construction and dreadful design. The outsourcing of road building to contractors is another factor in India. Some of the contractors' profit-driven business methods lead to poor road conditions. Potholes or ditches make RTA worse.

#### *1.1.3. Vehicles factors:*

The general condition of automobiles on the road has a significant influence on car collisions. Only a few of the factors that relate to automobiles include excessive speed, ineffectively keeping up with vehicles, many vehicles, subpar driving standards, or crowded transportation. These few factors combine in India to produce street car crashes in this

manner.

### *1.2. Preventive Measures:*

#### *1.2.1. Vehicles:*

Accidents will be reduced by vehicles with adequate brakes, lights, and tires that have had regular maintenance. Polluting vehicles that are more than 10 years old should be phased out. All cars must have seat belts and other crucial safety equipment like airbags. Weather-related variables or traffic situations Roads should be kept in excellent condition, and street safety signs should be periodically checked and reemerged. Give pedestrians proper paths or walker junctions at crossings. There should be separate lanes for fast and slow-moving automobiles. Streets and junctions need to be broad and light enough to ensure optimum deceptibility [11].

#### *1.2.2. Human Factors:*

The number of accidents may be significantly reduced by drivers. The only criteria used to determine whether to provide a driver's license should be the learner's basic proficiency as determined by accredited driving schools. All drivers must be licensed and have received the necessary training. Drivers, as well as the general public, must be made aware of traffic regulations. Regular medical exams are recommended for drivers, especially for hearing and vision. It is essential to avoid careless honking. Penalties and penalties for violating traffic laws should be increased motor vehicle accident (MVA) amendment. There should be a careful investigation of overload [12].

Mandatory documenting of overloading-related criminal offenses may contribute to a decrease in RTA. Making ensuring that belts, helmets, and other road safety equipment are worn might be advantageous. Licensing should be canceled when passenger cars are overcrowded. A National Accident Relief Policy is necessary to assure, among other things, quick relief, free trauma care, and training for law enforcement personnel, educators, and paramedics [13]. Helmets must be needed for two-wheelers, while seatbelts must be required for four-wheelers. The appropriate authorities must carefully enforce any traffic restrictions. If stray animals like cattle or encroachments on footpaths or road boundaries were eliminated, cars could travel along without being hindered. The restriction of careless parking of autos on important thoroughfares and intersections would ensure the free flow of traffic [14].

#### *1.2.3. Accident Victims are Taken Care of to Reduce the Death Rate:*

It is crucial to highlight to both drivers and the general public the value of the Golden Hour in ensuring that accident victims receive sufficient care and that the lives of the injured are preserved. On expressways and busy streets, there should be medical assistance stations, ambulances, and trained clinical workers so that injured persons may be evacuated and transported to nearby clinics for treatment. Spreading awareness of the necessity of treating crash victims with sympathy and even courage to reduce gloom and going through every cultural event.

#### *1.2.4. Information Systems for Highway Safety:*

Road traffic accidents are one of the leading causes of early demise, hospital stays, disabilities, and financial losses. The problem has gone overlooked and remained unsolved because the health sector or related companies lack high-quality data. Insufficient data is currently available to develop injury prevention measures because it only shows the number of injuries-related fatalities. The Injury Surveillance System's goal is to constantly collect relevant data from several cooperating organizations to understand injury characteristics and

features. The availability of reliable, scientific data is one of the key prerequisites for planning, implementing, and evaluating road safety programs. Under-reporting is a severe problem that undermines the burden or effect of RTIs on the healthcare system. RTI information is mostly gathered by the police department, and there is a dearth of information from the health sector [15].

#### *1.2.5. Injury from Traffic is a Problem for Public Health:*

The process of preventing and controlling RTA involves the health sector as a significant collaborator. However, the contribution of medical experts to the promotion of RTA control and prevention is constantly underestimated. The health sector's responsibilities include providing victims with appropriate prehospital but also hospital treatment and rehabilitation, as well as improving data collection, contributing to policies, creating prevention initiatives, engaging in advocacy, and helping to implement and evaluate interventions. In conclusion, avoiding excessive speed and adhering to posted speed limits will help reduce traffic injuries.

- i. Steer clear of drunk driving
- ii. Use of helmets by drivers of two-wheelers
- iii. Use of kid safety seats and seat belts in automobiles
- iv. Enhancing visibility, using the proper headlights, and using road lighting
- v. Respecting traffic laws.

This paper is divided into several sections such as introduction, literature review, discussion, and conclusion. In the introduction section, the author talks about the causes of road traffic accidents and various factors of road accidents. In the literature review section, the author talks about a previous study that has been done on the same topic. In the discussion section, the author discussed various preventive steps to reduce road traffic accidents which can reduce deaths all over the world. In the end, the author concludes the whole paper according to his observation.

## **2. LITERATURE REVIEW**

A. P. Muthusamy et al. analyzed the problems relating to in-car driver distraction. The research on driver distraction, which has revealed the critical factors that affect accident severity, has focused mostly on the use of mobile phones. The paper also discussed how in-vehicle technology affects driving performance. To decrease the detrimental consequences on people's health, communities, and economies, road traffic accidents must be regarded as an issue that demands an immediate solution [16]. Yashaswini Rajendra studied reasons or solutions for road traffic accidents in India. This essay discusses the causes of and remedies for traffic accidents on Indian roads. In 2015, more than 140,000 people died on Indian roadways. The overall number of fatalities reflects an increase of 4.6 percent over the prior year, according to official statistics. In 2015, individuals aged 15 to 34 made up more than half of the fatalities in over 500,000 traffic incidents. Serious injuries or fatalities are a result of traffic accidents. The effect of traffic accidents is fatalities or severe injuries. They are typically brought on by both the traffic police force and the general public's irresponsibility. As a result, both parties must take serious action to reduce the number of incidents [17].

S. Gopalakrishnan studied road accidents or people's health perspectives. The goal of this paper is to increase health professionals' knowledge of the different methods available to avoid traffic accidents and to instill in them a feeling of duty to promote road safety as responsible citizens of our nation. Road accidents that result in death or permanent disability

are becoming more frequent, making prevention a serious public health priority for all relevant organizations. The methods used to apply the laws and guidelines provided to prevent traffic accidents are frequently ineffectual and haphazard. To stop this public health disaster, awareness-raising, rigorous adherence to traffic regulations, and engineering-based solutions are urgently required. And to make our roads safer, drivers should learn to be considerate of and respectful of other vehicles and pedestrians. However, it appears that there is still a long way to go [18].

Thokchom Shantajit et al. studied road traffic accidents in India. Traffic accidents are an issue in India, a country that is quickly industrializing and enjoying economic expansion. These concerns are a result of the fast spread of motorization. Road traffic accidents cause a great deal of morbidity and mortality and significantly harm the economy of the country. A street automobile accident may happen as a result of a connection between the weather, the vehicle, and the driver. Car wrecks are typically seen as unexpected, indubitable, and unavoidable events. Traffic accidents, however, are typically foreseeable and preventable. There are some preventative strategies that, if used, can lower RTA-related morbidity and death. Therefore, everyone has a responsibility to help reduce traffic accidents [19].

### 3. DISCUSSION

Because they result in so many injuries and fatalities worldwide, road accidents pose the greatest risk to the public's health. India is one of the developing countries where these incidents occur most frequently. Transportation authorities and the general public concentrate on attempts to decrease the severity of such accidents to lower the death rate. This study looks at a variety of factors that influence traffic accidents throughout the world, along with statistics and numerous academic safety recommendations. The socioeconomic development of a nation is greatly affected by the injuries and deaths caused by traffic accidents. RTA is one of the most important issues a country must handle as it is estimated by the WHO to cause 50 million injuries or 1.2 million deaths annually. RTAs pose a significant danger to the big states, which have helped the country's growth in many ways. This study's main objective is to accumulate data and empirical evidence on the severity of traffic accidents and methods for lowering RTAs. By successfully linking the frequency of accidents and the importance of the underlying determinants, safety may be increased. RTAs can be decreased by raising awareness and promoting the usage of safety equipment through advertising.

#### *3.1. Major Causes of Road Traffic Accidents:*

The majority of road accidents are caused by a combination of environmental and stress-related variables. Other significant elements, including the age of the vehicle, human error, its safety features, as well as the time and location of the collision, all have a significant impact on the number of deaths and the severity of the accidents. The majority of automobile collisions seem to be the result of human mistakes. Investigations into accidents must include a critical examination of the operator or human factors. One of the most important challenges relating to road safety is the function that people play in the transportation system. Traffic conditions and operator competence both have an impact on collisions. Human error can occasionally result from stress brought on by financial or family issues. When individuals are in this mindset, they are more prone to cause traffic collisions. Road accidents are the most horrific thing that can happen to a road user, even though they occur regularly. The worst aspect is that no one benefits from our streets in any way. However, mishaps and accidents happen because of the carelessness of road users, even if the majority of road users are genuinely aware of the general health safety measures and standards that are relevant when using the roads. Events and consequences are mostly driven by human mistakes. Persons

depicting a portion of the common human image indicate an accident.

- i. Drunken Driving
- ii. Distractions to Driver
- iii. Over speeding
- iv. Red Light jumping
- v. Failure to maintain lane discipline and improper overtaking.
- vi. Refusing to use safety equipment like seat belts or helmets.

#### *3.1.1. Over speeding:*

The majority of fatal accidents involve overspeeding as a significant contributing element. People naturally want to do things. Man is capable of speeds that may reach infinity if given the chance. However, while sharing the road with other users, people always follow another vehicle. Speed increases the likelihood of an accident and the severity of any injuries that may be sustained. Faster cars are more likely than slower ones to be in crashes, and if they are, the severity of the collision will also be higher. Because stopping a car at a fast speed necessitates a longer braking distance, the danger increases with speed. A faster automobile slides farther and needs a greater stopping distance according to the law of perception than a slower one. When two fast-moving cars collide, the impact will be greater, leading to more injuries.

#### *3.1.2. Drunken Driving:*

Alcohol use is customary to celebrate significant events. However, it transforms a good event into a poor one when paired with driving. Mental clarity is compromised by alcohol. The human body responds more quickly as a result. The limbs' reactions to orders from the brain are slower. Eyesight is impaired as a result of dizziness. Alcohol reduces anxiety and increases risk-taking propensity in people. These elements play a part in car accidents, some of which result in death. For every 0.05 rise in blood alcohol content, the probability of an accident doubles. Several substances and chemicals, in addition to alcohol, impair the mental or physical skills required for driving. People urge avoiding enjoying alcohol in the first place. However, if you feel that your festivities would be completed without alcohol, then refrain from driving while inebriated. Ask a sober friend to take you home.

#### *3.1.3. Driver Distraction:*

Even though it might seem unimportant, driving while distracted can lead to catastrophic incidents. Distractions might occur outside or within the automobile. The primary distraction today is using a cell phone while driving. When speaking on the phone, a significant portion of the brain is employed, while just a tiny portion is needed for motor functions. Decision-making and reaction time are hampered by this area of the brain. This becomes one of the factors that lead to crashes. Driving while talking on the phone is not recommended. If the call is urgent, one should stop by the side of the road or respond. The driver should reduce speed and stay focused when confronted with these distractions or other sorts of external distractions.

- i. Adjusting mirrors while driving
- ii. Banners or billboards.

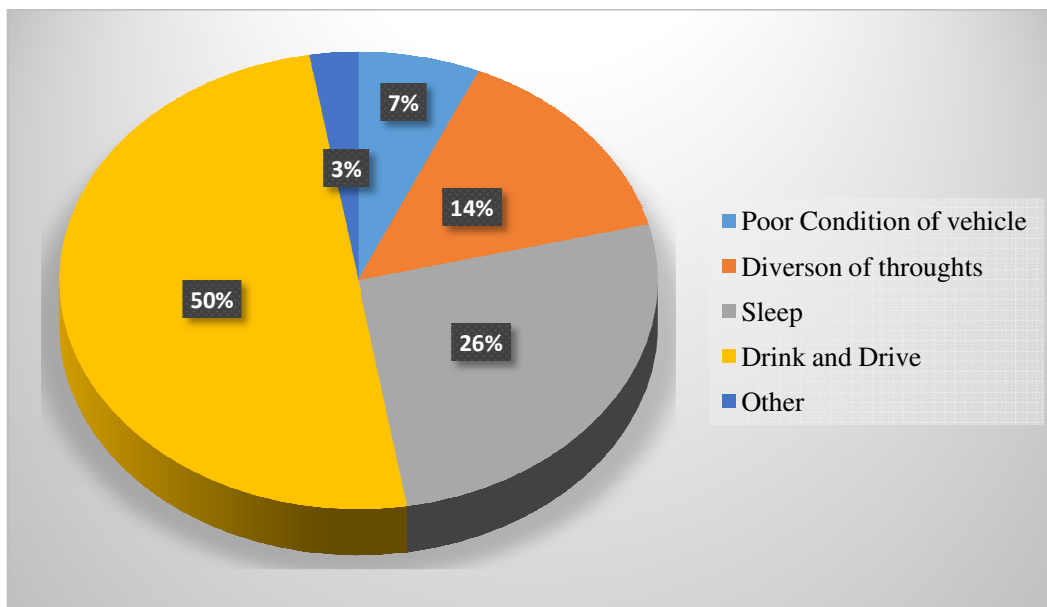
- iii. Stereo/Radio in vehicle
- iv. Animals on the road

#### 3.1.4. Red Light jumping:

Most of the time, cars ignore signs at street junctions and go past red lights. For the most part, red-light running has been eliminated to save time. The unwavering belief is that stopping at a red light just wastes time and fuel. According to research, workers save time and get to their workplace immediately and safely when traffic signals are seen by all cars. Running a red light endangers both the driver's life and the safety of other motorists. Because of this driver's conduct, other motorists are prompted to act similarly, which leads to confusion at the intersection. The key factor confusing the intersection is gridlock. Everyone finally arrives late at their destination. Red light jumpers have also been seen to cross crossings more quickly to avoid crashes and challans, although doing so hampers their perception of approaching vehicles, and they regularly cause accidents.

#### 3.2. Avoiding Safety Equipment Such as Helmets and Seat Belts:

Today, it is illegal to operate a four-wheeled vehicle without a safety belt, and bike riders are also required to wear helmets. Regulations governing the use of safety belts or head protection were introduced after studies showed that these two shields reduce the severity of injuries sustained in accidents. Your chances of suffering a major accident are increased if you use a safety belt and head protection. Security equipment shelters you from harm and safeguards you in case of an accident. There have been noticeably fewer bike fatalities ever since hats have been made mandatory. For maximum safety, one should wear the required safety equipment and knot it securely. Figure 1 shows the various reasons behind road accidents and the percentages why road accidents happen.

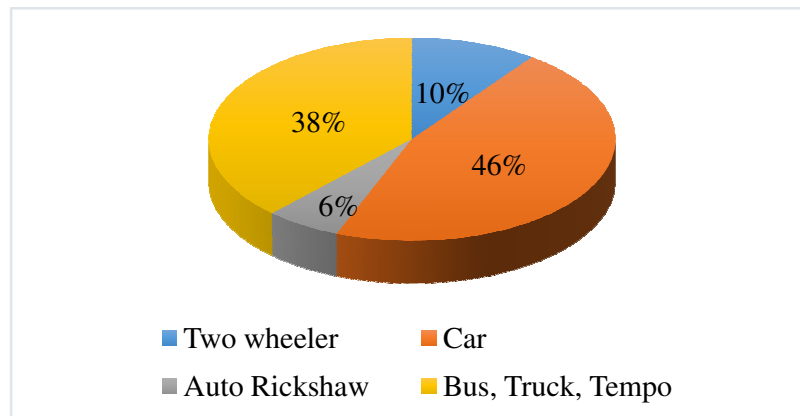


**Figure 1: Illustrate the Many Causes of Fatality in Traffic Accidents.**

One of the main factors contributing to road accidents in our country is negligence. Only a few examples include using a mobile phone while driving, running red lights, and entering the path of another vehicle from a side road. One of the causes is that the severity of injuries increases with the speed of impact, as well as the most severe yet avoidable injuries are those

brought on by a lack of head protection. The incidence of road traffic accidents is increasing, in part due to inexperienced drivers, poorly educated drivers, and drivers who don't comprehend traffic signs.

Driving while intoxicated is a significant element contributing to the alarming increase in the frequency of traffic accidents. Alcohol or other intoxicating drugs may cause drivers to become confused or lose control of their vehicles, which can result in accidents. One explanation is that administrative authorities require growth and accountability. State authorities should take into account human awareness or sensations of life respect while investigating situations on the streets, including such traffic signal disappointments. If roads are not adequately maintained, accidents may result. Figure 2 shows different types of vehicles that cause road accidents.



**Figure 2: Illustrate the Vehicle Percentage in Accidents with Other Vehicles.**

A road accident is any injury caused by collisions that start, end, or involve a vehicle that is partially or entirely on a public road. By 2020, it is predicted that the third-largest contributor to the burden of illness worldwide would be traffic-related injuries. Everyone is aware that there are more accidents on the roads in India than ever before, but few people are aware of the causes. Therefore, the author's discussion of the causes of traffic accidents and possible preventive measures was covered in this work.

#### 4. CONCLUSION

Each year, traffic accidents cause 20–50 million injuries and about 1.3 million fatalities. India is a developing country with one of the highest rates of motorization, along with a quickly expanding metropolitan population and road system. The upshot is that the nation is dealing with several problems that affect traffic accidents or road safety. The economy is financially greatly affected by road accidents in addition to the mortality and sickness they cause. Road accidents may be predicted and avoided. It is crucial to comprehend the many aspects that have an impact on RTA. Strict obedience to traffic laws and heavy fines won't be enough to stop the problem. The adjustment will cause drivers, cyclists, and other users of the road to adopt a more accountable mentality. The author of this paper illustrates the numerous factors that contribute to traffic accidents as well as the likelihood that they include other cars. However, in the vast majority of situations, traffic accidents may be anticipated and prevented. It is essential for this that you comprehend the causes and contributing aspects of traffic accidents. Several preventative strategies, if implemented, can reduce the morbidity and death caused by road accidents (RTAs). Therefore, everyone must contribute to lowering traffic accidents. The main goal of this paper is to learn more about the factors that contribute to traffic accidents on the road and how to prevent them. In the future people will be made



more aware of the causes of traffic and ways to reduce accidents on the roads.

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## CHAPTER 12

### AN INVESTIGATION OF SOCIAL MEDIA INFLUENCE ON YOUNGER GENERATION FASHION TRENDS

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#### ABSTRACT:

Fashion designers are finding fruitful ground in India nowadays as young people are growing more fashion-conscious due to media exposure. The effects of globalization may be felt all across the globe. It has left a trail of destruction in every area of human endeavor. People's way of life and level of living has changed dramatically not just in India, but throughout the globe as a whole as a consequence of the exchange of world perspectives and ideas. This study carried out a sample of one hundred people who responded and was chosen based on convenience. According to the findings, students between the ages of 18 and 24 are heavily engaged in the use of social networking sites as a method of communication. The vast majority of students are aware of the information that new trends are being disseminated through fashion blogs, while 57% of consumers say they are likely to do garment shopping on social networking websites. One hundred individuals were polled, and the results showed that most people spend more than 2.5 hours each day on social networking websites, with many reporting that they can get the most up-to-date fashion news there. It has been concluded that the fashion industry and businesses may take advantage of the influence of social networking sites on young people's fashion preferences by using them to promote their products more appealingly and genuinely.

#### KEYWORDS:

Fashion Trends, Industry, Social Networking Sites, Social Media, Young People.

#### 1. INTRODUCTION

The fashion industry is a big economic force and a key generator of the global Gross Domestic Product (GDP) [1]. It is a global enterprise that is worth 1.3 trillion dollars and affects more than 300 million people all over the globe [2]. This sector of the economy works in a market that is notoriously cutthroat and contains a monopoly of foreign-owned brands. Recent years have seen fast development and substantial shifts in the fashion industry despite the catastrophic economic crisis which defined the second part of the previous few years. Market analysis by some of the world's largest consulting organizations shows that the fashion sector nowadays is characterized by fast change and increased uncertainty [3]. Due to demographic shifts and other considerations, today's fashion sector can successfully market to customers of all ages, from teenagers to retirees. As a consequence, the sector must widen its corporate marketing and promotion techniques to fulfill the expectations of both seniors and millennials. Since the economic crisis of 2008, geopolitical and economic uncertainty have weighed on the market and led to the present level of anxiety.

Indian apparel, textiles, and accessories are representative of the selected fashion and lifestyle trends, as are the Taj Mahal (a tourist destination), Yoga (holistic fitness), Ayurveda (natural medicine), and Bollywood (Entertainment). Because of various invasions and colonial influences, India has a diverse range of ethnic costume traditions that include a variety of

draped silhouettes as well as classic tailoring techniques [4]. These traditions can be found throughout the subcontinent and are tailored to the terrain, weather, and regional sociocultural influences. After colonial times when Indian cotton was used as raw material to feed British mills and Pashmina wool shawls were regarded as luxury fashion classics, there is a renewed interest in the classic Indian clothing styles and also the legacy of textile crafts, jewelry, and grooming traditions that have been handed down to the next generation. Fashion has always been associated with women in India, thus this article examines the country's fashion system from that perspective, with a focus on women's clothing [5].

The way we communicate is an essential part of our life since we are essentially social organisms. In addition, long-distance communication has become much simpler for us owing to recent technological advancements in the field. We no longer have to rely on antiquated methods of communication like smoke signals or even carrier pigeons. In the 1800s, innovators scrambled to create better ways to communicate across vast distances or with a large group of people [6]. Our ability to speak with one another throughout the world exploded during the 18th century [7]. Telegraphs, radio, and telephones all contributed to a sea change in the dissemination of knowledge. As we look for new methods to communicate, we've seen the emergence of a variety of social media platforms. There has been an increase in communication in recent years. Instantaneous communication has become possible because of advances in technology [8].

The term "social media" refers to the interaction that takes place between individuals in which they develop, share, or trade information and ideas within the context of online virtual networks and communities. The creation of highly interactive platforms for people and groups to share, co-create, debate, and edit user-generated material is made possible by mobile and web-based technologies. Social media is one example of this kind of technology. They usher in significant and ubiquitous shifts in the relationships between management, communities, and people [9]. People's interactions with one another have been impacted by the Internet has become an increasingly popular means of communication. In recent years, a novel kind of electronic communication has emerged that comes with its quirks and quirkiness has come into existence. This new method of communication is made possible by the use of social networking websites. In the last ten years, social media has developed into an efficient instrument for marketing. As a result of this innovation, marketers now have more tools at their disposal to increase brand recognition among consumers. Even now, it is universally acknowledged as the most accessible, engaging, or interactive form of public relations [10].

## 2. LITERATURE REVIEW

Crewe stated in a study that fashion is like a book's cover that changes over and over again numerous academic disciplines have examined fashion in a variety of ways, from sociology to psychology. Many people associate fashion with the dress code since clothing is the most important aspect of a person's life. Dress conveys a person's social and economic status as well as their level of education and material wealth. In his study he stated, to embrace stylish clothing is not a simple process; they must first pass through a key period of social values and standards, which are closely linked to society. People's ideas, beliefs, and traditions have shaped fashion throughout time [11].

Wright Lee proposed in a study, that fashion blogs have had a significant impact on the fashion business, which has led to significant changes in the sector as a whole. The printing industry, the publishing industry, and even the way that businesses sell themselves online have all been affected by these changes. Gala Darling, Tavi, Scott Schuman of the

'Sartorialist,' or Garance Dore are just a few of the notable fashion bloggers who have been acknowledged for their talent by prestigious fashion periodicals and designers such as Dolce & Gabbana, Burberry, Alexander McQueen, and Vogue and Elle. The fashion sector has developed notice of these bloggers as well as started inviting them to participate in creative projects and providing them with front-row seats at international fashion weeks because of their large and engaged followings. The establishment of groups through channels like Twitter, Facebook, and blogs, helps to promote two-way communication among manufacturers and their customers. Whereas social networking websites like Facebook and Twitter became the most valuable as well as beneficial tools for brands in the fashion industry to observe consumer response and present real-time customer service, the fashion industry is characterized by the fact that social networking websites like Facebook and Twitter [12].

Patrizia Gazzola et al. in a survey described the students' behaviors about developing trends in fashion, paying special attention to concerns about sustainability and the implementation of the concepts of a circular economy. Focusing mostly on so-called "Generation Z," the poll's results were analyzed descriptively and quantitatively to compare and contrast the varying viewpoints on sustainable fashion and also the circular economy in fashion. The findings of this study corroborated the conceptual framework's validity by demonstrating its applicability to the analysis's findings that highlighted the importance of sustainability concerns in the fashion business today for influencing the purchasing habits of Generation Z. In addition, a descriptive analysis of the circular economy is done to understand the significance of the various aspects of the complete sample of people who responded to the survey [13].

Vaibbhavi Pruthviraj Ranavaade and Anjali Karolia conducted a study that focused on the influence that the fashion system in India has had on Indian society as well as the significance of this impact. Their research focused on results by looking at them as seen through the prisms of the past, or sociology of fashion culture. They reported that there is ongoing interest in traditional Indian clothing shapes, historical textile crafts, and accessories. They also found that the occurrence of independent fashion of dressing to suit individual requirements. The Neue urban tribe's concept of ideal beauty, their understanding of power dressing for 21st-century Indians, and their fashion statements all leave indelible marks on the Indian Fashion System as it is portrayed in popular media [14].

Shim and Bickle in a study found a great deal of fashion lifestyle, and three distinct consumer groups. As an example, youthful, fashion-conscious customers who want to show off their social status go into the first type, while those who like to purchase for their comfort fall into the second and third categories respectively. In addition to personal preferences, many experts believe that the use of a certain brand or product boosts a person's social standing [15].

King, Ring, and Tigret in a study stated that the term "fashion change agent" refers to a customer that not only observes the shifting patterns regularly but also keeps themselves current with the fashion industry, which makes them more engaged with the fashion trends that are occurring. Opinion leaders in the fashion industry have a significant impact on the choices made by fashion followers. They can establish themselves as leaders in the fashion industry thanks to the knowledge, competence, and relevant sources of information that they possess. They also have the largest propensity to acquire new fashion outfits, which enables them to provide advice to other people who are looking for opinions while they wait for the information to follow. Leaders in the fashion industry encourage their followers to experiment with new looks and styles [10].

Goldsmith and Hofacker in a study attempted to investigate the aspects that are critical for comprehending consumers' roles as early adopters of new fashion. To meet the study's goals, the author chose fashion and consumer innovativeness as factors that have a significant impact on consumers' decisions to embrace new fashion trends. In addition, fashion leaders are the ones who want to be accepted and impress other people around them, so they create new appearances and adopt new fashions as part of opinion leaders. As an alternative, those who are interested in elevating their social position via the adoption of new fashions should explore the status factor [16].

*Research Questions:*

- i. What is the influence of social media on buying behavior?
- ii. How do social media influence customers to buy a non-essential product?
- iii. What factors influence a buyer to make purchasing decisions?

### 3. METHODOLOGY

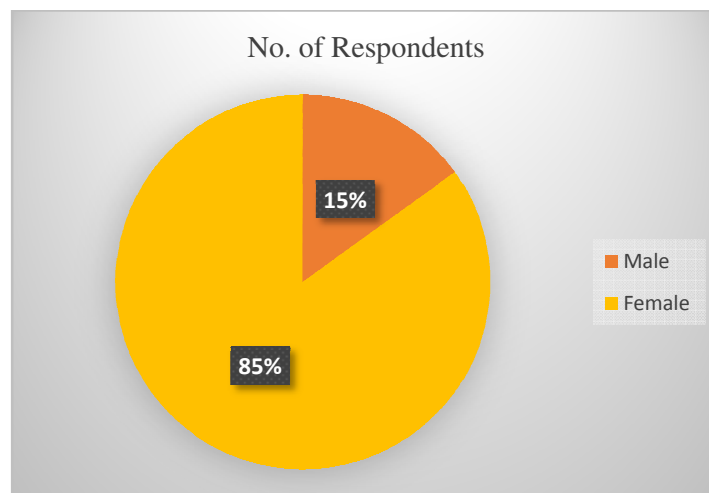
*3.1.Design:*

This study's goal is to examine the impact of social media on contemporary fashion and its communication. The main data to be gathered have been acquired via the use of questionnaires. Following the original data collection, it is next subjected to verification. After that, the data were edited and coded, and a master table was generated that summarized all of the information that was gathered, as well as a graph that displayed the frequencies of reactions to the information.

*3.2.Sample and Instrument:*

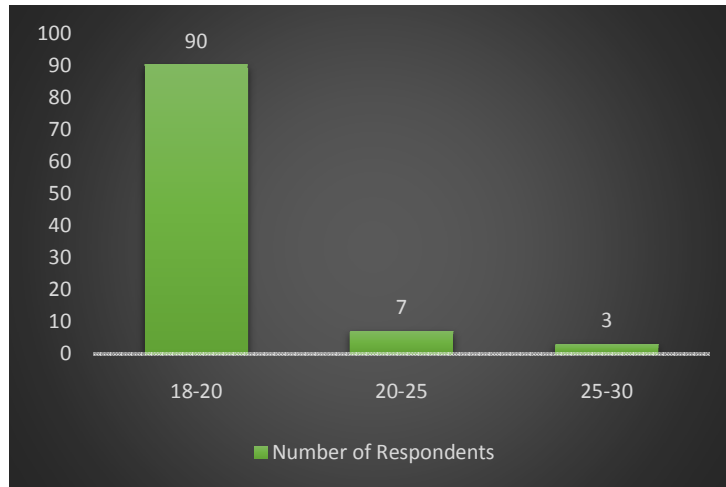
In this specific study, the questionnaire approach is used, and every question is framed in such a way as to ensure that the research issue is well addressed. A total of one hundred different students served as responders. The questionnaire was sent to a variety of educational institutions, and a random sampling strategy was used to choose the samples.

*3.3.Data Collection:*



**Figure 1: Shows the Number of Respondents basis on the Gender Influencing Young People's Fashion Trends.**

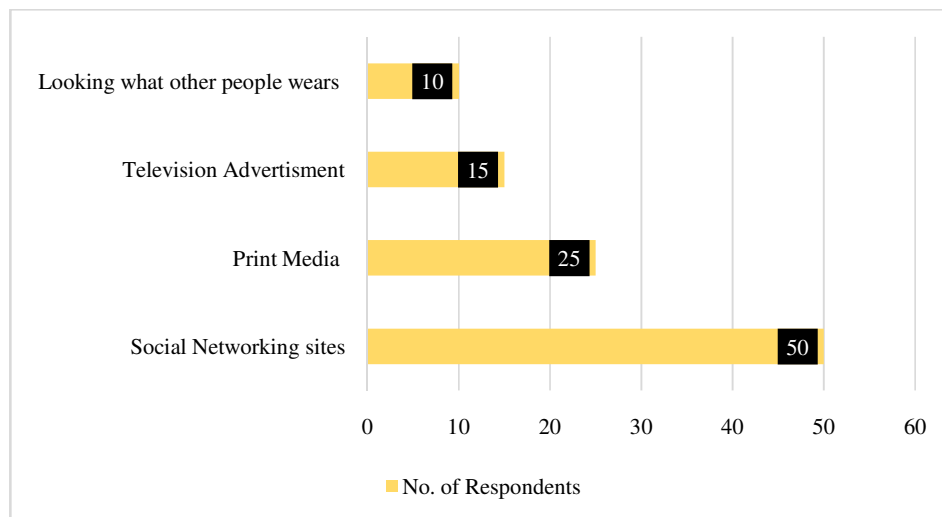
According to Figure 1, it is fairly apparent that out of the total respondents who participated in the investigation for this research, an overwhelming majority (85 percent) of them were females, whilst around 15 percent were determined to be men in the findings of this study.



**Figure 2: Displays the data by age group to provide light on the role of social media in shaping contemporary fashion trends.**

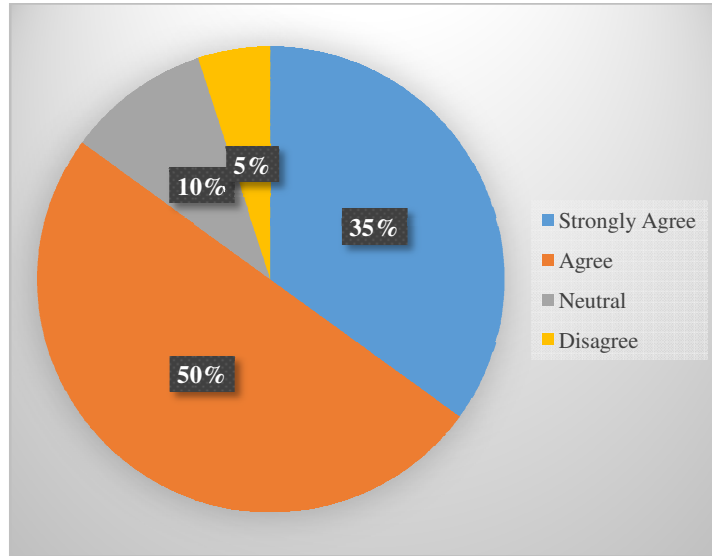
According to Figure 2, It is clear from looking at the graph that the average age of the responders is somewhere between 18 and 20 years old. To be more explicit, a significant portion of the sample consists of responders who are 19 years old. An intriguing aspect of these findings is the fact that relatively young respondents were questioned about the influence that social media platforms have on the most recent fashion trends.

*3.4.Data Analysis:*



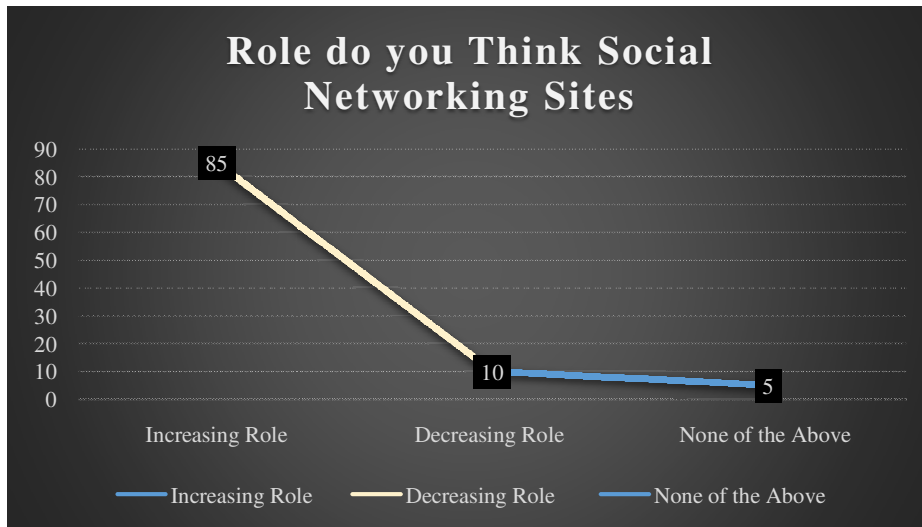
**Figure 3: Shows The Most Recent Trends in Fashion.**

In a survey of 100 people, 50 percent said they learned about the newest fashion trends through social media, while the rest cited television commercials, print media, and seeing what other people are wearing as additional sources of information. When it comes to keeping up with the current trends in fashion, social media outperforms conventional media shown in Figure 3.



**Figure 4: Displays the Respondents Are in Agreement That Social Media Platforms help gain Information about the Latest Fashion Trends.**

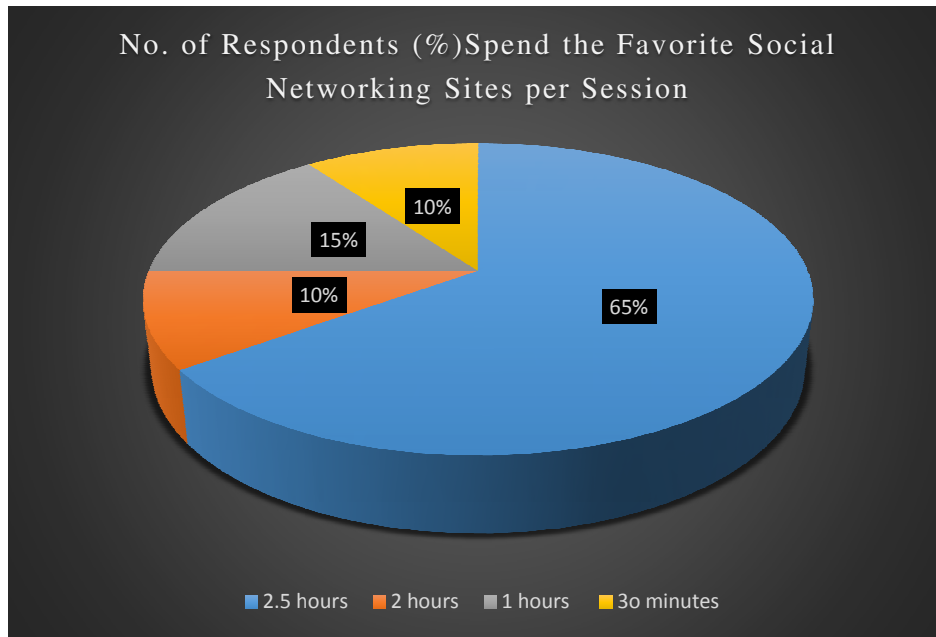
Roughly 50 percent of the public and 35 percent of students strongly felt that social media is a good source of knowledge about fashion trends. According to the results of this research, as seen in Figure 4, the fashion business is actively using social media to stay current with the fashion preferences of its target demographic.



**Figure 5: Displays the Role Social Networking Websites Would be in the Industry of Fashion in the Future.**

According to Figure 5, the information shown in the preceding graph, among the students surveyed, 85 percent of them answered that they believe for the future of the fashion business, social networking sites are crucial. This demonstrates that social media platforms will play a more significant role as a platform in the fashion industry.





**Figure 6: Shows the Time Spend (on Average) on Preferred Social Networking Sites throughout Each Session.**

The amount of time that survey respondents spend on different social networking sites during a single session is shown in Figure 6; 15% spent approximately two hours, 65% spent more than two and a half hours, 15% spent about an hour, and the other 10% spent just around 30 minutes on their favorite social networking websites.

#### 4. RESULTS AND DISCUSSION

The advancement of technology has completely revolutionized how we interact with one another and how we find work, turning the world into a global village. Business and communication throughout the globe have improved greatly as a result of the popularity of social media. Groups of individuals that congregate online to exchange ideas and experiences using vernacular media are known as "social media" in this context. The term "colloquial or conversational media" refers to a class of Internet-based applications that facilitate the creation and exchange of user-generated content such as text, photos, videos, and audio. Fashion is often regarded as the sector most adapted to and most organically suited to social media. By "social media" in this context, they mean sites and some other digital platforms that link businesses in the fashion sector with their consumers using the most recent developments in social networking technology. The fashion industry is using social media as a tool to track emerging styles and predict consumer preferences for the future. Its rise to prominence as a cultural phenomenon may be attributed to its use of social media.

It is very obvious that out of the total respondents who took part in the inquiry for this research, the overwhelming majority (85 percent) of them were females, but the conclusions of this study indicated that about 15 percent of the respondents were males. When one examines the graph, it is immediately apparent that the age range of those who responded is somewhere between 18 and 20 years old on average. To be more specific, a sizeable percentage of the sample is comprised of respondents in the age range of 19 to 20 years old. The concept that relatively young respondents were inquired about the effect that social media networks have on the most current fashion trends is a fascinating component of these results. In a poll of one hundred individuals, fifty percent of respondents said that they

learned about the most recent fashion trends via social media. The remaining respondents listed television advertising, print media, and seeing what other people can wear as other sources of knowledge. Social media is superior to traditional forms of media whenever it comes to staying abreast of the most recent developments in the fashion industry. Roughly half of the general population and about one-third of the student population were adamant in their belief that social media is an excellent source of information on current fashion trends. These data suggest that the fashion industry is making use of social media to stay current with the fashion trends of its primary demographic. According to the data shown in the graph that came before it, 85 percent of the students who were asked their opinion on the matter responded that they think social media sites should play a more prominent essential role in the sector of fashion in the future. This shows that platforms offered via social media would play an increasingly prominent function as a platform within the fashion business. Respondents spent the following amounts of time on their favorite social networking websites during a single session: 15% spent approximately 2 hours, 65% spent more than 2.5, 15% spent approximately an hour, and also the remaining 10% spent just around 30 minutes on their preferred social networking websites.

## 5. CONCLUSION

Sustainability or circular economy are becoming more important to today's younger generations, which means that these characteristics are becoming a long-term competitive advantage for the fashion sector, according to a poll. Consumers are becoming more aware of the importance of environmental and social issues, and fashion firms are responding by incorporating social responsibility into their value propositions. This research looked at the effect of social networking websites on young people's fashion choices. Youth must make use of the opportunities that social networking sites provide to grow as individuals and as a community. Fashion firms and the fashion industry may use social media websites to advertise their fashion styles and trends among young people thanks to the effect that these sites have on young people's lifestyles. Research in the future should concentrate on the fashion industry and businesses may take advantage of the influence of social networking sites on young people's fashion preferences by using them to promote their products more appealingly and genuinely. Unique and talented young people may also take advantage of this potential by producing their creative items and launching fan clubs for this kind of site on social networking sites.

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## CHAPTER 13

### IMPACT OF SOCIAL MEDIA TOWARDS RISE IN CRIME RATE AND CORRECTIVE MEASURES

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#### ABSTRACT:

The crimes most frequently reported and seen on social media include bullying, harassing, and stalking individuals online. Victims of these crimes are often not aware of when to call the police, even though most such criminal conduct does not result in punishment or is treated seriously. By trying to establish time-frames, whereabouts, and other case specifics to independently verify rape allegations that would otherwise be exempted, social media police the copious supply of cached images, conversations, and information. It provides new, formal legal channels for prosecutors to investigate and also prosecute sex offenses. In this study, the impact of social media on a rise in crime rate has been identified and described. Further, this analysis aids to explore the impact of social media on young people and how it will ultimately contribute to the rise in crime in the modern era. In this paper, the implications of criminological theory as well as the media representation of crime have been discussed. Perpetrators of the rising prevalence of violent crimes in the country have turned to social media to attract attention by publishing their crimes there to pressure the government to act in the future.

#### KEYWORDS:

Crime Rate, Criminals, Criminological Theory, Cyberstalking, Social Media.

#### 1. INTRODUCTION

Social media has significantly changed how information is now exchanged and consumed. It is now an important component of businesses and government organizations. Social media has made it easier for people to interact with a wider range of the population and share material and ideas without depending on traditional, centralized news outlets, which may have led to a more democratic distribution of opinions [1]. Public relations always demands a greater level of care and honesty, as opposed to intimate communication. Since the development of information technology, human communication, and the expression of thoughts and feelings have become more visible to the public. Social media is the modern defender of freedom of speech and expression. The number of individuals using social media, especially among young adults, is increasing every day [2].

It provides them with a platform to express themselves and gives voice to the voiceless. However, crimes like slut shaming, cyberstalking, and online harassment are rampant in today's environment, which focuses on social media. The use of crowd-sourced reports by social media companies to maintain the sequence in their environments is primarily ineffective in tackling these crimes [3]. However, even though these crimes are on the rise, they are not the subject of intense discussion or debate. The number of incidents made public

is far less than the actual number of crimes committed on social media, and many of these cybercrimes are not even considered crimes. Over time, controversies are sometimes absorbed, and as a result, these offenses are becoming more widely accepted. When it comes to crimes that use social media, the traditional justice system seems overly complex and unavailable to women and the disadvantaged [4].

Due to the technical intricacies involved in cybercrimes, collecting and investigating evidence is extremely difficult, and it is sometimes impossible for agencies to bring criminals to justice. As a result, it has served as a sanctuary for criminals. The matter is further complicated by social media guaranteeing the anonymity of violators [2][5]. The world of social media reflects society.

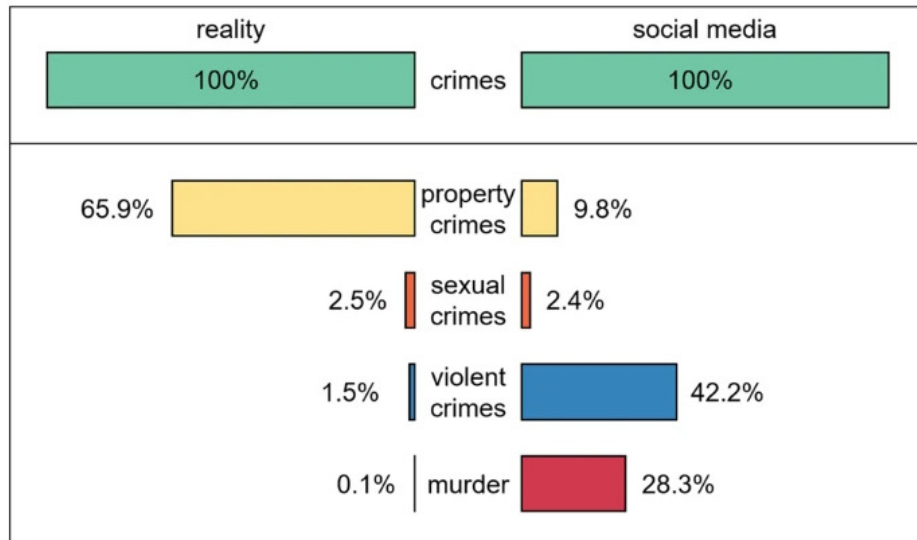
With the help of individuals and the legal system working together, society should carefully investigate the reasons behind the crimes and take appropriate action. Society is focusing its energies on re-victimizing the women who were attacked, even though such efforts are expected to focus on finding solutions to the problem, including contains complex issues of constitutional protection of democracy and free speech. When the victim has to pay a high price by becoming a victim of the criminal's actions, the society as a whole is alienated from the judicial system [6].

The crime rate for this category increased from 3.3 in 2019 to 3.7 in 2020. In 2020, fraud accounted for 60.2% of all cybercrime cases (30,142 out of 50,035 cases), followed by sexual abuse and extortion at 6.6% (3,293 incidents) will be noted. Cybercrime in India witnessed a rise of 572 percent. Government records for the past three years show an increase of 1.4 million cases in 2021.

Despite its constant condemnation, people have always been attracted to crime and deviance [7]. The prevalence of these mass societies' unquenchable appetite for crime is shown by media coverage. Whether it's in our daily news broadcasts, movies, soap operas, books, video games, or music, crime, and deviance have developed into a pervasive reason for consumption.

This has led civilizations to investigate the connection between media and crime and has led to many discussions about how the media influences both people's behavior and criminal activity [8]. This paper will examine the link between the media and crime, as well as some of the key theoretical approaches that address it, such as the media, affects hypothesis from a psychological and sociological perspective. Using these ideas as a guide, this essay will show what makes the story remarkable as well as how the media portray criminals and their crimes based on age, gender, age, race, and socioeconomic class. Furthermore, the fact that certain sections of the violators are privileged by the state machinery, keeping them out of the reach of the law and subjugating women who are critical of the institutional structure of patriarchy, has been reported on social media [9]. This shows a clear failure of the legal system to seriously address the issue of violence.

This represents a clash between the country's current criminal legal system, which often demonstrates that it is unable to address the abuse of social media, and the moral sentiments of citizens whose rights are desecrated on social media platforms. Figure 1 shows how social media impacts and contributes to crime rates.



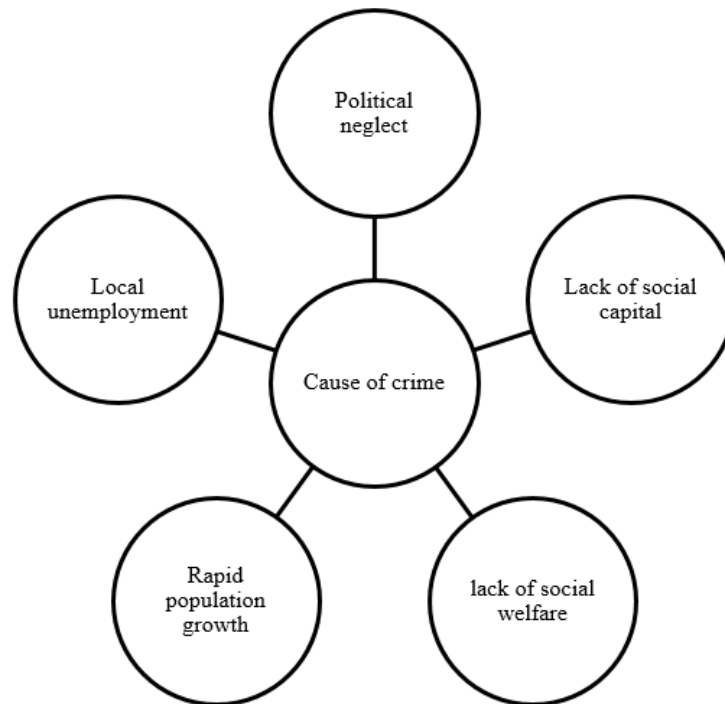
**Figure 1: Illustrate the frequency of various sorts of tweets connected to crime against crime [3].**

According to a recent study by Amnesty International titled "Troll Patrol India: Exposing Online Abuse Faced by Women Politicians in India", a large proportion of victims are from under-represented caste groups, religious minorities, and opposition parties with opposing political ideologies members were involved. It shows how the system willingly collaborates with criminals to propagate patriarchal ideas about religion and male supremacy, even in cyberspace [10]. India is a country where staunch supporters who claim to be the caregivers of religious beliefs and gods verbally abuse women of that kind, not even under the so-called Enlightenment laws of the country [11]. It is decided to register a case under Section 295A of the Indian Penal Code on women expressing their unrestricted political opinion regarding religious practices. The judicial system has legalized the stigmatization campaign of women in protest and the accusations against women who express disapproval of traditional religious institutions.

Even these violent incidents are not included in the conversation on social media sites. As a result, society differentiates between similar crimes and sees nothing wrong in doing the crimes through social media. Isolating and addressing individual incidents will in no way help in finding a proper solution to this unprecedented type of violence that significantly infringes on individual privacy rights and freedom of expression [12]. Society's suggested measures range from pressuring women to extract or hide from the social media platform to keeping quiet about the abuse they experience, making the victim feel violated again. Criminal laws dealing with common offenses including criminal intimidation, sexual harassment, breach of privacy, and defamation typically handle violence on social media platforms. These are completely inadequate to address these technologically motivated crimes that have a more serious, harsher impact on the individual than these customary crimes. The only reason for this inefficiency is the refusal of legislators to provide secure virtual social networks for their women voters. The country's criminal justice system does not benefit from the powerlessness of female users of social media platforms forcing them to leave the platform or remain silent for fear of further harassment, abuse, and stigma, but rather exposes the system's flaws and problems.

## 2. DISCUSSION

The degree to which the media can be claimed to contribute to antisocial, unusual, or criminal conduct is one of the most recurrent topics of discussion in academia and circles about mass media: the media gets us to work. As it is understood, behaviorism and mass society theory were the two primary influences on the academic study of this phenomenon known as impact research [13]. Despite coming from different fields, sociology, and psychology respectively, find common ground in their fundamental pessimism about society and the conviction that human nature is brittle and vulnerable to external influences [14]. This paper examines how psychological behaviorism and mass society theory led to the idea that media images are blamed for lowering moral standards, lowering social norms, and corrupting the minds of children. It is often accepted as the undeniable truth that society has become more violent with the growth of the contemporary media business [15]. Despite the media's best efforts to portray them as such, some crime waves are new phenomena. This is despite the advent and spread of films, television, computer technology, and social media. Figure 2 shows the crime related to social disorder and several other variables.



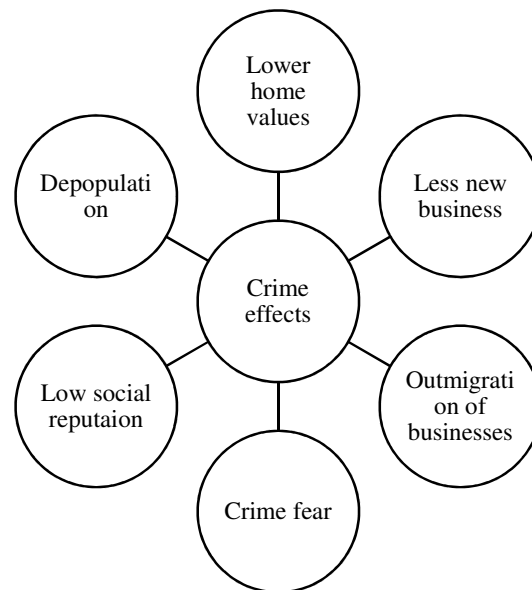
**Figure 2: Illustrate the crime related to social disorder and several other variables.**

Although the number of people reading national newspapers has been declining for some time, the market for magazines and free papers has grown significantly and has increased as a result of the introduction of digital television (TV). Thousands of radio stations are available. Most TV and radio stations now carry so-called rolling news, 24-hour news items in a continuous loop. Additionally, due to advances in electronic transmission, images, and sounds can be transmitted almost as if they were captured on the opposite side of the world [16]. The scenery can be considered darker. First, the media seems to have stagnated in our modern existence. Second, the geographic distance between news sources is almost completely erased from the way it appears on our television and radio [17]. The media now often covers crime. Crime is a major, even prominent topic in television, magazines, newspapers, and literature. The crime is compelling in both fiction and non-fiction.

Throughout the 20th century, there was research, conjecture, and opinion on the relationship between criminal justice and the media system, whether in the news or entertainment sphere. The interdependencies that exist between these enormous systems may be used to explain this connection. Figure 3 shows the effects of crime on social disintegration and a variety of effects.

The media and the criminal justice system, however, could not operate without the other. The criminal justice system is a resource for the media system since it offers one of the most popular sources of news and entertainment stories. This association with his fiancée has translated into financial gains for commercial media companies through advertising. The media uses both good and negative publicity to attract its audience and influence decision-makers. Although the influence of media on popular opinion is often debated, it is challenging to determine how specific components of print media reporting contribute to social fear of crime [18]. According to the researchers, media coverage has been linked to an increase in harassment and insecurity and a decline in the morality and quality of neighborhoods. Indicators of crime and disorder, juveniles on the streets, graffiti, abandoned houses, illegal drugs, public intoxication, and vandalism are some examples of how modern urban life is disorganized and physically and socially challenging. These factors are believed to increase urban unrest and, consequently, the fear of crime.

Crime journalism has ranked crime as a problems frame that feeds popular opinion and opinion, reinforces repressive and tough government policies on crime and criminal punishment, and promotes a "fear of crime" attitude promotes. For example, more punitive criminal justice practices have been linked to increased media coverage of juvenile delinquency [19]. An individual event can have a significant impact on large-scale changes, even if earlier steps have not yet been examined or shown to have their effects, and media coverage can have a detrimental effect on the adoption of new measures. It is difficult to claim that media coverage leads to the implementation of stricter crime laws and harsher attitudes toward criminals. The extent to which the media contributes to the production of violence is a matter of constant discussion [20]. Although a direct effect has not yet been shown, the assumptions point to a more or less causal relationship. Studies show a high correlation between media attention and some people's insensitivity.



**Figure 3: Illustrate effects of crime on social disintegration and a variety of effects.**



### 2.1 Consequences of the media images support the crime:

This section provides a summary and evaluation of the extensive study literature on the effects of media imagery on crime. Large, apocalyptic concerns of intrusion or hegemony serve as a major source of inspiration and funding for scientific assessments of media effects. However, in reality, most studies have attempted to assess two non-exclusive potential effects of media representations: criminal behavior, particularly violence, and fear of crime. First, there is discussed how the media is incorporated into the most prevalent social theories of crime before evaluating actual study findings.

### 2.2 The media and criminological theory:

There is at least a small role for the media in all the main theoretical approaches that attempt to understand crime and criminal justice. The most general principles of crime can be put together in a simple model to demonstrate this. There are several logically necessary preconditions for a crime to occur, which can be described as labeling, opportunity, motive, means, and the lack of these requirements [21]. When the mass media portray crime for both information and entertainment reasons, from which the term infotainment is coined, crime has always been and always will be a topic of interest in every culture. There is no denying the significant influence of social media platforms in our daily lives like Facebook, Twitter, and Snapchat. People use social media to communicate with friends, share photos and videos, and keep up with the news.

Because social media is such an integral part of our lives, it has emerged as a key factor in some of the most recent events that have happened globally, especially in the wake of George Floyd's passing and COVID-19 [3]. Social media can undoubtedly be a positive factor as well. Did you know that law enforcement can investigate and eventually file criminal charges against individuals who use social media? Social media posts and even private communications are often used as documents against an individual in criminal prosecutions. Individuals should all follow the basic rule that one really should give a second thought before publishing anything in the interim. The individual will be sure to disclose how law enforcement may obtain information from social media accounts in subsequent posts. Law enforcement can find everything you post on social media, including words and phrases you search for on your computer, and use that information in court against human action.

➤ *Some examples of social media-related allegations that occur frequently:*

- i. *Cyberstalking:* One of the most widespread allegations is using social media to send unwanted, annoying, and even terrifying messages to people.
- ii. *Soliciting minors:* These are instances, while less frequent, where adults have had sex-related conversations or made plans with teens. From the point of view of the state, one of the main issues is that despite negotiations, it is common to find that a defendant is unaware that the other party is a child.
- iii. *Parole violations:* Such situations are becoming more frequent. A person on parole or probation is subject to restrictions, such as not being allowed to leave the country or being avoided in particular places such as bars. These days, it's not uncommon to frequently check someone's Facebook or other social media profile to make sure they're following the rules.
- iv. *Doxing:* Although it occurs less frequently, the main assumption behind that someone leaks sensitive information about another person, causing them to become concerned. The best example of this is when Person A posts Person B's address on Facebook, knowing that Person B will probably face harassment there.

In modern times, social media plays such an important role in everyone's life that law enforcement often uses social media as a starting point of contact for their investigations. Consider this. For example, if the police learn that there was a shootout, it seems logical for police enforcement to try to identify some of the party-goers. They can then check the social media accounts of those people to see if they have published any movies or pictures, and if they have, they can try to find each of them to use as potential witnesses. People think twice before posting anything online as it can be used as evidence in your or someone else's lawsuit. Assessment of the quantitative content of crime fiction in cinema and television has been intelligently postulated by many social scientists.

However, crime fiction has been investigated more frequently in print, film, or television using a range of qualitative research methods and theoretical approaches derived from literary, cinematic, and social theory. The way crime is portrayed in all fictional works of fiction is similar to the findings of a content study of crime news. When it comes to collecting and sharing information on crime, media portrayal can have a detrimental effect on how people understand problems related to crime and hinder the execution of crime prevention plans and policies. The way that crime is covered in the media may be deceptive, and distorted, and inspire counterproductive and damaging crime control efforts. The paper claims that how the news media portrays random, violent crime involves a view of crime and justice that is reflected in public policies that often look for quick fixes to complex problems. There is rising worry that the media's main attributes could not always help people comprehend how to avoid crime.

Crime has the potential to be notable or a theme for a TV show because it involves adverse morals and virtues that are essential in the production of news. Some authors argue that to determine whether a news article is noteworthy, newscasters must assess its value and determine whether it complies with specific news structures and characteristics. The authors say that most of these essential news values are the threshold, predictability, simplification, individualism, riskiness, gender, participation of celebrities or people of high status, closeness, violence, graphic images, children's participation, and predictability of a story. It includes ideas or political values about a crime that meets the news. Even though most of these elements are present in every crime report, some anecdotes may not be fully covered by the media. So, as said, crime fiction has a major component that attracts attention because it has novelty or originality, which educates its audience about something new.

The way media outlets analyze crime-related information is based on short-term, quick-paced, and surface-level research, which can restrict the type of information shared and ignore important concerns. Little attention is often paid to the context of the crime or how the victim occurred, and reports of crimes are often read like police blotters with information on the perpetrator, crime scene, and victim. Additionally, rapid analysis of the media and evaluation of crime patterns and the results of relevant organizations of government programs can hinder good and effective prevention. Crime prevention professionals highlight the importance of long-term action-oriented preventive techniques that are founded on a thorough diagnosis that takes into account the complexity of the causes of violence and their interrelationships. As a result, these strategies are not supported by press coverage of the crime.

Media is one of the information sources that people rely on to shape their perception of the world. People consider the media to be the main information source when it comes to the existence of crime in the mentioned world. Throughout the 20th century, the links between the justice system as well as the media system have been researched, discussed, and analyzed, including uneasy concern, conflict, and the association between the media and criminal

justice. There exists a dynamic interaction between the criminal justice system and the media that takes into account changes in a more social and political context that judge people and how it affects the community. People must continually adapt their knowledge and ability to self-orientate to the conditions in which they operate. Each should be seen as playing a vital role in advancing a representative democracy that commands again the devotion of its population to civil society's responsibilities to the criminal law system's implementation of criminal law and the credibility of the news system.

Since TV channels, newspapers, and magazines often show raw crime content to increase their circulation, it is the responsibility of the general public to control their TV viewing habits and not assume that mass media channels Through whatever raw crime material is given to them. They should also be eager to learn about and discuss background details and prepare public opinion. This study shows that the majority of youth are aware of the types of crimes and criminal activities currently occurring, but they mainly rely on them to appear through various media sources. Although the media benefits society a lot, it also has both good and harmful effects. People often make quick decisions on the content being displayed without fully understanding how the event works. One of the serious reasons why some people are attracted to criminal activity at a young age by seeing glamorized crime material in the media can be attributed to the prenatal exposure of children and young people to many mass media sources. All sensationalized criminal information in the media should be viewed as part of routine entertainment and not linked to reality.

The media's misrepresentation of crime numbers and facts does not apply only to violent crimes committed by minorities, women, or youth. Reporting white-collar and corporate crimes is another area in which media distortion has a significant impact. In contrast to exaggerated facts and figures, however, nonviolent crimes such as white-collar or corporate crime criminals are misrepresented and given different media spins. These crimes and criminals are not as well-known as previously covered, and research indicates that traditional crimes receive more reporting than white-collar crimes. In other words, similar news topics are only briefly discovered by the media and do not appear on the front page or our TV news programs. The fact that the people who commit these offenses have special characteristics such as "economic power, prestige, and acceptability that as an obstacle to the entry into the state of public-devil" There is an explanation for the underrepresentation of criminals.

Despite the lack of a true media crime theory, sociologists, psychologists, and criminologists continue to conduct extensive research into the effects and effects of media on crime. This interest remains in academic circles because crime is a common issue that is widely used in news reports, radio shows, newspapers, and TV series because of its news value. It is undeniable that the media, especially based on the age, gender, ethnicity, and socioeconomic class of perpetrators, has the potential to incite moral panic and fear of crime in the general population. The media has been effective in convincing the public that violent crimes committed by specific individuals are rampant and at their highest, even though not all depictions of crimes and perpetrators accurately reflect facts and figures and instead are made for fun. Public demand for financial gain, attractiveness, and policy change in the criminal justice system. Because of this crime is a topic that the media often uses. However, the distortion and amplification of mass media through the use of narrative devices are not only abnormal, the use of narrative devices for certain crimes and perpetrators, such as young people, women, and members of racial minorities. White-collar and corporate crimes, including those involving upper socioeconomic groups, are underreported, and the tone used in such news reports is essentially favorable. Since these false predictions and images of crimes and criminals have the potential to shape public agendas, influence public perceptions,

and even modify policies and laws, they play an important role in the future of many criminal justice systems and continue.

### 3. CONCLUSION

Without question, social media has replaced traditional media and changed the way people communicate. It has given a new reason for the public to voice their opinion, present the truth and expose the lies. Many social media platforms such as Facebook, Twitter, WhatsApp, and YouTube have made it possible for individuals to produce, share and exchange ideas, information, and most importantly, photos and videos from anywhere in the world. Even though social media has many advantages, some of its drawbacks must be acknowledged. People's ability to process the vast amounts of information conveyed in text messages, Facebook postings, and tweets is immature because they consume them without checking the accuracy of the content, which can be dangerous. Furthermore, the bold reality of the virtual realm of social media is gender-based online abuse. This study attempts to shed light on how social media has increased gender-based harassment and other forms of online crime in India. Additionally, the study emphasizes that any attempt to reduce the negative effects of cybercrime using social media can have adverse consequences. The present study highlights the need for a suitable strategy and road map to address the pathetic mindset of social media-related crimes in Indian society as well as the administrative and legal tools that prohibit them which also help stop the crimes in the future.

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## CHAPTER 14

### A STUDY OF HEALTH ISSUES AND SOCIAL SECURITY OF INDIA'S INTERNAL LABOR MIGRANTS

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#### **ABSTRACT:**

The term "migration" refers to the actual movement of people or labor from one location to another. It might be a long-lasting or transient one. When individuals leave their rural homes for urban ones, they often do so out of need because of poor access to essential services like schools, hospitals, and markets. The shutdown and consequent threat of a recession are expected to leave tens of thousands of migrant workers jobless in India. This may put at risk the ability to respond to the health and social needs of migrants and could be detrimental to the overall evolution of migrants. As a result, it is essential to develop creative ways that might boost the engagement of migrants. This study examines the health and policy environment of internal migrants in India, and so it provides various findings that might help to reform policy and make it more accessible. This finding raises the possibility of increased financing for migrant-friendly healthcare research and policy development in the future.

#### **KEYWORDS:**

Economy, Labor Migrants, Social Security, Protection, Healthcare, Rural India.

#### **1. INTRODUCTION**

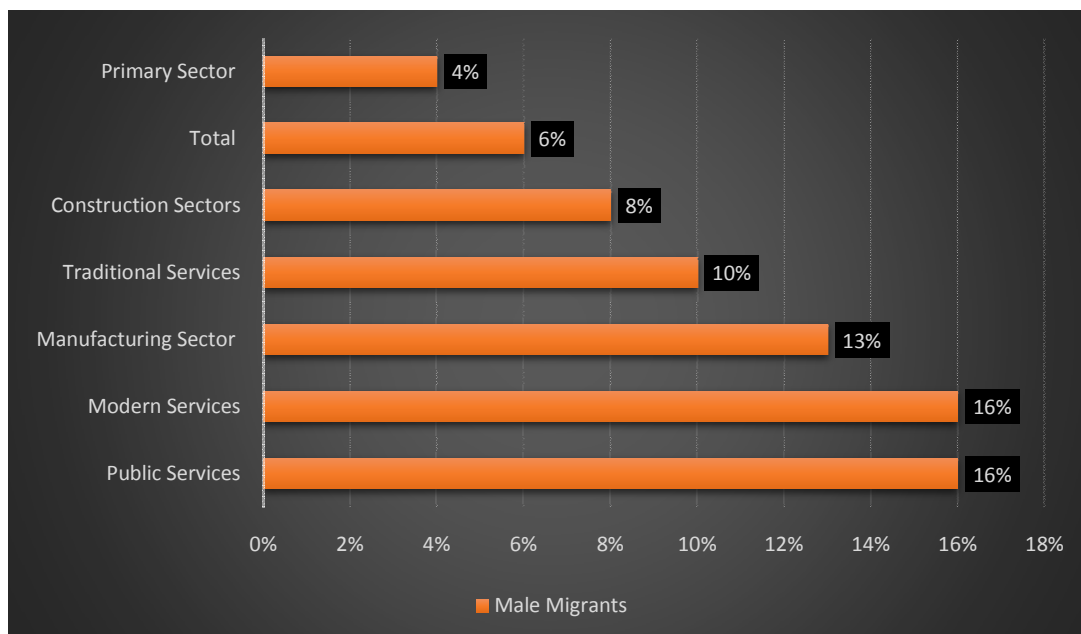
Migration has been a feature of human existence or civilization ever since it began. Millions of individuals throughout the globe have to leave their homes in search of jobs, schooling, and also the means to meet their necessities [1]. It is well known that many people leave Kerala in search of jobs in other states in India as well as in Gulf nations, and also that the remittance sent back by its former residents plays a significant part in the state's economy [2]. There are 2 primary economic factors that either push or pull the economy. Low earnings of individuals, unemployment in the place of origin, poor working conditions, or other factors would all play a role in pushing individuals out of their country of birth and into another. When those things serve as a magnet, they would be drawn to the locals in the new location.

Migration patterns among individuals have altered the historical demarcation of national and international borders among languages, regions, cultures, or ethnic groups. Accordingly, migration is a dynamic process that affects not just the lives of migrants but also those of individuals in both sending and receiving countries [3]. Since rural regions no longer provide as many job prospects as cities, young people are increasingly leaving them for the cities. But in today's economy, migrant workers encounter several challenges in the workplace. Poor working conditions, human rights violations, harassment of women and children, and so on

are all realities for migrant workers. Migrant workers are subjected to exploitation by landlords and moneylenders, and they are expected to put in long hours for little pay.

The migrant workforce is comprised of domestic workers (who either work part-time or live in either middle-class as well as elite homes), rickshaw pullers, security guards, taxi drivers, delivery boys, toilet cleaners, construction sector industry workers (brick kilns, stone quarries, and mines), small-scale industry workers (leather accessories gemstone cutting, textile factories, fabrics, jewelry-making, etc.), as well as agricultural laborers (sugarcane breaking, chili production plant, etc.) [4]. Although India ranks among the world's lowest and middle-income countries and is currently undergoing a period of major economic expansion, there are low-priority geographic regions within the country that are home to pockets of disadvantaged groups or whose development initiatives are caused for concern.

One of these categories is comprised of internal labor migrants, therefore members of this section of the population are at risk of being excluded from a wide range of developmental programs, including those about health care and education [5]. The modern building sector is a treasure trove of chances that is advancing at an exceptionally quick clip. After the agricultural industry, it is the sector that employs the most people and is often included among the key economic drivers of metropolitan regions. It is anticipated that the building industry can bring in 3.5 million crores worth of assets. There is a contribution of 12 percent to the GDP, and it employs 14 percent of the population that is capable of working. It is anticipated that by the year 2020, the nation would have gained 20.17 million new employment as a result of this [4]. According to Figure 1, in rural India, migrants made up about 6 percent of total male labor in the year 2017. The greatest number of migrant employees were found in the category's service industries, especially public and contemporary services. On the other side, there were a smaller number of migrants in the primary sector.



**Figure 1: Displays the percentage of male migrants out of the total workforce in rural regions of India in 2017, by sectors.**

## 2. LITERATURE REVIEW

Ankrah Kwaku Twumasi describes the case of Ghana, in which rural-urban migration causes major changes in the social and behavioral patterns of migrant people. This occurs when migrant people decided to shift their ground owing to the accessibility of good education, health clinics, as well as enjoyment, which further forces them to re-socialize their behaviors, which also finally results in a change in behavioral patterns[6].

Afsar Rita discussed the fundamental idea behind rural-to-urban migration, which is that individuals leave the countryside in search of greater economic opportunities now that they are less reliant on the agriculture industry. It is common for these migrants to encounter discrimination, unsafe working conditions, and a lack of job stability in metropolitan areas. The research also questions the conventional wisdom that people living in rural regions are poorer than those living in cities. The savings rate and general quality of life have greatly increased because of the rise in remittances. The movement of individuals from underdeveloped rural regions to more advanced metropolitan areas makes this feasible [7].

Samir Kumar Nanda conducted a study to examine the circumstances of migrating children in all 10 of Western Odisha's Indian districts. The research participants were children and their parents who were migrant workers in Western Odisha. In this investigation, we used a random sample strategy that was both large and representative. 80 migrant child workers were saved by the author in Andhra Pradesh with the support of the Labor & Employment Department. The study found that individuals have moved from one state to the other in pursuit of jobs and greater earnings owing to extreme poverty, high rates of childhood and adolescent illiteracy, poor incomes, or large family sizes. The effects of the child labor system on the community are investigated toward the end of the research. Options are discussed for eliminating child labor in Western Odisha, the state of Odisha, and the nation as a whole [8].

Rituparna Bhattacharyya et al. stated in a study the predicament of India's interstate/intrastate labor migrants following the 24 March 2020 shutdown. Analysis of secondary literature and GIS methodologies, the research would critically evaluate the D-series Census of India data to investigate the quandaries of internal labor migrants (particularly semi-skilled or unskilled) during the emergence of a pandemic like COVID-19. This would investigate if COVID-19 can unleash beneficial options for these migrants, such as government-mandated databases or reforms to labor laws protecting informal sector employees [9].

Priya Deshingkar presented in a study the fact that rural-to-urban migration is becoming more common since the nature of the movement is either transitory or seasonal. This phenomenon is brought to the forefront by the study. This sort of movement assists migrants in increasing the flow of remittance, mostly from non-farm activities in metropolitan locations, where they may find easy access to these opportunities. This results in a need for opportunities to generate money from non-farm activity rather than agricultural revenue, although these momentary migrants are people in rural regions [10].

Dilip Saikia conducted a study to assess the financial stability of migrant workers in Kerala. Based on survey responses from 166 migrant workers in the Trivandrum area, researchers analyzed how they spend their money, how much they save, and what they do for a living. As a result of their observations, researchers conclude that spontaneous reporting networks among migrant workers are a significant contributor to the flow of people into Kerala. Many related variables, including poor economic circumstances in the original location, high salary rates and better work prospects in Kerala, and so on, have already been identified as the primary causes of migrating to Kerala [11].



Vivek Thakur discussed in a study that migrant labor in small-size enterprises, construction, and Bricklin. Kangra, Himachal Pradesh, provides the primary data. The study articles analyze the migrants' home states, their demographic profiles, income since migrating, their spending, and their core difficulties. According to this study, most migrants come from Uttar Pradesh, followed by Jharkhand, Dehradun, Bihar, or Rajasthan. 40.5 percent of the migrant population is aged 25 to 35. This survey found that the main causes for migrating are a lack of work prospects and poor earnings in their native state. The research indicated that migrant workers' economic situations increased. Migrants' wages rose significantly. Most relocations last 4-5 months [12].

### 3. DISCUSSION

The connections involving migration or poverty, both in the countries of origin for migrants and also the countries where they settle, are one of the least explored and understood problems in the field of economics. It comes as a shock to learn this considering that the great majority of people who move throughout the globe come from rural regions, which are also where the bulk of the world's poor life is. The mobility of humans out of rural regions impacts those left behind. This is crucial from a social welfare perspective, but it may also have repercussions for growth in the economy from outside rural areas (for example, by impacting food production, agricultural products, rural demand for manufactured products, as well as agricultural production excess available to finance anywhere in the economic system). Non-migrants' economic well-being affects future mobility. At migratory destinations, immigrant labor integrates local production, complimenting some elements and competing with others (including some types of non-immigrant labor). It affects income levels or redistribution in migrant-host economies [13].

#### 3.1. Reason for Migration:

The reasons people move can be broken down into two categories: push forces and pull factors [14].

##### i. Push Factors:

The pull factors are those that entice a person to move in some direction. Some instances are work possibilities, education, residential amenities, etc.

##### ii. Pull Factors:

Poverty, bankruptcy, social isolation, joblessness, environmental catastrophes, and so on are all push factors that contribute to people migrating.

##### iii. The remaining aspects to consider:

Human migratory patterns are strongly influenced by the time- and space-dependent physical conditions of a place. Earthquakes, landslides, climate change, and other natural disasters have altered human migration patterns on occasion. Many individuals are compelled to leave their homes and communities because of natural disasters like floods and droughts.

##### iv. Aspects of the Economy:

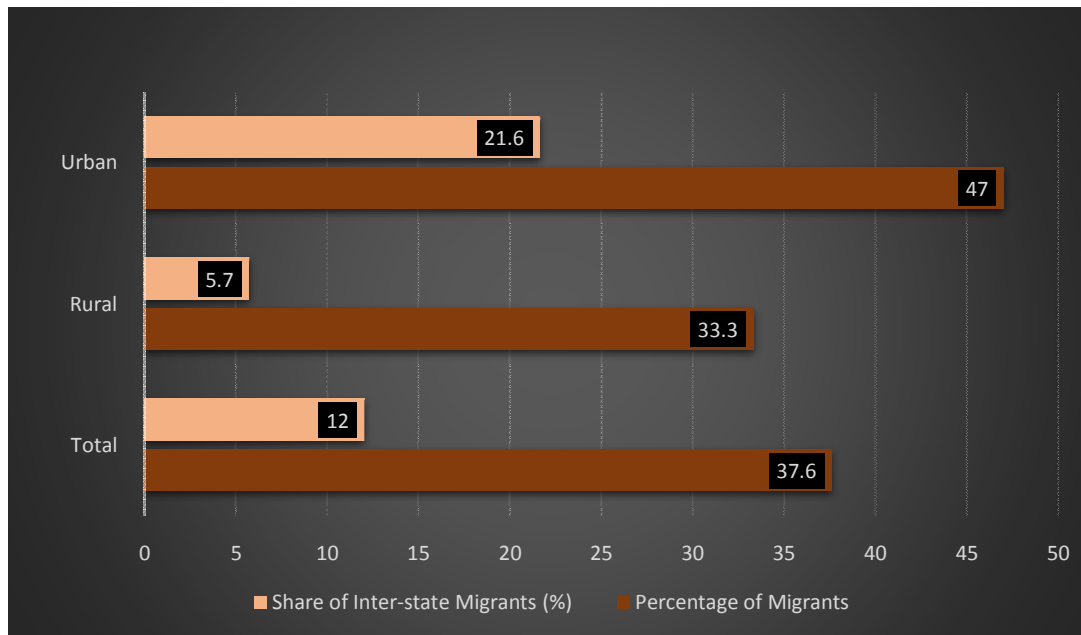
The need for greater economic opportunities, the dearth of ground suitable for cultivation, and the ever-human population are the primary driving forces. People were forced to move out of their villages before the advent of the industrial revolution because of the rise of cottage industries or mechanical agriculture.

##### v. Attributable to society:

The number of women who have been left is on the rise which has led to an increase in the number of women who migrate in search of a way to support themselves. According to statistics from all of India, there is a much larger rate of women traveling from rural areas to other rural areas as opposed to rural areas to urban areas. Until the male migrants find jobs, they are financially reliant on the wages of the female migrants. People move from one location to another due to the social norms and traditions that have been passed down through the generations. Marriage between members of different castes is one example. They are either shunned by the other villagers and their families due to their social standing or because they are unpopular.

*vi. Demographic Variables:*

There has also been an uneven rise in the number of people who can read and write, which is another significant issue. People with greater levels of education and professional experience tend to relocate to new places because of the increased earning potential there. The migration patterns of humans are also affected by both the birth rate and the mortality rate. The rise in population causes an increase in the demand for labor, which in turn drives people from rural regions with an excess of workers to move to urban areas [15].



**Figure 2: Displays the Levels of Rural-Urban Migration in India and also the Percentage of Residents Who Have Moved Between States.**

According to Figure 2, migration is a technique that millions of individuals in India use to improve their standard of living. The vast majority of people who migrate in search of jobs and employment do so in the direction of metropolitan centers. Migration accounts for almost half of the urban population, with one-fifth of those people moving across states. The movement of people from one area to another is not a recent phenomenon; it has been going on since ancient times. There are a lot of people willing to labor for low wages, but few jobs are available, in rural regions nowadays. In general, although metropolitan centers provide many job opportunities, they are home to a relatively small labor force. Therefore, metropolitan areas have increased the need for labor, while rural and underdeveloped regions became a source of labor supply [14].

Three out of every 10 Indians are internal migrants, yet the topic obtains little attention from the government. In India, there are 2 main types of emigration: (a) permanent relocation and (b) seasonal or cyclical movement. As opposed to short-term and seasonal/circular migration, which consists of one-way trips between such a person's home and a new area, long-term migration involves relocating a whole household. An estimated 15–100 million Indians [16], leave their homes for a short time each year. Also, seasonal migration has increased in recent years, with women often working as house cleaners and head-load transporters and males opting for more physically demanding jobs [17]. The biggest category of international migrants is made up of persons who are now working or have been working in a country other than their country of origin at some point in their lives. There are more than 150 million international migrant workers across the world. Important migrant locations include high-income countries in North America, northern, southern, or Western Europe, as well as the Middle East [18]. Each year, migrant labor generates huge amounts of money in donations that are paid back to lower- and medium countries. The migration of people is a significant element that plays a significant role in determining the trajectory of economic and social development in India. Migration is widely recognized as a key means through which people in India may make their living. The migration of people mostly from rural and underdeveloped regions towards developed places in quest of jobs has been the primary factor in determining the nature of the labor market in the context of the Indian situation.

### *3.2. The health of India's migrant workers:*

Although many people's financial situations have improved as a result of migration, and many individuals and families have benefited from it, there are also numerous negative repercussions to consider. Migrants working inside a country often endure harsh conditions, such as living in squalor, being exposed to dangerous working conditions, and being separated from their loved ones for extended periods [19]. The fact that they are often left out of government health and education programs also makes it difficult for them to get quality care at a reasonable price. Malaria, HIV/AIDS, and tuberculosis are only a few of the infectious illnesses that have spread as a consequence [20].

Male migrants often have occupational health difficulties including eye problems and stomach discomfort, while female migrants frequently experience reproductive tract infections, anemia, and generalized violence. Falls and accidents caused by equipment are also significant causes of amputation among the many migrant workers who toil on construction sites. The rise in maternal and child health indicators has been attributed in part to the underuse of government-run healthcare services by migratory populations [21]. This migration of individuals has led to a lot of issues for these people, such as the workers being marginalized socially, economically, and politically as a consequence of this movement. People who come from relatively impoverished and unpleasant locations in pursuit of a gainful job and a better standard of life are the ones who will benefit the most from this program. Migration from relatively poor families accounts for a significant portion of total migration in India.

### *3.3. Plans, regulations, and initiatives for improving the health of migrants:*

Social and legal security for migrant workers in India is not addressed by the current policies and regulations. While India has signed onto International Labor Organization (ILO) agreements in the past, it has failed to ratify the Convention on Migrant Workers (CMW), which would provide a unified framework for the protection of migrants throughout the world. The rights of migrants are addressed in several international regulations, as mentioned in the United Nations Convention on Migrant Workers. Meanwhile, India neither embraced

these conventions nor established specific agenda on the migrant problem. However, the most fundamental right of migrants, their health, is not being upheld. Important health policies in India, like the National Health Policy (2001), prioritize universally accessible public health care as a means to improve the health of the nation's population. But still, it completely ignores the unique health needs of migrants. Migration has important repercussions on the process of development. It has an impact on the social, economic, and political lives of the sending regions as well as the receiving areas. Both of these sectors are producing both good and bad repercussions in various ways. Migration has repercussions not just for the regions, but also for the migrants themselves and the families that they leave behind. Let's take a look at their repercussions.

There is a lack of attention paid to the healthcare of migrant workers within the context of the framework of health programs and policies at this time. For instance, India's National Population Policy from 2002 outlines the government's commitment to allowing residents to make educated and voluntary decisions about reproductive and other types of healthcare services. In addition, the Indian government's "Vision 2020" policy has set the goal of achieving universal health coverage by the year 2020. If this goal is met, India will be in better health, enjoy greater prosperity, and have a higher educational attainment rate than it has ever before in the course of its evolution. <sup>28</sup> However, the health of migrants is not given sufficient consideration in any of these initiatives, which are designed to improve the health of the community as a whole. Because of their immigration status, migrant populations are often excluded from receiving health care from the government. This is because migrant populations are generally seen as short laborers. In contrast to this, they are unable to afford private health care, which contributes to their low rate of health care use. The responsibility and influence to enhance city infrastructure and services have been delegated to Urban Local Bodies (ULB) in India. Despite this, it is becoming more obvious that these ULBs are still subject to the authority of their respective state governments and place less emphasis on medical outreach operations.

If their beneficial influence is adequately harnessed, migrants, according to Deshinkar and Sandi (2012) [22], maybe at the center of human growth. Migrant worker protections are seldom mentioned in India's labor legislation. The primary emphasis of the Inter-State Migrant Workmen Regulation Act (ISMWRA) of 1979 is on protecting workers from exploitation by agencies from other states. But it's not being enforced the way it should be. One major drawback is that it portrays construction workers as stationary and makes no mention of the advantages of working in other sectors or different locations. Additionally, the National Employment Guarantee Act of 2005 and the Minimum Wages Act of 1948 provide some reassurance by guaranteeing at least the minimum wage to foreign workers [23].

At the moment, the majority of the health services for migrants are supplied By Non-Governmental Organizations (NGOs), and there are few indications that government policy supports the migratory community. The Integrated Child Development Scheme, or (ICDS), is an initiative that aims to: There is a program run by the Indian government that ensures that all migrant children can obtain nutritional supplements at their destination sites from the Anganwadi center. This center is the location where supplements are given out in addition to being linked to other medical services [24]. Although the Rajiv Awas Yojana (RAY) program's objective is to provide urban slum inhabitants with housing facilities, other goals of the program include the improvement of urban infrastructure and the provision of essential services to the poor. Both of these programs represent a big step in meeting the requirements of those who live in urban impoverished neighborhoods and slums. However, these programs

do not address the particular concerns of migrants, although shelters are one of the most fundamental necessities for many migrants and slum dwellers. This is because a large number of people who are without homes can still be found in many of India's largest cities. The National Rural Health Mission (NRHM) is India's flagship health initiative. It was inaugurated in April 2005 to address the health needs of underserved populations located in rural regions. The government of India is responsible for implementing the NRHM. Because NRHM focuses on serving rural residents, urban migrants are often overlooked. Despite this, the National Urban Health Mission (NUHM) was approved by the Government of India in 2013 and is currently being carried out in all of India's state capitals, district headquarters, and cities and towns to provide the urban poor with access to the medical care they require [25].

#### 4. CONCLUSION

Migration in India is primarily dictated by the country's social structures as well as its developmental trend. The migratory process has been sped up as a result of the development initiatives implemented by each successive administration since independence. Migration is mostly caused by inequalities in economic progress. Although their importance to a nation's overall economic expansion cannot be overstated, migrant workers are seldom acknowledged for the role they play. Poverty and deplorable living circumstances at their place of origin are the primary motivating factors for rural migration. They move in search of chances and living situations that are superior. They are not included in the scope of consideration for welfare policies or legal aid services. Conditions of employment that are safe and secure need to be guaranteed for migrant construction workers. Their well-being in terms of both physical health and political safety must be given the highest priority. This study concluded that internal migration presents India with enormous hurdles, and the country has to devise appropriate policies and programs to enhance the health of its migrants. The current programs need to be augmented and improved, and the successful execution of these programs, in addition to the integration of source-exit-destination levels, is essential to the process of enhancing the health of migrants.

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## CHAPTER 15

### ADVERSE IMPACTS OF CHILD MARRIAGE IN INDIAN SOCIETY AND ITS PREVENTIVE MEASURES TO CONTROL

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#### ABSTRACT:

The issue of Child marriage is a societal phenomenon that is still prevalent in certain regions of India. In some cases, a little girl child, under the age of fifteen, gets engaged to an older man. Another type of child marriage occurs when both the boy child and girl child's parents plan their prospective wedding. In this type of relationship or marriage, the boy and girl aren't asked to approach or meet with each other until they are of marrying age as well as their marriage ceremony can take place. As per the author of this study, it has been seen that child marriage still happens in several parts of India which is also the biggest factor of employment. Illiterate people were mostly engaged in the issue of child marriage. Furthermore, as per this study, women who live in poverty have a higher risk of child marriage than women who live in a higher socioeconomic condition. The primary goal of this study is to investigate the adverse impacts of child marriage in Indian society and what measures the government should take to combat this issue and also reduce the influence of child marriage in Indian society in the future.

#### KEYWORDS:

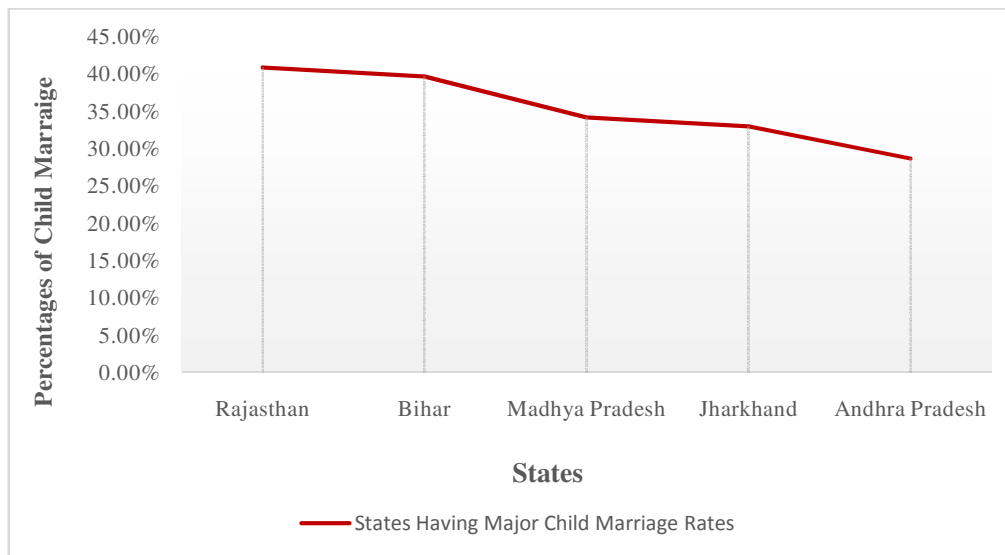
Child marriage, Domestic violence, Depression, Poverty, Health.

#### 1. INTRODUCTION

Child marriage has already been performed in Indian society for decades, with children married off before they attain full physical and mental development. Religious traditions, societal norms, economic considerations, and deeply held biases compound the issue of child marriage in India. Regardless of where it occurs, early marriage is a grave infringement of human rights that leaves behind psychological, mental, as well as bodily consequences. When sexual activity begins shortly after a wedding, it can result in early birth and pregnancy which can be fatal for both the woman as well as the child. Females who marry when they are adolescents are much more prone to undergo physical abuse at home. Child marriage is a significant topic of concern in India and it is a societal phenomenon that is still prevalent in some regions of India shown in Figure 1.

In some cases, a little girl kid, under the age of fifteen, gets married to an older man. Another type of child marriage occurs when both the boy as well as girl's guardians plan their prospective wedding. In this type of marriage, the boy and girl aren't allowed to meet until they are of marrying age as well as their marriage ceremony can take place. Poverty, gender discrimination, low educational attainment, societal standards, security worries regarding girls, as well as control over sexuality are all important factors for the frequency of child marriage in Indian societies. In rural regions, girl children are more impacted by child marriage than in metropolitan areas. However, if either spouse is involved in a marriage at a relatively young age, they might request that the wedding be deemed canceled.





**Figure 1: Illustrating the States Having the Most Child Marriage Cases in India.**

Child marriage violates a child's right to good health, nutrition, and education. Females are known to be more prone to violence, abuse, and manipulation when they marry young. Marriage has a significant physical, psychological, mental, as well as emotional resonance on both girls and boys, limiting educational opportunities as well as opportunities for self-development. Although child marriage affects boys as well, it affects women much more frequently and severely, to the point that over half of females varying ages between 18 to 29 and much more than a half of men varying ages between 21 to 29 are believed to have wedded before reaching the legal marriageable age. As a consequence, several societal, economic, historical, and sociological issues compound the issue of child marriage.

During Pre-independence India passed legislation barring child marriage in 1929. The Teenage Marriage Restraint Act of 1929 prohibited the solemnization of marrying young. In past years, the Union Government has moved to limit the practice by repealing the Child Marriage Restraint Act of 1929 and establishing the more progressive Prevention of Child Marriage Act of 2006, which includes penalties for anyone who carries out, approves, or advocates child marriage. Under this Act, marriages between males under the age of 21 and females under the age of 18 are considered child marriages. It also permits the cancellation of early marriage and provides a separated woman with the right to sustenance and residency from her husband if he is over the age of eighteen or her in-laws if he is under the age of eighteen until she decides to marry.

British India's first attempt to regulate early marriage in Indian civilization was the Restraint on Child Marriage Act of 1929. Shortly, in 2006, the Prohibition of Child Marriage Act was passed, abolishing the previous Act and making such marriages prohibited. The next section will go through these reenactments. Even after this amendment to colonial law, as well as numerous government and non-government efforts to educate people about the dangers of young marriage, prejudices, and beliefs that underlie the personal taste persist in India, especially among those who live in rural regions and people who are underprivileged, including such members of Scheduled Castes (SCs), Muslims, Backward Classes (OBCs) and some other Members of Scheduled Tribes (STs).

Since child marriage infringes on girls' basic rights, it is regarded as a human rights infringement. A woman's childhood is deprived of her, her schooling is disturbed, as well as

her financial options are restricted. The 2030 Sustainable Development Goals of the United Nations (UN) seek to end all kinds of discrimination against women and girls, specifically child marriage. Some international agreements recognized that girls have a right to be shielded from undesirable customs including child marriage and female genital mutilation in addition to the elimination of gender inequity.

## 2. LITERATURE REVIEW

L. Ateffakhr proposed that Dowry is a serious threat to women's lives and it refers to property or valued security offered by one party to another as a condition for marriage in Indian civilization. According to the author, the contribution of the wife's family to serve the husband was the main reason for dowry. Women were given wealth as well as jewels by their families at their wedding, which provided a level of financial autonomy for the woman even after her wedding. His research also suggests that the issue of dowry would arise after marriage in certain situations, and if the bride refuses to provide all that her spouse and in-laws demand, her life in the groom's household will become horrible as well as she will be subjected to torture, and she may lose her life in some cases are mentioned in his research [1].

T. Combs-orme states the health of the teenage mother and her child is endangered by adolescent pregnancy. According to their study, these challenges, such as pregnancy difficulties, low birth weight, as well as infant deaths, are mostly related to the adolescent's behavior and social status. Early and regular use of health care can help to reduce risks by allowing for the early discovery and treatment of major issues. Human service workers should take advantage of every opportunity to promote effective prenatal care while keeping in mind the pregnant adolescent's developmental and personal needs. The final result of their study is that prenatal care is important not only for a safe pregnancy but also as regards additional therapies that can enhance the young parent's functioning and the family's chances of a happy and healthy life [2].

Rajeev Seth et al. declared that depriving children of their rights to health, schooling, as well as a means of existence through early marriage is a serious kind of cruelty toward children. The socioeconomic factors driving child marriage in India should be determined since it is important to recognize child marriage as a social and health problem. In this qualitative case study, which was conducted in rural Mewat District, India, the authors looked into sociocultural factors that may influence early marriage while delivering communities portable health care services. A case study A young person who is engaged to be married and a young lady who married as a teenager but experienced major health issues when her spouse divorced her are represented as two clinical scenarios. Conclusion: The main social elements included patriarchy, coercion, social norms, as well as customs. The two stories show how societal norms impact intergenerational norms, resulting in irrational decisions and child marriage [3].

G. R. Babu and B. V. Babu the authors of this study look at the public health consequences of dowry-related deaths all over India, the association among dowry mortality and dowry-related suicide attempts, as well as socio-economic factors. The National Crime Records Bureau (NCRB), the third National Family Health and Survey-2005-2006, the Planning Department of India, as well as the Census of India 2001, provided the data on which their conclusions were founded. Both suicides, as well as deaths due to dowry, were reported in India in 2007 in equal numbers: 8093 and 3148, accordingly. Between 1995 and 2007, the number of dowry-related fatalities increased by 74%, while the number of dowry-related suicides increased by 31%. As per their findings, the information presented can be used to create and execute various initiatives to reduce dowry-related assaults and fatalities [4].

Purnendu Modak states The goal of this study is to examine the elements that affect girls' marriage decisions in the high-prevalence regions of India and to investigate several social, demographic, socio-cultural, as well as village-level factors that are significant in affecting determinants for girl-child marriages in Indian regions where it is most prevalent. Binary logistic regression was used to assess secondary data (DLHS-4 data from 2012–2013) of 1, 25,549 females who have been married off early. The results of this study demonstrated that both individual and family economic and demographic factors, such as place of residence, education, religion, as well as caste, were significant predictors of girl-child weddings with the highest prevalence among Indian states [5].

Fitri Rofiyarti has suggested that India's high occurrence rate indicates a cultural change. Child marriage is illegal and connected to a practice that is almost identical to slavery. As per UNICEF's State of the World's Children 2009 report, young marriage does have some negative effects, such as the reality that pregnancy at a young age (women 15 to 19 years old) results in infant death. Even if the infant survives, there will be several nutritional as well as cognitive issues. The authors of this study intended to determine whether, despite the conditions of today's weddings in India, are still a reflection of cultural values continuity. Is a form of organized crime based on the number of instances and the resulting negative consequences [6]?

### 3. DISCUSSION

In the Middle Ages, when law and order had not yet become founded, arbitrary power was concentrated in the hands of a bureaucracy under the rule of a dictatorial ruler. The Sultanate of Delhi, India's authoritarian sovereign, descended from a different culture. They were zealous in their dedication to their beliefs and utilized a cruel method to promote them. They were as intolerant of non-Christian worship as they were of adherents of other faiths. Women were, as is common, the victims of any war, fire, plunder, and so on. During the era of the Delhi Sultans, they were prevalent, and Hindu women suffered the brunt of them. Throughout these terrible times, child marriage, the choosing of women from the general population, as well as the concealing of the Ghungat were all established. This time also gave rise to rituals like Sati, which considered the birth of a female newborn to be a terrible omen and even had infant girls murdered in a breast milk vat. The presence of young women who weren't married presented a possible disaster in the middle of uncertainties.

It has been seen that, According to Section 6 of the Hindus Marriages Act, 1956, the constitutional marriageable age in India is 18 for females and twenty-one for males. Any wedding of a child younger than this age is prohibited, criminal or illegal in India, as per the Prohibition of Child Marriage Act. However, child weddings are still common in India, especially around the Hindu event of Akshaya Tritiya. Hindus have traditionally used horoscopes interpreted by pundits to predict the day of their marriages. Some dates, on either hand, are considered so lucky that no expert is necessary. One such day is Akshaya Tritiya, or Akha Teej, which falls on the third day of the Hindu calendar month of Vaishakh, which often falls in May. Several weddings are occurring at this time. Unfortunately, a number of these marriages involve young children. It is a religious custom that is challenging to modify in some areas of India.

Child marriages represent the reality that, similar to sati, girls, and women are seen as property that "belongs" to someone: her family, her spouse, and her in-laws. If she waits too long to marry, her parents will regard her as a burden. Instead of dowry, a "bride price" system exists in certain communities where child marriage happens, in which the husband's

family must pay a sum of money in exchange for the bride when the girl marries. This system encourages parents to marry off their children to make money, not to improve circumstances.

In any event, because girls are often younger than males, child marriages are more harmful to girls than to boys. Any schooling that girls may have had comes to a stop with married. So if young females become pregnant, their well-being suffers severely because their organs are often unsuited to have babies. As per the National Family Health Survey 2005-06, early marriage is much more likely in rural areas than in urban areas. This indicates that laws prohibiting child marriages are implemented higher effectively in urban regions than in rural regions [7]. Child marriages may be more common in rural regions due to a socio-cultural value system and economic backwardness. Table 1 shows that child marriage rates are higher in Bihar, Uttar Pradesh, West Bengal, Rajasthan, Jharkhand, and Andhra Pradesh.

**Table 1. Shows the Percentages of Women Married Before 18 Years in Several Parts of India.**

States	Total	Rural	Urban
Bihar	61.30	59.20	39.30
Chhattisgarh	52.80	58.30	22.40
Gujarat	31.50	33.90	26.30
Jharkhand	51.20	69.00	31.60
Madhya Pradesh	52.0	61.00	29.10
Maharashtra	33.80	44.90	25.90
Orissa	31.30	37.70	23.30
Rajasthan	56.10	57.70	30.80
Uttar Pradesh	62.00	60.10	35.00
West Bengal	49.30	55.60	29.50

### *3.1. Child marriage due to Poverty:*

The early marriage of young daughters is just a method of economic security for many poor families. One less child to feed, clothe, as well as educate also equals one less person to feed, clothe, and teach. The necessity of financial arrangements at the time of their marriage encourages parents to marry off their girls young in Asia and Africa. For instance, families in certain Sub-Saharan societies receive a high bride price for girls who are wedded around the time of puberty. Parents in Bangladesh, India, Pakistan, and Nepal believe it will be easier to provide a dowry if their daughters marry early. Forced child marriage is significantly more common in underdeveloped regions and countries across the globe, and it is particularly concentrated among the poorest in society worldwide. For example, in Senegal, a girl from a poor family is nearly four times more likely to marry early than a girl from a wealthier one. Families in impoverished situations have few alternatives for their daughters, except for being married young.

### 3.2. *Child marriage due to education and economic option:*

Early marriage is directly associated with having limited or no schooling. On the other side, education and higher levels of knowledge shield females against early marriage. In several countries, teaching girls is typically given less emphasis than educating boys. Education and professional training might well be neglected whenever a woman's primary activities are seen as those of a spouse, mother, as well as housekeeper [8]. Even when poor families want to enroll their girls in school, they sometimes do not have access to suitable schools in the region or the money to cover the cost of tuition. Educating males rather than girls with limited means is often safer and much more economically advantageous. As a consequence, parents are compelled to believe that early marriage is the only practical option for women [9].

Among the most important variables of human capital creation is education. A person's productive capability is determined by their degree of education. Educational investment levels influence educational achievement as well as human capital development, promoting economic growth and development. A person's ability improvement is impacted by the amount of money they spend on their schooling. In every developing country, women have fewer opportunities than men to grow in their education and careers. Families usually pay various proportions for boys' and girls' schooling (Females and Males). Female children, on the other side, are considered as a burden as well as pressure on the family's economic structure, and even as another's asset to be given to in marriage, whereas male kids are treated favorably in the perspective as resources as well as the family's financial foundation. Due to this bias, spending on children's education is prioritized less or doesn't consider female children at all [10]. An examination of children's enrolment in AP reveals how discrimination towards girls is implemented. In AP, more than 90% of government schools have more girls than boys enrolled, while private schools have more boys than girls enrolled. People consider marriage as an easy way to avoid spending money on a girl's education.

#### 3.3.1. *Avoiding Expenditure on Female Education:*

Human resource development is critical to economic growth; efficient human resources as well as human capital are required for successful utilization of physical capital. A person's productive capability is determined by their degree of education. Educational investment levels influence educational achievement as well as human capital development, promoting economic growth and development. A person's ability improvement is impacted by the amount of money they spend on their schooling. In every developing country, women have fewer opportunities than men to grow in their education and careers. Families usually pay various proportions for boys' and girls' schooling (Females and Males). Female children, on the other side, are considered as a burden as well as pressure on the family's economic structure, and even as another's asset to be given to in marriage, whereas male kids are treated favorably in the perspective as resources as well as the family's financial foundation. Due to this bias, spending on children's education is prioritized less or doesn't consider female children. Female children are given less or no priority as a result of this prejudice in expenditure on children's education. An examination of children's enrolment in AP reveals how discrimination towards girls is implemented. In AP, more than 90% of government schools have more girls than boys enrolled, while private schools have more boys than girls enrolled. People consider marriage as an easy way to avoid spending money on a girl's education [11].

### 3.3.2. *Minimizing Marriage Expenditure:*

In most families, the husband has a higher standing than the wife. He is, of course, supposed to be much more accomplished as well as talented than his wife. When it comes to learning and educational credentials, the husband is expected to have a higher level of education than the wife. Many people have had the experience of trying to locate a bridegroom who matches the bride's educational qualifications, only to find that bridegrooms with greater qualifications expect more dowry and other items. If the female is educated, the groom should be more knowledgeable than the bride, and there should be higher dowries. As a result, the higher the girl's education, the higher the marriage cost [12].

### 3.3.3. *The Poverty of Family:*

In most families, the husband has a higher standing than the wife. He is, of course, supposed to be more capable than his wife. When it comes to educational qualifications, the husband is expected to have a higher level of education than the wife. Many people have had the experience of trying to locate a bridegroom who matches the bride's educational qualifications, only to find that bridegrooms with greater qualifications expect much more amount of dowry and several other items. If the woman is knowledgeable, the husband ought to understand more than the bride as well as the dowry ought to be higher. As a result, the higher the girl's education, the higher the marriage cost.

### 3.3.4. *Social Insecurity:*

One of the societal variables that contribute to the child marriage system is social security. A married lady is thought to be safer than an unmarried woman when it comes to criminal activities. Married ladies are viewed differently by males than unmarried girls. Unmarried girls are considered as having nefarious motives. Violence against unmarried girls/females is motivated by nefarious motives. Parents hurry to marry their daughters as early as they enter puberty or before to preserve unmarried women against crimes, attacks, as well as mocking.

## 3.4. *Problems:*

### 3.4.1. *Early Pregnancy-Health complications:*

Early pregnancy and child marriage are unavoidable consequences of child marriage, resulting in a slew of health issues. She will be unable to deal with changes in her body throughout pregnancy if she is unaware of her physiological situation. Elderly ladies are also unable to provide her with suitable guidance. Older women often used monitor the situation closely during their pregnancies, deliveries, as well as the postnatal period. However, elderly women lack the knowledge of earlier generations of women and do not approach skilled medical professionals with the same confidence [13]. In emergency scenarios, this kind of setup might lead to a reliance on local quacks.

### 3.4.2. *Fall in the High Fertility Age Group:*

Women who marry before becoming Sixteen are more inclined to have more babies, which might lead to an unwanted pregnancy. Due to a lack of access to the latest surgical treatments to prevent/delay pregnancy, women are forced to carry their unborn child and have childbirth.

### 3.4.3. *Lack of Organization or Family Management:*

Statistics show that young brides are much more likely to have many kids. Children of children who were married before the age of fifteen had an aggregate of 4.96 children, 4.15 children of children who were married between the years of fifteen as well as seventeen, and 3.12 children of adults who were married after eighteen years of age [14]. Young mothers are

much less able to make decisions about their kid's food, medical services, and even household management and have less influence and control over them.

#### 3.4.4. *Impact on the sexual health of women and girls:*

Young girls may feel severe physical discomfort throughout sexual activity due to the inherent development of their sexual organs. Early pregnancy complications include obstetric fistula, which causes the bladder or intestines to perforate [15].

### 4. CONCLUSION

In several regions of the world, child marriage still seems to be common, mostly impacting girls belonging to rural regions with lower levels of education and creating social and medical difficulties for these young mothers and their children. Early marriage should be avoided as a first step. The study's results recommend the following methods for dealing with this issue. Investigate the traditions surrounding child marriage, Create a network of (religious) leaders as well as instructors to help girls negotiate with their parents by teaching parents, concerned citizens, and especially youngsters about the negative repercussions of child marriages health as well as community members should get more knowledge about child marriage so they may become champions as well as decision-makers in their neighborhoods and organizations. Strengthening and establishing community partnerships and alliances involving girl's organizations, educators, senior citizens, local government representatives, women and youth organizations, community, and religious officials, and others is necessary to minimize child marriages. Last but not least, given the factors that lead to early marriage, every effort should be made to alter society's and parents' gender-biased beliefs through proper education on the one side and poverty alleviation on the other.

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## CHAPTER 16

### A STUDY ON THE IMPACT OF TOBACCO USE ON THE HEALTH OF YOUNGER GENERATION

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#### ABSTRACT:

Smoking is a behavior that includes inhaling tobacco smoke the smoke enters the smoker's lungs, nicotine travels via the bloodstream to the smoker's brain and alcohol also affects the brain. The author of this paper discussed the nicotine effect that makes a person feel rewarded, which leads to smoking addiction and also some alcohol effects too. The results show the number of smoking-related deaths is rising quite quickly and young smokers and drinkers are becoming more prevalent every day as well. The author concludes that the current study sheds insight on developing a strategy to assist young individuals in quitting smoking by providing them with counseling and a treatment plan. The purpose of the study is to motivate young people to lead healthy lifestyles. Therefore, the study offers the opportunity to do additional research in the future to encourage more individuals to lead healthier lifestyles.

#### KEYWORDS:

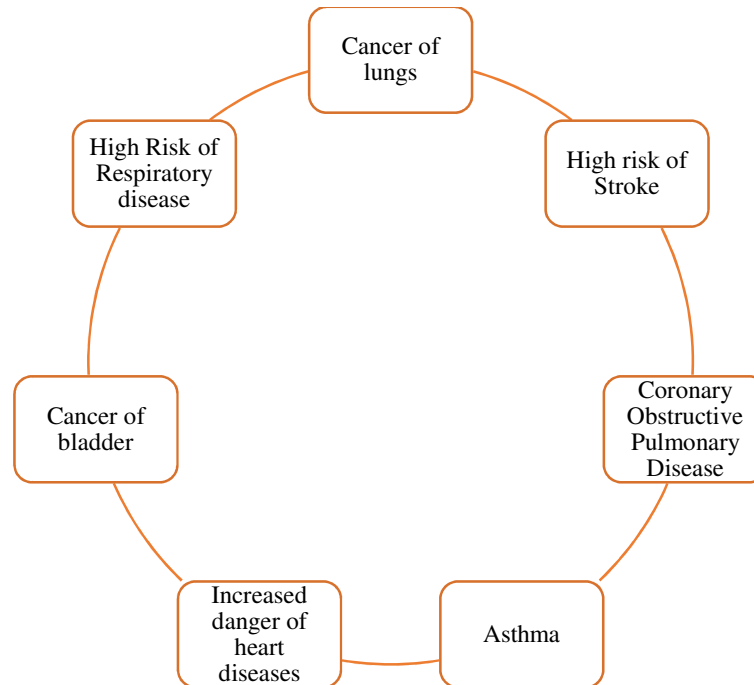
Cigarette, Lung, Population, Smokers, Health Hazard.

#### 1. INTRODUCTION

Smoking damages almost all of the heart muscles and causes sickness and impairment. Over 200 million Americans are affected by a condition brought on by tobacco smoke. At least 2.5 persons suffer from a major smoking-related disease for every smoker who passes away. In addition to emphysema and chronic bronchitis, smoking also increases the risk of developing leukemia, heart disease, stroke, lung conditions, hypertension, and chronic bronchitis. Cigarette smoke also raises the chance of developing tuberculosis (TB), several eye conditions, and antibody issues, such as rheumatoid arthritis. Essentially, smoking involves burning tobacco. The smoker's lungs and bloodstream are both affected by the nicotine present. Nicotine enters the smoker's brain through the blood. Every year, 4000 baby deaths and 41,000 fatalities among non-smoking adults are attributed to second-hand smoke exposure.

Adults who are exposed to second-hand smoking develop coronary heart disease, lung cancer, and stroke. Major public health problems, soft tissue problems, worse severe shortness of breath, breathing problems, and slower lung growth are all conditions that are more common in increased susceptibility to cigarette smoking. The brain produces a sensation of pleasure as soon as nicotine enters the brain. The smoker experiences gratification and quickly develops an addiction [1]–[3]. Smokers develop cigarette dependence and cravings for the effects of nicotine consumption. Once hooked, a person finds it challenging to stop smoking. Everyone experiences stress in today's competitive society, therefore smoking addiction is easily developed when someone is under stress. Even though everyone is aware of the health risks associated with smoking, addiction to nicotine

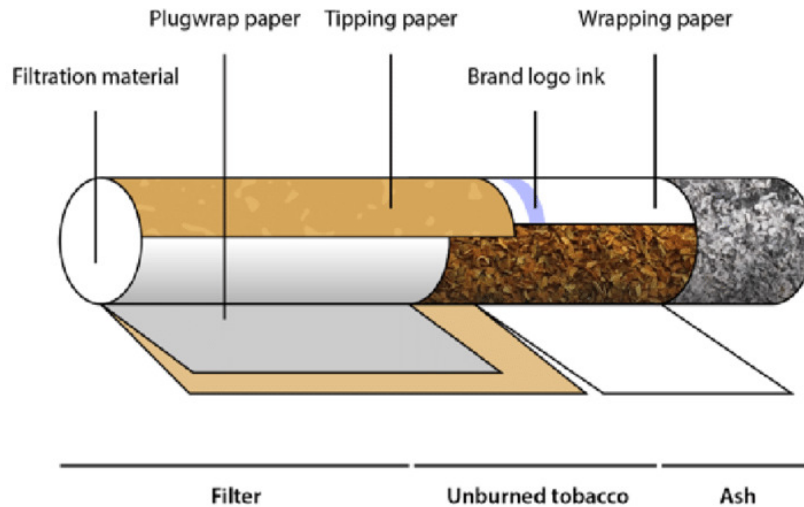
causes regular cravings for tobacco use [4]–[6]. Figure 1 illustrates the different diseases that are caused by smoking regularly.



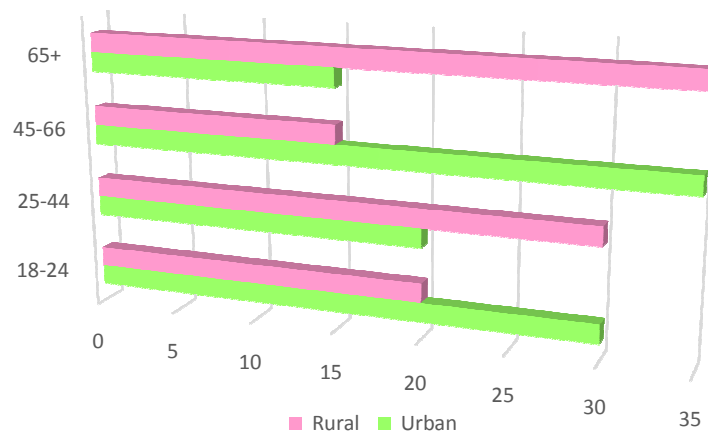
**Figure 1: Illustrates the different diseases that are caused by smoking regularly.**

There are 267 million smokers in India, according to statistics on smoking 21.4 percent of individuals use smokeless tobacco, with men making up 29.6 percent of users and women accounting for 12.8 percent [7]–[9]. In India, 14.2 percent of women and 42.4 percent of males over the age of 15 who use tobacco, respectively, use tobacco. In India, 7.7% of adult smokers use bidi, which is preferred by the majority of smokers [10]–[12]. In India, adult smokers make up 10.7% of the population, with males making up 19% and women making up 2%. Every year, smoking and passive smoking cause about 9.26 lakh deaths. Every year, smoking causes the deaths of over one million Indians. Smokers and bidi users pass away 6–10 years sooner than others of the same age.

Around 2 lakh individuals die from smokeless tobacco use annually in India, accounting for 74% of all deaths worldwide [13]–[15]. Figure 2 illustrates the materials that are used in the making of cigarette-like filters, ash, etc. Figure 3 discloses the different percentages of people who smoke regularly in a location. However, smoking is a simple method for individuals in the working class, particularly the younger generation, to regularly forget their difficulties. The high rate of smoking among young people from working-class backgrounds is partly a result of easy access to too many cigarettes during the day and regular exposure to coworkers' smoking habits. People who work in offices as a consequence smoke continuously throughout the day. Although homemakers, seniors, and even students experience significant levels of stress daily, smoking is less common in these groups of individuals due to cultural differences and less excessive usage of cigarettes.



**Figure 2: Illustrates the materials that are used in the making of cigarette-like filters, ash, etc. [16].**



**Figure 3: Discloses the different percentages of people who smoke regularly in a location.**

## 2. LITERATURE REVIEW

M. Prelog et al. in their study embellish that the smoking of patients creates a dilemma for the medical practitioners to convince the patient regarding the health hazards of smoking. The author of this study applied a methodology in which they surveyed 500 smokers. The results show addiction to smoking in teenagers is quite high. The author concludes that the addiction to smoking even after knowing all the health associated with smoking is clearly stated as physically self-destructive. Women who smoke also die with the same complications as those men. But the average of women smokers and men smokers is yet not the same [17].

F. J. Chaloupka and K. E. Warner in their study illustrate that the tobacco industry is growing very fast across the globe. The growth of the industry is related to health hazards to all the people consuming tobacco. F. J. Chaloupka and K. E. Warner applied a methodology in which they stated that smoking can easily destroy families and their lifestyles. The results show that because of political and economic connections, it is difficult that the use of tobacco

will be restricted. The author concludes that the taxes applied on the consumption of cigarette is also high which eventually contributes to the economy. Thus it is a matter of debate whether any policy will be made in the future to restrict the use of tobacco [18].

Richard P et al. in their study embellish that in the 1990s nearly three million people died of smoking. In the 2020s about 10 million population dies of tobacco and following the trend the author suggests that in the 2030s 30 to 100 million people will die of tobacco consumption.

The result shows following the current smoking pattern by the 2030s almost half a billion of the global population will die of smoking. This prediction could change if the current smoking pattern is not followed in the coming decades. The author concludes that in China the smoking rate in males has reached its peak. Discussion related to the harmful effects of smoking is not putting much impact on smokers [19]. Thus passive smoking by women and other non-smokers is there. Thus in the next 30 to 50 years the health hazards coming due to the high smoking rate will reach their peak in China. The government and authorities should make a strategy to combat the situation [20].

As per cited literature, various studies have been conducted on smoking which includes the dilemma of medical practitioners while treating patients with severe lung issues, as even after knowing the health hazards of smoking patients fail to quit smoking and suffer a lot. The severity of death caused due to smoking and the rate at which the number of smokers and eventually passive smokers are increasing in China.

All the studies show that due to the increasing number of smokers, the death rate of active as well as passive smokers will keep on increasing globally. So to bring a check on health hazards caused due to smoking, the paper puts light on the smoking done by people of the working-age group which is majorly the effect of stress and a trend followed by many other co-workers. The study provides a method to the candidates to help them quit smoking and encourage them to follow a healthy lifestyle.

### 3. DISCUSSION

The idea behind considering the working-class population smoking three or more cigarettes is to determine the way that the people belonging to the working class are handling their day-to-day stress at the workplace. Their goals in life, how these people face their problems, and how they find smoking as an easy way to forget their stress and problems in life. In today's world of high socio-economic pressure, almost all age groups of the population undergo the pressure to perform best amongst their competitors.

But, the working-class age group especially the young age group people find smoking an easy way to frequently smoke to forget their problems. The high percentage of smoking among working-class young people is also because of the easy excess of cigarettes throughout the day and watching colleagues smoking frequently. This results in continuous smoking of office-going people a day. Students, elderly people, and even homemakers also deal with a high-stress level in their day-to-day life but because of cultural background and

less excess to smoking joints, smoking is less seen in other age groups of people. Figure 4 discloses the death ratio in India due to regular smoking.

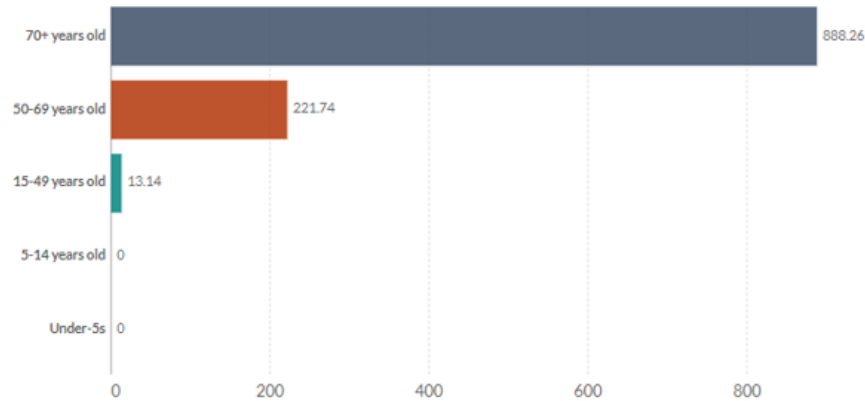


Figure 4: Discloses the death ratio in India due to regular smoking [21].

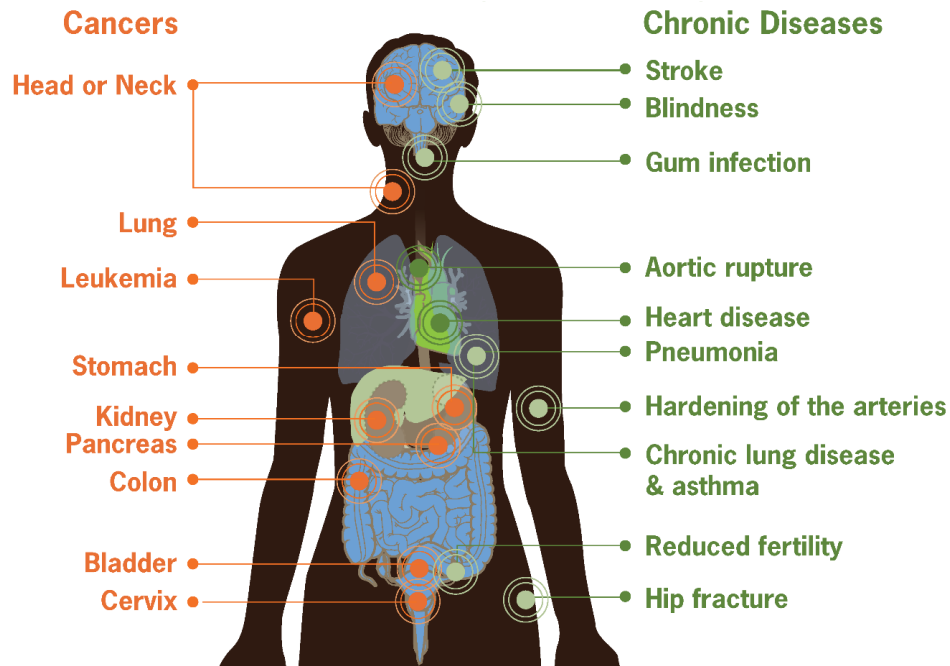


Figure 5: Discloses the different disadvantages of smoking that an individual can feel in their life [22].

3.1. Deciding On a Quit Day:

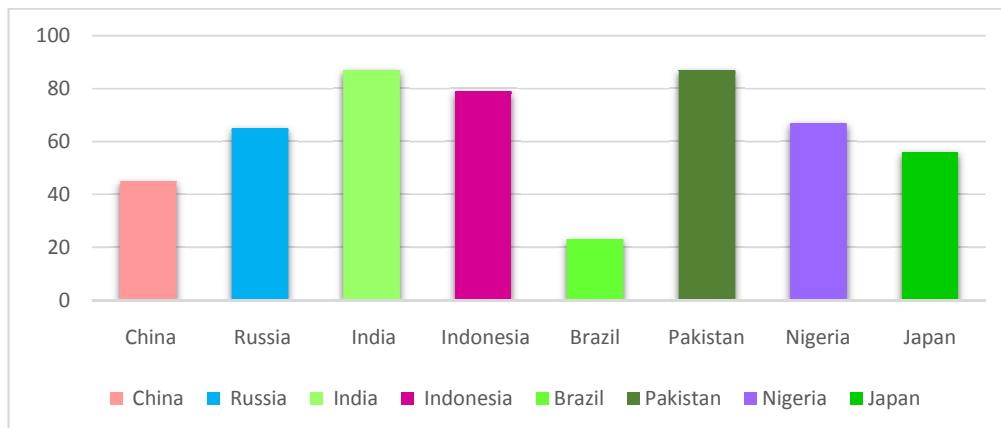
It involves, deciding a day as per one’s convenience when the person will not smoke at all. For a person who is a frequent smoker, it is difficult to completely quit smoking for an entire day. To help people quit smoking. Survey people were suggested to keep themselves busy. Avoid visiting the areas where they usually smoke. Avoiding all the people with whom they usually smoke. Not consuming alcohol. Keeping oneself calm for the entire day to avoid the urge of smoking. Consuming more liquid – fresh juice, water, and juicy fruits.

### 3.2. Following Nicotine Replacement Therapy:

The nicotine replacement involves consuming nicotine in any other form and thus the urge to smoke in the person reduces. The reduced urge to smoke helps the person to easily quit smoking. Other forms of nicotine include chewable gums that constitute nicotine, a spray used for the nose, and nicotine inhaler. The commercially available nicotine replacement products help the person to quit smoking. Figure 5 discloses the different disadvantages of smoking that an individual can feel in their life.

### 3.3. Consuming Non-Nicotine Medicines:

Non-nicotine medicines act as a substitute for nicotine when they reach the brain of the person. This results in reduced craving for smoking and withdrawal symptoms from smoking. A dose of non-nicotine medicines for a duration of 12 weeks is usually prescribed but to permanently quit smoking person is prescribed to consume the same medicine for a duration of 4 weeks to 24 weeks depending upon the cravings of smoking. Adopting alternative therapy, alternative therapy to avoid nicotine includes acupuncture, hypnosis, and therapy using the magnet, consuming supplements, consuming herbs, and performing mindfulness meditation. All the methods divert the mood of the person and prevent nicotine cravings. This helps in quitting smoking. Figure 6 illustrates the different countries and their smoking ratio [23]–[25].



**Figure 6: Illustrates the different countries and their smoking ratio.**

### 3.4. Some Effect Of Alcohol And Tobacco On An Individual:

- vii. Consuming two units of alcohol per day minimizes the danger of getting gallstone by one-third. The researchers showed that moderate consumption of alcohol showed health benefits.
- viii. The journal Neuropsychiatric Disease and Treatment showed that people who drink a moderate quantity of alcohol were less prone to suffer from dementia and other diseases. The small quantity of alcohol makes cells of the brain fit and prepare to bear stress and makes them strong to bear severe stress.
- ix. It is observed that after moderate consumption of alcohol, the number of cases of the common cold is observed to be reduced in number. An intake of 8 to 14 glasses of red wine every week reduces the risk of suffering from the common cold. Scientists believe that the antioxidant properties of wine may prevent developing colds.

- x. As a part of the Mediterranean diet, alcohol, and wine was consumed with a meal preferably lunch, and the rest of the day was spent alcohol-free. Drinking 2 to 4 drinks per day reduced the risk of death by 18 percent in both men and women.
- xi. Reduce the danger of cardiovascular diseases. Consuming alcohol in moderate quantities increases the level of high-density lipoprotein, Good cholesterol, and HDL in the blood. Thus HDL prevents the heart from ailments.
- xii. A moderate quantity of alcohol is also linked with an improved rate of blood clotting and better function of insulin hormone. This prevents the clotting of blood in arteries and causes heart attack, brain stroke, etc.

### 3.5. *Effect of beer on an individual:*

Beer removes the toxins that are present in the body. The diuretic property of beer raises the removal of toxins from the body by raising urination. Increases longevity by causing a delay in aging. The Vitamin E level in the blood raises and the effect of Vitamin E on hair, nails, and skin also improves the physical appearance.

- i. The vitamins found in Beer prevent the onset of acne and other skin-related issues. These increase the glow of skin and hair.
- ii. Nicotinic acid and lactoflavin present in beer make the person feel sleepy.
- iii. Raises blood levels of Vitamin B, out of the Vitamin B complex, many Vitamins are present in Beer. Vitamin B6 present in Beer reduces the risk of a heart ailment. The heart ailment is reduced by keeping check on the formation of homocysteine amino acids in the body.
- iv. Bone health is improved, bone gets healthier and denser because of the presence of silicone, thus increasing bone density. Beer also reduces the risk of osteoporosis.
- v. The presence of minerals like Magnesium, Potassium minimizes the risk of the development of kidney stones. In beer, 90% water is present which primarily works in the prevention of the development of kidney stones. According to a study, drinking one bottle of beer every day has shown a reduced risk of developing kidney stones by 40%.
- vi. The risk of occurrence of diabetes reduces, it is observed that people who consume beer are at reduced risk of getting affected with diabetes of type-2, the study was conducted at Harvard School.
- vii. The damage to the mitochondria of the eyes is prevented by antioxidants and enzymes present in beer. A study at the University of Western Ontario stated that a beer a day can reduce the danger of developing cataracts.
- viii. Drinking beer increases the amount of dopamine released in the brain, thus, beer is proven to be protective against developing the diseases like Alzheimer's and Parkinson's.

## 4. CONCLUSION

Competition is rising among people of all ages as a result of the changing socioeconomic culture throughout the world. Spending a lot of money on school, dressing well, owning costly equipment, and many other things. Everything places a heavy load on the family member who earns money. Families with more than one wage earner share the costs of living or set aside a portion of each person's income for future unforeseen needs. The author concludes that however, in households with just one wage earner, that individual must shoulder the full financial load. In such circumstances, the earning member begins to live under extreme strain, which causes stress. A person starts smoking and quickly becomes dependent on it as a way to cope with the stress of their family and job. Despite being aware

of the illnesses caused by smoking and the health risks associated with it. Once someone becomes addicted to smoking, quitting becomes tough for them. A person becomes dependent on cigarettes due to the nicotine in them. Smokers often consume three or more cigarettes each day. The paper results were also based on counseling sessions with each applicant who took part, which convinced them to give up smoking to adopt a healthier lifestyle. The study creates new opportunities for further investigation into how to encourage young people to lead healthy lifestyles.

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## CHAPTER 17

### AN ANALYSIS OF SOCIAL CHANGES IN DEVELOPED COUNTRIES THAT IMPROVE THE QUALITY OF LIFE

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#### ABSTRACT:

It refers to changes in human interactions and relationships that alter cultural and social institutions and these changes occur over time and often have profound and long-term consequences for society. Lack of social development such as corruption, extreme poverty, conflict, famine, and lack of security. This Study focuses on the benefits of social change in developed countries such as gender equality, improved labor rights, improved environmental well-being, and improved business climate are all possible outcomes of social transformation. Also discussed the various factor of social change in developed countries, the role of civil society, in bringing about social change, and the leading role in social change. It concludes that the youth of developed countries have been affected by social, economic, cultural, and geopolitical changes in life. The future goal of social development is to enhance the quality of life of each individual so that they can realize their full potential and the prosperity of society is related to the happiness of its citizens.

#### KEYWORDS:

Community, Developed Countries, Education, Social Change, and Society.

#### 1. INTRODUCTION

Social development involves dedication to both individual and social well-being, as well as giving individuals the opportunity to identify their own needs as well as the needs of their community and to have their own opinions about the choices that affect them. Public concerns are taken into account when developing social policy as well as economic initiatives. Social expansion was traditionally regarded as a collection of desired outcomes, such as higher income, longer life expectancy, lower neonatal mortality, more and better educational opportunities, etc. Recent findings have focused on enabling conditions, strategy, and policy[1]. However, despite some efforts, little attention has been paid to the fundamental social process of development that determines how societies arise, adopt, initiate, and organize themselves. The concept of social progress, socio-cultural development, or the philosophical notion that society progresses by evolutionary mechanisms, can't be included when discussing social change. This may be a paradigm shift in the socio-economic system, such as a move from feudalism to capitalism or even a hypothetical post-capitalist transition.

Social development refers to the mechanism through which individuals acquire social and emotional skills throughout their lives, with particular emphasis on childhood and adolescence. Good social development allows us to form strong bonds with our families, friends, co-workers, teachers, and other individuals. Therefore, it can also be used to characterize various social revolutions, such as the fight for civil rights or women's suffrage,

as well as social revolutions, such as the revolutionary movement outlined in Marxism. Cultural, religious, financial, scientific, or technological factors may be responsible for social change [2]. A source of change is a random or singular cause, such as the environment's climate, the weather, or the existence of a particular group of individuals. The systemic factor is still another factor. A stable and adaptable administration, enough freely accessible resources, and a diversified social structure, for instance, are all necessary for effective growth. Overall, social change typically involves a mix of systematic and distinctive or sporadic forces. A society's upward journey from low levels of activity, effectiveness, efficiency, production, complexity, awareness, innovation, choice, mastery, enjoyment, and success is referred to as social development. Although they frequently occur in tandem, development, and growth are independent processes governed by distinct legal frameworks. Expansion of current activity kinds and forms constitutes development. Development entails qualitative expansion [3],[4]. The underlying desires of society for growth or advancement serve as the driving force behind social development. Society and people will work to gradually meet a hierarchy of demands in that order. Motivation is intricate and extremely individual. The drive to labor may be psychological or more subconscious and instinctual, driven by the need for monetary gain, social fulfillment, or security for one's food and shelter. This is especially true for causes that are selfless and gratifying. Maslow's hierarchy of human needs, which organizes human drives in the Figure 1 hierarchy, is among the most well-known ideas to explain motivation.



**Figure 1: Illustrates the Social Development which is Driven by the Subconscious Aspirations of the Society for Advancement [2].**

### *1.1. History of Social Changes in the Nation:*

Various cultures and historical eras have given rise to a wide variety of social transformation concepts. Three stand out as the utmost fundamental: the concept of fall, or, in terms of religion, the descent from the initial condition of grace; the concept of cyclical variation; and a series of succeeding and recurrent stages[5]. Patterns change with time, as does the notion of constant advancement. These three concepts have dominated Western social philosophy ever since and were already prevalent in Greek and Roman antiquity. However, since the Enlightenment era of the 17th century, the notion of progress has emerged as the most

significant one. Social theorists like Adam Smith and John Millar in Scotland and Anne-Robert-Jacques Turgot and the Marquis de Condorcet in France promoted views on the development of human technology and knowledge. The 19th century's conceptions of social development likewise gave significant weight to progress, and the most important social theories of that era all had an evolutionary foundation. According to evolution, since it followed specific rules, humans have advanced along a path that was predetermined and unavoidable. Some societies have advanced further than others in this advancement, with Western society being the most advanced among them and thus indicating the prospect of the rest of the worldwide people.

The present paper is a study about social development that includes individual and social well-being as well as the opportunity for citizens to determine their own and their society's needs and influence the decisions they make. , Additionally, social change takes public concerns into account when making economic and policy initiatives. This paper is divided into several sections where the first is an introduction and the second section is a literature review and suggestions from previous studies. The next section is the discussion and the last section is the conclusion of this paper which is declared and gives the outcomes and future of this study.

## 2. LITERATURE REVIEW

Stefano Carattini et al. [6] have explained that the most important concerns of this century are global poverty and climate change. If not adequately handled, climate change would worsen poverty and inequality both within and across countries, according to the study's main concept. The author has used the potential importance of diffusion processes in accelerating the shift to greener economies. Given the expenses associated with higher salaries and the requirement to sample from larger systems, among other factors, it has been determined that field experiments in affluent nations are often more expensive. The author's goal is that the 2019 Nobel Prize in Economics would encourage scholars looking at climate-related performance variation to continue their work in this area because it concluded that climate action is urgent. Alain Van Hiel et al. [7] have examined the association between education levels and liberalization beliefs in extensive, representative samples distributed throughout 96 nations. According to the author's method, the Human Development Index (HDI) ranges from extremely underdeveloped, developing countries to wealthy, developed ones. It was determined that higher HDI countries compared to lower HDI nations have a considerably stronger correlation between an individual's level of education and their attitude toward liberalization. It was concluded that the education amplification effect expanded the gap between lower and greater HDI nations in regard to a liberalization mindset and economic development potential.

Michael C. Dewan et al. [8] have explained the frequency of numerous problems that neurosurgeons meet and which serve as the basis for important neurosurgical care. The major objective is to assess the personnel required to satisfy this demand as well as the burden of neurosurgical illness globally. The article implies that a practitioner survey was carried out to determine the median annual number of neurosurgical cases as well as the percentage of illnesses needing surgery. According to the results, 13.8 million of the projected 22.6 million individuals with neurological illnesses or accidents who need a neurosurgeon's skills need to have surgery. It concluded that numerous variables, particularly baseline population demographics, exposure to risk factors, and genetic vulnerability, are expected to have an impact on regional variance in illness occurrence.

Elma Satrovic et al. [9] have explained the probable causal relationship over time between entrepreneurial activity, innovation, and economic development in the context of 9 industrialized countries. By evaluating the panel's Value at Risk (VAR) model trivariate using the generalized method of moments (GMM) framework, the article implies that the approach has been utilized to study the causal relationships among the variables of interest. As the result show of the factors influencing economic growth has revealed, both entrepreneurship and innovation may be important factors in the expansion of the economy. It concluded that education is necessary to foster an environment that is favorable to innovation and entrepreneurship.

Jasmin Passet-Wittig and Arthur L. Greil [10] have explained that studies on the frequency of usage of medically assisted reproduction (MAR) are largely ancient as well as come from earlier times. The major goal of the research is to determine how common MAR usage is among both men and women. The author stated that the aim was to find any printed sources that gave at minimum one prevalence rate for MAR usage founded on the examination of experimental data. As a result, academics and healthcare professionals are unable to comprehend the relationship between social change, social policy, social system, and help-seeking for sterility since help-seeking patterns are not similar over time and geography. It concluded that there are theoretical reasons to be careful when making assumptions regarding gender, location, country level, and variations over time in the rate of people seeking aid.

The above study shows the most important concerns of this century are global poverty and climate change and also the frequency of numerous difficulties that neurosurgeons meet and which serve as the basis for important neurosurgical care. In this study, the author discusses the various factor important for social change such as bringing about social change, the role of civil society, the role of the individual in social change, the leading role in social change, and it is important for social change in the societies.

### 3. DISCUSSION

The present paper is a study of social development which includes individual and social welfare as well as the opportunity for citizens to determine themselves and their society's needs and influence the decisions taken them. Additionally, social change takes public concerns into account when taking economic and policy initiatives. This paper is divided into several sections where the first is an introduction and the second section is a literature review and suggestions from previous studies. The next section is the discussion and the last is the conclusion of this paper which is declared and gives the result as well as the future scope [11],[12]. The only programs with a chance of success and significant mass impact are those that follow this irrational drive Every civilization has a huge range of possible human energy absorbed and stabilized by the social structures, political systems, cultural norms, and material security that form its structured basis. These energies are unleashed and manifested in action during moments of transition, crisis, and opportunity. The entire nation may be propelled into activity and quick advancement by policies, tactics, and programmers that harness this dormant energy and direct it into productive endeavors.

#### 3.1. Bring About Social Change:

There are several models for social transformation. Before a policy change can be properly implemented, the public must be made aware of it and educated about it, and a critical mass must be built. The social movement framework defines the diverse initiatives of movements for social change. It serves as an example of the procedures required to institute social change: When a problem has to be addressed, official institutions such as the creation of departments or persons, legislation, the necessity for official policy change, and enforcement

by the relevant authorities are all acknowledged, When it is acknowledged that it should be a social concern, enculturation through school and family occurs when the issue is broadly acknowledged. Additionally, education starts at home with families. The latter two steps can be combined under the heading public assistance and understanding, which refers to a protracted process that starts with education and culminates in a full integration into the family [13],[14]. It's crucial to keep in mind that the social change model's phases must all be satisfied before the social change may take place it is a typical error to just analyze policy change in terms of attaining policies or laws, ignoring the structures and enforcement necessary to put them into effect. If a law or policy is not implemented in practice, it is not worth the paper it is written on [11]. In actuality, the goals of policy reform may be viewed as an intermediary goal, with behavior modification serving as the ultimate goal that really improves the conditions of animals.

### *3.2. Role of Civil Society:*

Social movements may be quite effective in bringing about change, in contrast to the force-supported institutions of a state, civil society refers to the entirety of volunteer legal and political organizations and institutions that serve as the foundation of a functional society independent of the political system in that state. Civil society is a space where non-coercive mass negotiation is based on shared objectives, ambitions, and principles. Although the lines separating the state, community, business, and civilized society are occasionally blurred, muddy, and contentious, in practice, their institutional forms are different from each other. The institutional structures, actors, and locations used by civil society often vary in their formality, autonomy, and authority. Organizations including charitable organizations, development Non-government organizations (NGOs), local organizations, women's rights groups, religious organizations, labor unions, professional societies, self-help organizations, social movements, coalitions, and advocacy groups frequently make up civil society.

The public sector is strongly supported by civil society groups, particularly those active in the sector of social change, and these organizations frequently make public policy debate and education reform a key component of their missions. They collaborate with people who support social concerns [15],[16]. Wishing to effect change via conversation. The development of the Internet and new communication technologies have had a major influence on public sector communication recently. Numerous civil society groups have become supportive of social change as a result of the Internet's quick expansion. To improve strategic efficacy, it has employed a variety of technological technologies and information distribution strategies.

### *3.3. Role of the Individual in Social Change:*

Society lacks direct channels for expressing the impulses and ambitions that pervade its collective unconsciousness. Leading Conscious People Visionary intellectuals, political figures, businessmen, creative and spiritual seekers play this important role as they are all collectively unconsciously drawn and motivated to communicate to achieve what they want and achieve. When the leader's purpose and actions do not align with the general will, they are disregarded or rejected. Where it expresses a strongly felt social desire, it is actively encouraged, imitated, and pushed. This is most evident when there is war, social upheaval, or religious conflict. For example, India's early freedom fighters actively promoted the desire for independence from British rule before the arrival of the general public. For many years, leaders have exhorted a reticent populace to envision themselves as a sovereign nation and strive to realize that ambition. No foreign country could enforce its will on the Indian people once the collective agreed on this idea.

All forms of human creativity unleash and channel human energy, turning it into finished products. Building skills entails learning to manage our physio-nerve energy so that we can accurately command our bodily activities. Without expertise, physical actions are awkward, ineffective, and unproductive, as shown in a kid learning to walk's attempts to stumble. Although energies are the driving force, a successful action is only possible thanks to strategic aptitude and technical expertise. One part of this indirect energy is frequently the high sensations associated with social change movements [17],[18]. This energy is focused on areas where change can be most successfully initiated with the help of strategic support. Development occurs when new concepts are formed as a result of social preparation and conscious action by individuals. The accumulated surplus energy of society supports the efforts of the pioneers to put new concepts into practice, learn new skills, and undertake new activities. The community eventually accepts and adapts to the new activity as the copycats of successful pioneers gain attention and overcome opposition from conservative forces.

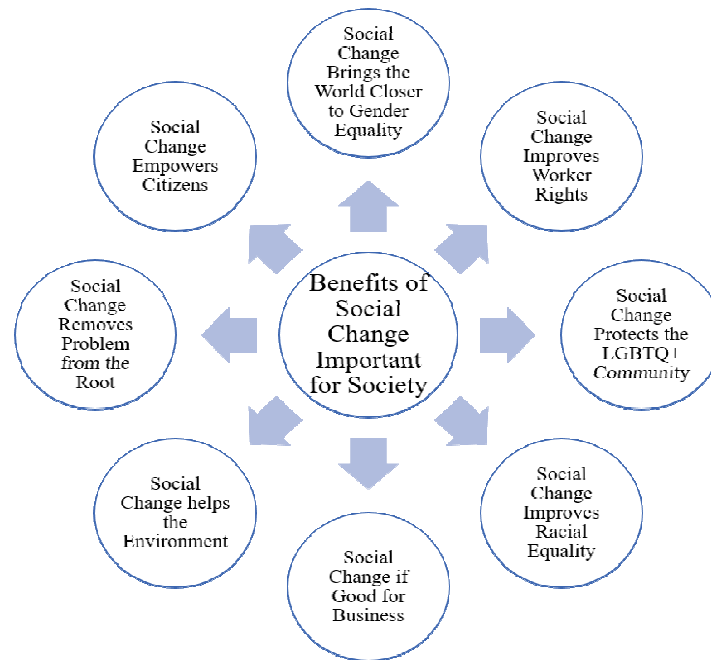
#### *3.4. Leading Role in Social Change:*

Leading the reader who has become aware of the new changes and starts new behaviors and actions to take full advantage of them is what propels social growth. Pioneers serve as leaders or as levers for group progress. Pioneers offer society's underlying desire and preparedness conscious expression. Society nonetheless requires a catalyst through which its innate preparation for change may be put into practice, even when this readiness exists only in the subconscious. This is the function of guiding people through natural growth. When a society is prepared, sooner or later one or more pioneers take the initiative to break the pattern and attempt something new. Although unusual and eccentric people can start new activities in every community, these initiatives typically end with the creator or give birth to sporadic imitations that never achieve much traction. An aware member of society, the harbinger of social change expresses the underlying aspirations of the society where it lives by its aspirations and initiative. Each major development activity has one or more antecedents that conceptualize and start it.

A pioneer is someone who recognizes, embraces, and seizes an opportunity when others do not and do not do so with sufficient vigor or daring. The leader exhibits a fresh comprehension, new viewpoints, new talents, and new behaviors that differ from those that are already prevalent in the community. If the innovative project is following societal goals and social preparation, it motivates and inspires other creative people to adopt or enhance the new project. Since the next step of social advancement is nearly often ignored by the collective, the innovator of social change plays a crucial function. The person who dares to dream or to conceive something that the general public is ignorant of and who then transforms that hazy potential into a visible reality is the free-thinking, far-sighted person. By developing a new or different trait or habit, he or she shows a new option and sets a new track, constantly basing themselves on society's most recent accomplishments and, in most situations, going in that direction.

#### *3.5. Important for Social Change:*

Social change happens when social institutions, organizations, and cultures undergo substantial changes. Examples of popular also include the American civil rights struggle and the Renaissance in 16th-century Europe. Social transformation is typically gradual. This applies to a globalized society in particular. The various reason why social change is important for society is in Figure 2:



**Figure 2: Illustrates Benefits of Social Change for the Society thereby Increasing Awareness and Greater Understanding in Society.**

### 3.5.1. Gender equality:

It might be depressing to observe the situation of gender equality, but it's crucial to keep in mind that social change often begins slowly. As more people, organizations, and institutions join the board, this gains greater clout. These players advance civilization via culture and nation. Sustainable social change is generally facilitated by initiatives like reducing the salary gap between men and women, expanding educational opportunities, and enhancing women's health care.

### 3.5.2. Social Change Increases Worker Rights:

Gluttony has historically exploited and put people at risk in every industry in which the United States (US) serves as an illustration of how societal change influences the job market and workers' rights. America witnessed the emergence of unions, child labor laws, minimum wage legislation, and family and medical leave laws over two centuries. The battle for workers' rights in this area of society is ongoing. They demand stronger legal protection and go on strike for higher compensation. When customers boycott companies that engage in immoral business practices, they also play a part.

### 3.5.3. Social Change Protects the Lesbian, Gay, Bisexual, and Transgender Community:

One of the most vulnerable groups in the world is the LGBTQ+ community, high rates of violence, prejudice, and suicide are prevalent in this neighborhood. LGBTQ + rights have been the subject of several historical and contemporary progressive movements. Social change is represented by the legalization of same-sex unions, the enactment of anti-discrimination laws, and modifications to cultural norms. Individuals are safeguarded and given equality in society.



#### *3.5.4. Racial Equality is Improved through Social Change:*

Racial inequality is a problem in most civilizations. Based on their caste, people, and groups experience discrimination and voting restrictions. Social movements like the civil rights era in the US concentrate on challenging the status quo and enacting new legislation. When society's view of caste is addressed, social reform is equally crucial. Legislative actions might be supplemented by campaigns to increase awareness and education.

#### *3.5.5. Social Change is Good for Business:*

According to studies, workplaces with greater diversity are more productive, and increased inclusion and equality would boost the economies of business and society at large if they were prioritized in every workplace. Closing the gender wage gap, creating worker protection laws, and upholding non-discriminatory policies are examples of social reforms. These support the success and diversity of the workplace.

#### *3.5.6. Social Change Helps the Environment:*

No other living creature has affected the environment as much as people have, humans are damaging the air, air, and terrain at previously unknown rates, according to a study. It has an impact on everyone and everything on the planet, including people. Social movements in favor of the environment have resisted actions like assisting endangered animals. Additionally, they promote personal accountability and raise awareness of problems like climate change.

#### *3.5.7. Social Change Removes Problems From the Root:*

One indicator of societal transformation is lasting effects in which treating only the symptoms and ignoring the wound is insufficient. The most successful social movements address problems at their core rather than focusing just on their results. For instance, to alleviate homelessness, we must look into the causes of homelessness. Only offering temporary fixes will not get to the root of the problem. Additional long-term actions are required. Understanding the causes enables long-lasting reforms to emerge, saving society time, effort, and money.

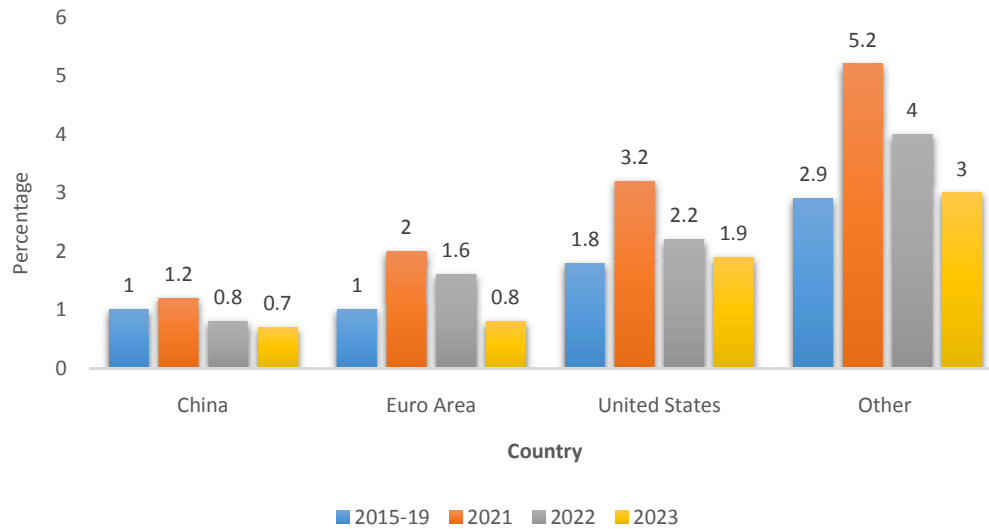
#### *3.5.8. Social Change Empowers Citizens:*

When people decide to work together to achieve a similar objective, social transformation frequently results. They observe what is harmful or ineffective in society and make the necessary adjustments to make it better. The majority of activists can name a specific historical movement or figure as their inspiration. Social transformation empowers citizens by showing that devotion and effort are sustainable though in the face of fierce resistance.

### *3.6. Global Growth Forecast to Decline:*

The picture is clouded by concurrent adverse risks, such as the Omicron-driven economic upheaval, more supply restrictions, the de-anchoring of inflation pressures, financial stress, climate-related calamities, and a worsening of long development drivers. This market volatility raises the probability of a hard landing since emerging markets and developing countries (EMDE) have little policy space to offer further support when necessary. It underlines the significance of fostering more international collaboration to support the speedy and fair distribution of vaccines, monitor health, and economic policies, improve the debt sustainability of the world's poorest nations, and address the mounting costs of climate change. As the initial increase in spending and investment fades and economic support is

reduced, global growth is predicted to decline significantly Figure 3. Major economies are largely to blame for the current global downturn, which will affect demand in EMDE.



**Figure 3: Illustrates the Contribution of Major Economies to Global Growth in which Investment and Demand have declined, and Macroeconomic Aid has been cut.**

#### 4. CONCLUSION

Human consciousness, goals, attitudes, and values all play a role in how people develop, it is a process of self-perception, much like every creative act a person undertakes. The social group forms an idea about what it wants to be and distributes its creative energy in many different directions as writers, artists, singers, political visionaries and businessmen envision unimaginable choices and give them expression. Make your creative efforts for expressing the forms which are used. There is an attempt to convert perception into a social reality. In their words and actions, each member of society expresses conscious motives, yet they are only clear expressions of the underlying subconscious motivations that affect society as a whole. The consciousness of a true collective organism is greater than the sum of its components, it develops distinctive personality and character. This idea of social development has very important implications for humankind and its potential for advancement during the next century. This implies that there were no inherent restrictions on the rate or scope of progress, other than those imposed by the limits of human knowledge, goals, and modes of thought. The goal of social development in the future is to increase the quality of life of each individual so that people can experience success, and the well-being of its citizens is related to the success of the community.

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## CHAPTER 18

### NEW TECHNOLOGY IN EMERGING FASHION TRENDS: A CRITICAL ANALYSIS OF SOCIETAL PERSPECTIVE

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#### ABSTRACT:

A fashion trend refers to a particular look or appearance that is prevalent in a population at a particular time and place. When a specific item, shape, color, or other new look becomes increasingly popular, it becomes a fashion trend. The problem arises due to the lack of new technologies in the fashion industry such as forced labor, forced production, forced consumption, automation, privatization, and challenges related to speed in the fashion industry. It discussed the use of new technologies in the fashion design industry such as artificial intelligence (AI), the help of Three-dimensional (3D) printing in designing clothing, and the use of the Internet of Things and digital factories. It concluded that every member of the fashion industry designers, producers, retailers, stylists, and consumers are seeing changes as a result of the technological advancement of fashion. Improves the quality of life as it not only enables one to wear stylish clothes but also provides freedom for people to think freely. Social networking applications, physical stores, and augmented reality are all changing the way consumers shop in the coming year, accommodating brand changes to promote their products in front of customers.

#### KEYWORDS:

3D Printing, Clothing, Designer, Fashion Trends, Sustainability, Technology.

#### 1. INTRODUCTION

An individual's life is constantly influenced by fashion as it is an essential component of society. Every time a woman wears a new set of jewelry or new lip colors, it gives her more confidence to go down the road. Fashion fills our lives with color. Fashion blends art, history, science, love, music, and emotion. People have always paid attention to their looks and clothes. Everything you wear develops a trend in fashion. Given the size and diversity of India, there are diverse fashion trends in different states. Within a kilometer, it sees that practically every religion has its unique style of dress [1]. Fashion evolved and became a means of advancing culture globally. Initially used to shield our bodies from the elements, clothing has evolved into a means of self-expression that visibly expresses our hobbies and preferences. People begin to consider the aesthetics of their clothing, and with the aid of numerous items like scarves, jewelry, eyebrow pins, purses, bangles, belts, etc., the image of a trendy person has become increasingly well-known. Since we are taught as children that first impressions are lasting, anytime you want to go on a date, your business meeting trips come first, before your attire.

A man is told the truth by his attire, let's use the example of an interview when a candidate is expected to present himself professionally and sometimes the company has his interviews. A candidate has a better chance of getting hired if they dress nicely. For the sake of upholding their social position, upper-class individuals attempt to dress in pricey suits. A dynamic phenomenon is a fashion in which a language is a fashion in itself. People should develop their style. It is entirely free to develop your fashion trends and styles in which this funniest aspect of fashion trends is on the other side of the spectrum. People who dress provocatively in stylish clothing deal with negative feedback from others daily, which makes it difficult to overcome. A female who frequents nightclubs may purchase expensive clothing for a special occasion but decide not to wear it again for fear of seeming to have purchased only one outfit. Designers can now envision the second chance at life we are leading, one in which our comfort and creativity are of less importance than the judgments of others. Guys are so impacted by new trends that many ladies participate in months-long slim-fit diets where they want to eat everything or just give up things because they are afraid of gaining weight. People spend hours browsing for clothes online [2],[3]. While there are many legitimate internet retailers, regrettably, fraudsters may put up phony online retail businesses with large discounts and entice customers to make payments online. Everybody wants to look well, and fashion awareness is increasing quickly every day. Until someone becomes obsessive with fashion, which may be emotionally and psychologically damaging, there is essentially no harm in wanting to look nice.

### *1.1. History of Early Ages:*

The rapidly growing and powerful industry of fashion discloses individuality, permits expression, and offers room for development and change. Fashion history is intriguing and rich in cultural references. To fully realize the sort of influence fashion history will have on society and communities, it is crucial to comprehend the basic timeline of fashion history as well as the growth of fashion. Fashion trends have come and gone throughout the years, but they often capture the sociological change of the moment [4],[5]. For instance, women's clothes' beauty values have changed and become less rigorous when it comes to gender-specific attire. Because fashion has developed along with beauty standards, women may now wear trousers without wearing corsets. Fashion evolves along with morals and societal developments. People's style preferences alter and evolve as they do. Due to the identity changes caused by aging, fashion changes even as individuals get older. Since the start of fashion history in the Roman Empire and Egypt, it has evolved significantly in many ways as individuals do.

Fashion design may be traced back to ancient Rome and Egypt, clothing and style were status signals in these societies. The wealthy wore costly, fashionable, and bright clothing, while the underprivileged wore neutral hues and inexpensive, practical clothing. However, because the impoverished manufactured all of their clothing, it had to be for utilitarian purposes, like labor, and not for leisure. Women wore modestly long gowns throughout the early days of the Ancient Roman Empire, while males donned togas [6]. A representation of Roman citizenry was the toga. There are logistical challenges with the emerging e-commerce business model, particularly concerning sustainable development, as a result of the significant changes, in the end, consumers' lives combined with the significant current competitive market in which fashion enterprises compete. Although linen is a breathable, loose-fitting fabric that is ideal for hot weather, the ancient Egyptians used linen clothes. Additionally, the Egyptians employed color as a status and wealth indicator; the wealthy donned colorful clothing, while the poorer classes opted for white clothing devoid of any pricey hues [7],[2]. The Egyptians also loved jewelry, and they often buried their dead with the jewelry they collected over their

lives. Both Rome and Egypt influenced contemporary dress; Long gowns and jewelry are still considered a symbol of affluence.

The present paper is a study on a certain shape or expression that prevailed in a population in a particular period and the area is known as a fashion trend. When the fashion industry releases collections, a trend is seen as a more ephemeral shape that is not determined by the season. This paper is divided into several sections where the first is an introduction and the second section is a literature review and suggestions from previous studies. The next section is the discussion and the last section is the conclusion of this paper which is declared and gives the result as well as the future of the study.

## 2. LITERATURE REVIEW

Patrizia Gazzola et al. [8] have explained the profound changes, in the end, customers' lifestyles mixed with the major changes that have taken place in the competitive market in which fashion firms compete. The focus of that analysis is on sustainability and the so-called circular economy, two of the most significant trends that are shaping this sector and providing the foundation for sustained competitiveness. The author examines how sustainable and circular economy ideas are changing how young customers perceive the fashion industry. The results demonstrate how the student behaved concerning new fashion trends, paying special attention to sustainable solutions and the use of circular economy ideas. It concluded that Fashion businesses may enhance their reputation by including socially responsible in their value offer as a result of customers' growing attention to issues linked to sustainability.

Rose Francoise Bertram and Ting Chi [9] have explained that there are logistical difficulties with the developing e-commerce business model, particularly concerning sustainable development. In terms of carbon, waste, and energy use, the major goal of that study is to compare the environmental consequences of clothes e-tailing and conventional retailing. Packaging, shipping, return, and waste are the four main supply chain components, according to the author. It was found that although online buying is generally more environmentally friendly than in-store shopping, there are several influencing elements, such as excessive packing, shipment speed, and clothing returns, which increase the environmental impact and waste. It concluded that E-commerce produces less carbon than conventional retailing, according to the consensus, although this may readily alter depending on the mode of shipment and delivery time chosen to complete the transaction.

Xiuping Hua et al. [10] have explained that financial technologies, commonly referred to as Fin-Tech, have fundamentally altered almost every element of financial services and are playing a bigger role in the global economy. The author has focused on the interfaces between financial models and processes, including crowdfunding, blockchains, and new digital technologies like artificial intelligence. As a result, social businesses' embeddedness has been proven to considerably lower risk perceptions and raise views of the advantages of obtaining financing. It was concluded that this study contributes to knowledge expansion by describing existing practices, presenting fresh perspectives, and keeping an eye on developing financial technology trends.

Salvatore Monaco [11] has explained that younger generations are making use of the opportunities provided by new digital technology and communication. The goal of that study is to describe the demographics of Generation Z (Millennials Y and post) and millennial visitors from Italy. With a particular focus on tourists, the author conducted a study in which 200 people participated. The survey consisted of a written questionnaire on the behaviors, attitudes, developing requirements, and implementation of new technology that define

Millennials and post-Millennials. According to research, the emergence of virtual reality and other developing kinds of mobility are having an impact on the relationship between travel and tourism, and physical activity. The study concluded that the growth of the information society has had a significant impact on consumer demand for travel services, shifting it in favor of individuality and mobility.

B.P. Singh [12] has explained new developments in cloud technology and cloud-based library services. The author of the article focuses on the cloud-based applications computing model and cloud-based services that may be offered to consumers to make it simple for them to find and use information resources. According to the author, academic libraries employ cloud computing and its main products to provide customers with web-based services. The study concluded that sharing resources was beneficial since it might boost effectiveness, magnification, impact, cooperative teamwork, and cost savings.

The above study shows the profound changes in end customers' lifestyles mixed with the major changes that have taken place in the competitive market in which fashion firms compete for as well as financial technologies, commonly referred to as Fin-Tech, have fundamentally altered almost every element of financial services and are playing a bigger role in the global economy. In this study, the author discusses the various factor of fashion technology such as innovation is important in the fashion industry, the biggest fashion technology right now like artificial intelligence, 3D printing, novel fabric, and material innovation, internet of Things.

### 3. DISCUSSION

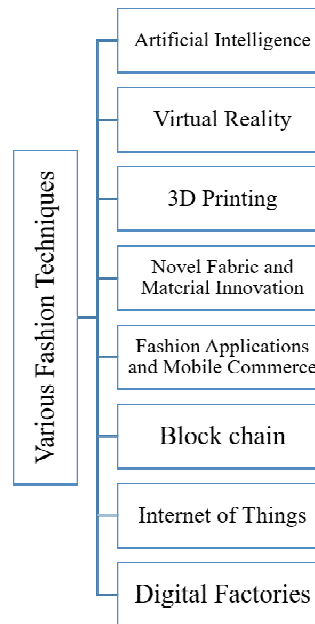
Today's fashion firms and businesses are using cutting-edge technology such as virtual reality and blockchains to provide a unique experience to their consumers. It examines all available technologies and considers whether fashion inventions have the potential to improve the field in the long run. Fashion technology is any cutting-edge technology that develops modern instruments for business, whether to enhance fashion production or consumption. Depending on the technology's intended usage, designers, manufacturers, merchants, and customers can all utilize it. It may anticipate a growth in the appeal of fashion technology until enough technologies become accessible.

#### *3.1. Innovation is Important in the Fashion Industry:*

Innovation is essential to ensure that the fashion sector continues to expand while simultaneously enhancing the consumer experience. The fashion business is arguably the second most polluted business in the world after the oil sector, which is by no means sustainable [13],[14]. Invention and sustainability are therefore intertwined in the fashion industry since many fashion innovations contribute to enhancing the sustainability of garment materials or the production process [15]. Fashion companies may expect to gain more clients, make more money, and lessen their social and environmental effects on the earth if they strive to be more creative and sustainable.

#### *3.2. The biggest fashion technologies right now:*

The manufacturing and consumption of fashion may be expected to undergo considerably more innovation in the years to come. The various fashion techniques being used in the industry right now are in Figure 1:



**Figure 1: Illustrating the various Fashion Techniques Currently Used in the Industry to Improve the Sustainability of Clothing Items.**

### 3.2.1. *Artificial Intelligence (AI) in Fashion Design:*

In all industries, not only in fashion, AI is among the most important technologies, in recent years, fashion firms have used artificial intelligence in the emulation of human intellect by computers or other machines for a variety of objectives. Applications of AI in the fashion industry include improving the client experience, analyzing and forecasting trends, comprehending consumer behavior, and even comprehending fashion aesthetics. Touchscreens at retail establishments that employ AI conversation technology to provide clients with personalized product suggestions are one example of this. In certain situations, AI may be taught to comprehend aesthetics, including preferences for color, texture, and style.

### 3.2.2. *Virtual Reality (VR):*

Another innovation that you've likely heard a lot about is virtual reality, sometimes known as augmented reality (AR). While VR has an entirely virtual environment, AR enhances real-world settings with simulation and interactivity. VR and AR are tremendously interesting for the fashion business because they connect the actual and virtual shopping worlds. Virtual try-on technology is one of the most often used applications of VR in the fashion industry, while it is also possible to create a VR version of a complete store.

### 3.2.3. *The Help of 3D(Dimensions) Printing in Fashion Designing:*

Everyone can now clearly see how technological innovation can assist firms in becoming more sustainable thanks to the growth of 3D printing in the fashion industry. In the manufacturing process known as 3D printing, real things may be made from digital drawings. Experts examine the advantages of 3D printing for the fashion business in our open shift to 3D Printing Labors in Textiles. They examine how fabric waste from 3D printing may be substantially lower than that from traditional design, and how 3d printers use less water and produce less air and water pollution. Additionally, there are relatively few limitations on the composition, manufacturing, and creative potential of garments thanks to 3D printing. In this



approach, 3D printing may produce the most cutting-edge and captivating fashion designs ever. Other businesses are investigating how 3D printing might assist them in producing things on demand and opening up new customization options. Due to increased competition, there is a growing requirement to provide items faster and on schedule, while still meeting client preferences and expectations. Brands can already alter designs and swiftly assess modifications thanks to modern 3D rendering technologies like clothing. This can enhance design quality by looking at silhouettes, reducing waste early in the development cycle, and lowering sampling error before finalization.

#### 3.2.4. *Novel Fabric and Material Innovation:*

The materials that are utilized in the production of clothes and fashion are crucial, according to the current fast supermodel, synthetic and non-biodegradable fibers are used in around 69 percent of clothes. New clothing made of brand-new materials may be the answer to this issue. There are several opportunities for developing sustainable raw materials, which is exciting for designers who want to be creative and innovative. From seaweed-based fibers that can be stitched together just too lab-grown leather, it seems like practically anything is conceivable. Apple pectin, a waste material from the apple industry, is even used by one manufacturer to produce vegan leather. Its repercussions are extensive. It intends to utilize fewer resources, such as plastic and non-biodegradable fibers, by developing more sustainable garments. Additionally, an innovation that makes it possible to produce eco-friendly leather, fur, and silk without using animals would preserve animal lives.

#### 3.2.5. *Fashion Applications and Mobile Commerce:*

Humans all spend a lot of time on our tablets and phones nowadays, and the fashion business has undoubtedly profited from this by developing a wide range of mobile technologies and applications. Making apps makes it much simpler for fashion firms to interact with customers, thus this trend is only going to increase in the future. Currently, there are applications for everything. There are several online markets for fashion where individuals can buy and sell clothing, such as Depp and Vented, and there's also been a rise in garment rental applications like Buy Rotation and On Loan. The rating app is an illustration of a modern design that promotes sustainability in fashion. Brands are rated by apps like Good on People based on how they treat other people, the environment, and animals. Such technology encourages openness in the fashion sector and empowers customers to make educated choices.

#### 3.2.6. *Blockchain:*

Another significant technological innovation that is transforming how businesses are conducted is blockchain. A blockchain is a perpetual, unchangeable database that is used to keep track of money and transaction data. You may read our blog post on comprehending blockchains, cryptocurrencies, and bitcoin for a more thorough explanation. So how can those working in the fashion sector use blockchain? It turns out that this is an excellent instrument for distribution network accountability and effectiveness, enabling safe data and document sharing between all participants. Each fashion item has its digital ID thanks to the blockchain, making it simple to trace each item.

#### 3.2.7. *Internet of Things (IOTs):*

Through technology that enables information to be exchanged freely and promptly, things may be made easier and play a greater role in managing its supply chain, security, productivity, data sharing, and enhanced efficiency. This new trend has advantages for both

the healthcare business and the clothing market. Heart rate and blood pressure monitoring clothing are already available, and top businesses are developing powered garments that assist the elderly in getting up and moving. All devices with technology integrated into them that enables Internet access are referred to as being part of the Internet of Things. The IOT category can include fashion goods as well, and they may be able to assist us in addressing the fascinating needs of contemporary living. With this technology, there are countless possibilities, from gym garments that can detect your heart rate to baby clothes that can recognize a baby's sleep schedule. In addition, IoT devices may be able to track more than just your health; they may also be able to advise design changes depending on your behavior.

### 3.2.8. *Digital Factories:*

Digital factories are revolutionizing the apparel industry as businesses adopt cutting-edge technologies. Leading manufacturers are digitizing their supply and production networks. Big data analytics, end-to-end, real-time planning, automated systems, and workforce improvement are some of the primary technologies they use. With the use of these technologies, businesses may make highly personalized items while realizing considerable efficiencies. Future factories will be automated with self-healing and self-maintaining components. Minimal human involvement is necessary. They will enable self-diagnosis and prescriptive analytics. Fully integrated smart buildings will offer a very precise perspective of all phases of the production process with the aid of real-time data and management analysis. The digital twin strategy is one of the strategic initiatives for digitalization. Manufacturing procedures can be mirrored on online platforms in a virtual machine using digital twins. For manufacturers to test new process ideas without exorbitant costs, utilize digital twins. Long-term, it may lower production costs.

### 3.2.9. *Better Working Conditions for People:*

A rising number of international fashion businesses have recently entered into agreements to collaborate with suppliers, governments, and Non-government organizations (NGOs) to guarantee fair wages and better working conditions for employees. Worker exploitation has been made possible by fragmented production methods, pricing pressure, and a lack of common sense. In an official statement to the Cambodian government, some major corporations like Nike, Levi's, Esprit, and Adidas demand that they raise their labor standards. New Internet-based technology may make it possible to find and follow previously cryptic information. Additionally, they may utilize this data to link people and groups to organize and run. Although there are laws in place to safeguard workers' rights, these laws are frequently not upheld by governments. Workers also seldom completely understand their rights. A fantastic resource for information on pertinent legislation, details on exploitation in many national settings, and the methods employed to combat serious labor exploitation is the Labor Exploitation Responsibility Hub website. An interactive website called The Hub fosters a worldwide dialogue on what responsibility looks like in many cultures. Additionally, learn how to duplicate success in new locations.

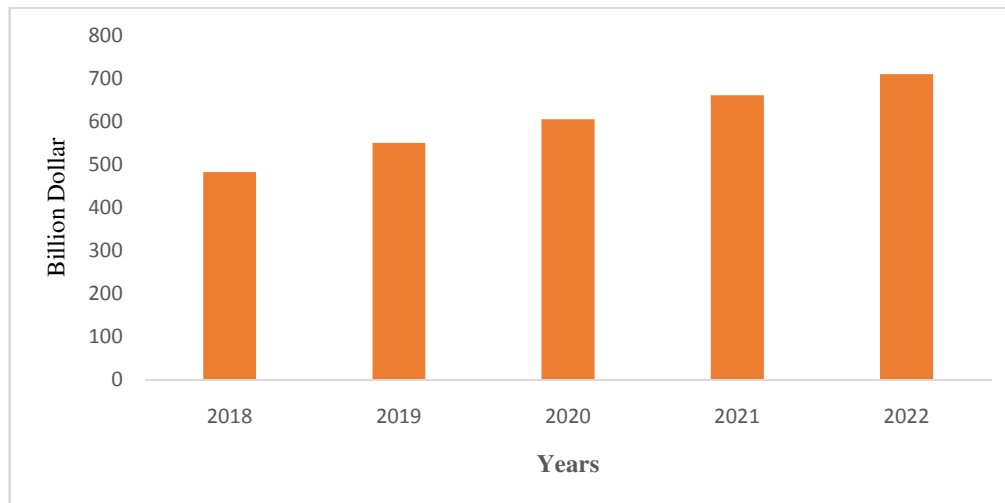
### 3.3. *Quick Data Analysis for Quick Optimization:*

Thanks to the Internet and modern technologies, businesses may get real-time feedback from customers and notify businesses of any product flaws or damage, which helps save costs and waste and ensures timely delivery of quality items. Some people use management software like IQMS, which helps you keep an eye on your production while building data collecting as items are manufactured and matched to shop orders. As cloud computing has developed, it now enables global collaboration between businesses and manufacturers. This may provide them access to pertinent information, enabling quicker, more effective, and clearer

communication. Legacy Cloud-based technologies are replacing Enterprise Resource Planning (ERP) systems in the construction sector. They can manage full system solutions and enable automated updates without sacrificing system uptime. Organizations may safely keep their customer, warehousing, and financial data on a single platform. Companies that provide software as a service (SaaS) have more adaptability and agility. The overhead expenses associated with maintaining an internal IT department may be eliminated as a result. Additionally, it makes the entire production process more visible. In the upcoming years, cloud-based usage is anticipated to rise even more in the apparel industry. Transparency throughout the whole supply chain and the opportunity to lower production costs by removing any extraneous expenses.

#### 3.4. Fashion Demand Due to New Technology in Fashion Industry Grow More:

Streaming fashion shows is a recent trend, consumer desires are occasionally being translated into production through the use of new technologies like automation and data analytics. Many companies are converting to a manufacturing cycle that is based on orders. Low concentrations of overstock and fewer apparel ending up in landfills are the results. The significance of small-batch manufacturing cycles has risen recently. Technology has been experimenting with the fashion sector lately. Technology's influence on the move away from traditional brick-and-mortar retailing has been impossible to overlook, especially with the growth of e-commerce in Figure 2. A manufacturing cycle was often a lengthy, time-consuming procedure that required about a year of preparation. As emerging technologies, analytics are helping businesses source and develop goods more rapidly, shorten manufacturing cycles, and simplify delivery.



**Figure 2: Illustrates the E-commerce Fashion Industry in which Fashion Technology is shaping the Future of the Fashion Industry.**

#### 4. CONCLUSION

A wide variety of online and in-store shopping experiences are being offered, while every area of the field is being mechanized or improved by technological advancement, from the drawing board to the shop shelf. Modern innovations such as blockchain and virtual reality offer widespread use in the traditional fashion industry, enabling manufacturing and distribution techniques to change as ever-evolving tastes and fashion trends collide. Automation can lead to the loss of jobs in the fashion sector. But it will also open up new roles in technology, more and more aspects of the work of designers and brands are shifting

from trendsetters to taste-interpreters as technology becomes more responsive to the individual. An increasing number of craft and fashion events suggest demand for fashion goods despite dire circumstances, although a marked shift in consumer perceptions is evident. Additionally, excellent customer service builds a solid reputation and guarantees that customers will use the company again or refer it to others. In the realm of the future, and now more than ever, fashion technology is developing rapidly.

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## CHAPTER 19

### EXPLORATIVE STUDY ON THE UNIQUENESS IN THE ART “THE KISS” BY GUSTAV KLIMT

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#### ABSTRACT:

Painting and coloring are ancient professions that are still alive with the times. There are also some artists whose work is evergreen and in demand due to its uniqueness. Canvas painting is an ancient style of painting used by artists in ancient times. The study focuses on a canvas artist whose paintings develop a new approach to canvas painting using oil on canvas. It was found that the artist Gustav Klimt whose painting “The Kiss” broke the world record in sales as the painting is known for its uniqueness and developed a new style of kissing with correct postures which is the beauty of many art galleries. There is little study about the artist Gustav Klimt and his art "The Kiss", various books and types of literature are studied to learn about Gustav Klimt's uniqueness and painting style from other painters from history. In the future, these painters tried to express the ugliness of human feelings and experiences. Because of his unabashed exploration of the raw sexuality and emotional expression of the human body, Klimt also faced many opponents within the Austrian art establishment.

#### KEYWORDS:

Artist, Canvas, Gustav Klimt, The Kiss, Painting.

#### 1. INTRODUCTION

Gustav Klimt, “The Kiss” was painted as an oil painting on canvas with added gold, silver, and diamond flake by an Austrian Symbolist artist. It was made somewhere between 1907 and 1908, at the height of what was known as his Golden Period, according to scholars. According to the exhibition guide, it debuted in 1908 with the name *Liebespaar* (the lovers). The image depicts a couple snuggling as their bodies are ensnared in intricate, gorgeous robes that have been intricately embroidered in a manner that draws inspiration from both the present Art Nouveau movement as well as the earlier Arts and Crafts movement's naturalistic features [1],[2]. The piece is recognized as a masterpiece of the Vienna Secession and one of Klimt's most well-known paintings and is presently on display in the Austrian Gallery Belvedere exhibition in Vienna [3].

Intimacy, passion, and sexuality are common themes throughout Gustav Klimt's works. The Beethoven Frieze, as well as the Stoclet Frieze, are two illustrations of Klimt's preoccupation with romantic intimacy [4],[5]. Both works predate *The Kiss* and frequently feature an embracing couple as a recurring motif. There's a rumor that Klimt and his colleague Emilie Flöge acted as the piece's models, despite the lack of evidence to back this up. Due to their uncanny resemblances, some people believe that the lady in *His Woman with a feather boa*, *Dana*, and *Goldfish* was indeed the model known as *Red Hilda* [6].

Gustav Klimt depicts the couple in passionate embraces against a flat, bright background. Two people may be seen at the edge of a beautiful field that ends at the woman's bare feet. The man is wearing a robe with geometric and swirling patterns [7],[8]. She is donning a floral crown, while he is donning a crown composed of vines. She may be seen donning a

dress with fluttering floral designs [9]. The man was kissing a woman on that cheek whilst holding her face in his palms while keeping his face covered by the viewers. Closed eyelids, one arm over the man's neck, and another gently resting on his hand are all characteristics of the female. She raises her face to welcome the kisses.

The painting's patterns are reminiscent of both the geometric designs of the Art Nouveau movement as well as the organic forms of the Art and Craft movement. Additionally, the backdrop refers to the conflict between two-dimensional and three-dimensional which is central to Degas' as well as other modernists' artwork. Paintings such as *The Kiss* are visual expressions of the fin-de-siècle mentality because they use opulent and sensuous imagery to convey decadence. Early mosaics, medieval manuscripts, and even medieval gold-ground paintings all make an appearance in the usage of gold leaf. The spiral patterns on clothes are evocative of elegant tendrils employed in Western art even before the classical era including Bronze Age art. The painting's simple composition and deviation from Western standards, such as the man's head being relatively right near the top of both the canvas, are both influenced by Japanese prints.

Although Klimt's father was indeed a highly mobile artisan with a specialty in gold engravings, this was his journey to Italy in 1903 that inspired him to use gold leaf throughout his paintings. He looked at the Byzantine mosaics at Ravenna's Cathedral of San Vitale. Klimt began to use silver and gold leaf within his work in an unusual way because he believed that the flatness, lack of viewpoint, and absence of depth of mosaics further enhanced their golden brilliance. Furthermore, it has also been speculated that Klimt based this artwork's depiction of Apollo and Daphne's kissing on the plot of Ovid's *Metamorphoses*. Klimt may have illustrated the Eurydice and Orpheus myth, according to art historians. Klimt seems to have captured in more detail the ideal moment when Orpheus bends to kiss Eurydice and leaves her forever. The lady being seized appears to be fading or disappearing as indicated in the story since the woman is just barely visible in this image.

Klimt painted *The Kiss* soon after finishing the three-part Vienna Ceiling series, which sparked controversy and also was criticized for being "pornographic" and evidence of "perverted excess." Appears to work established the artist as an enfant terrible due to their anti-authoritarian as well as anti-popularist views on art. He remarked, "Convert a few" if individuals can't persuade everyone with their behavior and efforts. From June 1 to November 16, 1908, *Kiss* has been on exhibit in Vienna as part of events honoring Vienna's 60th anniversary of Emperor Francis Joseph I rule that has been planned by numerous people, including Gustav Klimt, Koloman Moser, Josef Hoffmann, Otto Prutscher, and others. But *The Kiss* was well received, and the Austrian government acquired it even though it wasn't finished.

As a member of the Secession movement, Gustav Klimt painted in an avant-garde style. Klimt also paved the way for the Symbolist movement throughout European art. Similar to the Art Nouveau and other Arts & Crafts periods, symbology was characterized by mystical themes as well as a subjective approach toward art. After quitting the academic environment, Klimt only created three paintings again for the University of Vienna auditorium ceilings. Even at this early period of his career, the young *Kiss* painter encountered backlash and criticism due to the sensual overtones in his works. *The Beethoven Frieze* (1902), one of Klimt's early 20th-century murals, is notable for its illogical yet stunning decorative designs consisting of color, gold leaf, and geometric drawings.

During his Golden Period, Klimt painted *The Kiss* (1908). Around this time, he also painted several stunning Vienna women, most notably *Adele Bloch-Bauer I*. (1907). Klimt portrayed

the human forms in these works in two dimensions, and they were ringed by extravagant, flat, colorfully created decoration. Egon Schiele and Oskar Kokoschka, two aspiring young painters, were some of the admirers Klimt garnered during his illustrious career. These creators attempt to portray the pure essence of human emotions and experience. Klimt also encountered several critics of the Austrian art establishment as a result of his frank exploration of a naked sensuality and emotional expression of the human body [10].

The motif of two holding figures appeared in several of Klimt's works, including the Stoclet Frieze and the Beethoven Frieze, which have been precursors to *The Kiss*. There is a lot of disagreement on who the woman in this painting is some people think Emilie Floge, a close personal friend and Klimt's partner, maybe the lady. Others think Red Hilda, a beauty who appears in Klimt's *Goldfish*, *Danae*, as well as *Woman with feathered Boa*, is a better comparison. After visiting Ravenna in Italy and admiring the Byzantine mosaic by San Vitale, Klimt created "*The Kiss*." There are clear Byzantine inspirations in several of Klimt's Golden Period pieces. The two-dimensionality of the mosaics only helped to highlight the brilliant brightness of gold for Klimt.

Byzantine architecture is seen by many art historians to have impacted Klimt's use of unnatural and static structures, which they believe may signify his aspirations to achieve more stability. *The Kiss* is a representation of the apex of Klimt's Golden Age. With this composition, *The Tree of Life* and *The Beethoven Frieze* form a whole metaphor that connects romantic love and spiritual connection. A gloomy and flat golden background surrounds the couple as they embrace in the foreground of this arrangement. Under the edge of the flower-filled meadow, a woman's bare foot can be seen at the couple's feet. This flowing yellow dress, which is embellished with organic floral patterns and circular shapes, envelops the woman. The female is sporting floral hair, while the guy is donning an ivy crown. A robe of a similar shade with faint swirls and geometric designs drapes more than a man's shoulders.

The guy is stooping, kissing the woman's cheeks while cradling her face in his hands; her face is concealed. She raised her face into the kiss, her eyes lightly closed, and one arm was thrown around his neck. Some scholars believe that this artwork may have depicted the kiss between Daphne but instead Apollo from the Greek story *Metamorphoses*. He still adheres to Daphne even though they transformed into a laurel tree to escape Apollo's love. The abundance of flowers upon that female figure could be an allusion to this story. The woman is on the pavement with her bare feet, and it looks like little golden threads are attaching her to the surface.

According to some historians, the episode in the Eurydice and Orpheus narrative where Orpheus turns to kiss his beloved Eurydice right before he departs her for good is allegorized in *The Kiss*. Many cite the woman's rather translucent visage as evidence in favor of this notion. This image unequivocally illustrates a conflict between the allures of the sexes. The man standing above the other two people in the picture wonderfully captures the sex-based energy that can be overwhelming at times. The sharp and fairly heavy geometrical blocks simply on the man's robe mirror this force. The female figure's surrender and knelt stance, together with her flowing, more realistic cloak, lightens the picture and highlight the contrast.

The wavy and slowly spinning patterns on the woman's robes remind one of Klimt's *Tree of Life* painting. This artwork emanates a sensation of sexiness and sensuality despite having robes concealing people's naked bodies. *The Kiss* was viewed as obscene by the post-Victorian community of the 19th century, even though when both characters are fully robed. Despite the controversy it generated, *The Kiss* had already been bought before the artist had



indeed finished it. The Belvedere Museum in Vienna, Austria, made the purchase. The market price, which would have been 25,000 crowns, was five times more than the previous record for any image sold in Vienna. But for that price, it turned out to be a fantastic bargain. Klimt's Adele Bloch-Bauer I, a less popular (though still very popular) piece, sold in 2007 for \$135 million. According to *The New York Times*, this one was "the biggest sum ever paid for a painting" at the time. The image is enormous, measuring approximately 6 feet square 6 feet. The creators and their work are both valid forms of cash. A 14-gram, 100-Euro gold coin bearing "The Kiss" and Gustav Klimt's likeness was issued by the Austrian Mint in 2003[11].

"The Kiss" is the final painting from Klimt's Gold Period, during which he utilized gold leaf in his artwork. This practice reveals the profound impact of holy paintings by Byzantine Empire painters in addition to the gold-detailed religious art of the medieval ages. Because of this, some individuals believed that artworks such as "The Kiss" were sacrilegious. The artist created "The Kiss," one of his most well-known pieces, as a result of a terrible failure. In the early decades of the 20th century, Klimt completed a series of paintings known as the Vienna Ceiling Painting in the grand hall of the University of Vienna. This series was mocked by the conventional art world as vulgar in large part due to the nude people. Klimt finally obtained the help of a wealthy donor and relocated his works overseas to repay his royalties of 30,000 crowns to the Vienna Education Ministry [12].

The Kiss differs from the rest of an artist's previous works by featuring a couple together. Other paintings by the artist that include both sexes are Beethoven Frieze from 1901, Fulfilling from 1905, with Death and Life from 1910. The Kiss is only a synthesis of several aesthetic trends. The gold leaf is evocative of other Byzantine art as well as mosaics from the Church of Saint Vitale. The influence of Japanese prints might well be noticed in the composition of numerous earlier Impressionist paintings. Klimt included elements of his signature Art Nouveau style in "The Kiss," as seen in the two couples' contrasting cloak designs, which allude to the period's Arts and Crafts design. One of the Klimt works that were damaged by the German army because it withdrew towards the conclusion of World War II was the University at Vienna Ceiling Paintings. There at Belvedere, though, The Kiss remains on exhibit [13].

## 2. DISCUSSION

Jugendstil in Austria the woman's stance, the body indicated by an emphasized decoration of the garments that overlaps the decorative of a seat and the photo frame, and also the geometric elements of the outfit all serve as reminders of elements of Egyptian art. This piece of art is heavily influenced by the decorative motifs and color schemes of the apparel, with a focus on alternation, conjugation, recurrence, overlapping, and symmetrical in Figure 1. As a consequence, a dress with a complex compositional structure is produced that enhances the feminine figure. The attire and the binomial woman are connected in a synchronic and metaphorical way. The lady is elevated by juxtaposition, a kind of connection between the décor-garment as well as the décor-background. Furthermore, the woman is exalted via her clothing, which emphasizes the splendor and wealth of Byzantine apparel, as well as the usage of silver and gold leaves in the arrangement of the work [13].



**Figure 1: Representing the Kiss Painting by Gustav Klimt which used Images from Mythology and Dreams for a Visual Language of the Soul.**

The kiss in art is a representation of a couple wrapped in a passionate hug. When viewed against the background, the man's attire envelops the bodies of the couple in love, creating a symbol of romance in and of itself. The expertly painted apparel is distinguished by a variety of deftly combined decorative motifs and by Klimt-style color contrasts. They are brilliant because of the gold leaf, especially during the Golden Phase. A blend of linear decorative structures with an Art Nouveau influence and organic accents with an Arts and Crafts Movement flair distinguish both of the couple's clothes. The two lovebirds' attire converse in an elegant way. The male is wearing a piece of cloth featuring black and white rectangular motifs randomly arranged over gold leaf adorned with spirals, while the lady is wearing a form-fitting outfit that matches the curves of her body and therefore is embroidered with flower designs on round or oval backdrop components [14].

Despite being born into poverty, Klimt excelled in drawing and painting in school. He continued his painting education at the Vienna Institute of Arts and Crafts as a consequence. He began painting in a very traditional manner, but then as his career advanced, so did his ideas, goals, and manner. His most recent works, which include images of women, landscapes, and allegories painted in gold as well as other brilliant colors, combine exquisite design with a simmering eroticism that has never previously existed and that can never be duplicated. The aesthetic of his "Golden Period," when his most well-known paintings were produced, such as *The Kiss*, *The Stoclet Frieze*, as well as the portraits of Adele Bloch-Bauer, is what sets this period of his life apart. Although it is not possible to see Klimt's works individually in India, they may be seen in a lot of galleries throughout the world.

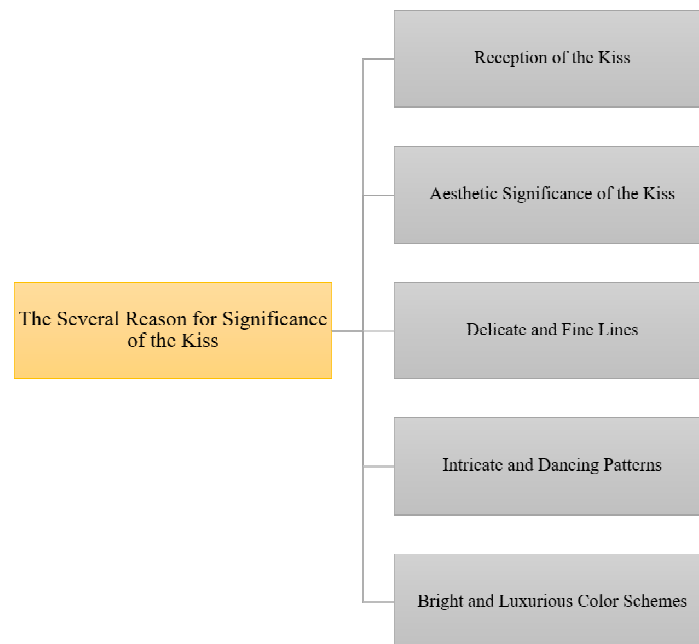
The movie *Lady in Gold*, which is about the ownership of a picture of the person Adele Bloch-Bauer, stars Helen Mirren and Ryan Reynolds. Adele Bloch-Bauer was the only name given to this piece of art when it was first created, but it afterward became known as simply *Woman in Gold* or *Lady in Gold*. The famous image known as *The Mona Lisa of Austria*, created by Gustav Klimt in 1907, was originally displayed in Vienna's Belvedere Gallery. Adele's niece Maria Altmann, who fled Vienna to the US during World War II, disputed Belvedere's ownership of the artwork. Maria Altmann was ultimately given legal possession of the portrait of her aunt, Adele, which has been drawn and painted by her uncle decades earlier in 2006, following a long legal fight that lasted six years [14].

Gustav Klimt gained notoriety as one of the most expensive artists in history the same year the picture was purchased by a Neue Galerie for over \$135 million, entering the ranks of Munch, Rembrandt, Prokofiev, Picasso, Van Gogh, and others. Even if there are certain inconsistencies between the story as it is depicted by the film and the storyline that emerges from compiling historical evidence, the movie does catch some facts and just touches the surface of these other, far deeper truths. Similar to how most movies primarily attempt to convey engaging tales while also having other ramifications, paintings contain other messages for just an attentive and curious audience. Even while a painting's primary aim may be completely different from that of a movie, it nevertheless has the potential to reveal a variety of different narratives and levels of relevance to someone willing to look deeper.

Who was Adele Bloch-Bauer, to begin with? Adele Bloch-Bauer was a highly wealthy Jewish woman who lived in Vienna in the 19th century. She was born in 1881. She has been the youngest child son Moritz Bauer, general manager of a Viennese Banking association and head of an Orient railway company. She performed the duties of the hostess of the prominent salon which drew members of Vienna society's upper crust. She was intelligent, gorgeous, self-taught, well-read, bilingual, and maybe egotistical. Due to their frequent acquisitions of paintings by Gustav Klimt as well as other painters, the Bloch-Bauers were notable art patrons in Vienna. In addition, many people conjecture about how she could have been involved with Gustav Klimt despite the absence of proof to back up these allegations [11].

### 2.1. The Significance of the Kiss:

For various reasons in Figure 2, The Kiss is a very important item. This painting is not just one of Klimt's most admired works, but it's also a well-known representation of the Art Nouveau style. It is understandable why The Kiss is considered one of the most cherished works of art.



**Figure 2: Illustrates the Kiss is an incredibly significant piece for several reasons.**

#### 2.1.1. Reception of the Kiss:

Klimt's Vienna Ceilings mural project had generated a stir in the art world just before he painted The Kiss. These earlier pieces, which are seen as twisted and obscene, shed a

negative light on Klimt with his anti-populist and anti-authoritarian beliefs. The Kiss was well received despite its poor reputation. Even after being shown in a public presentation, the artwork was incomplete and bought by the Austrian government.

### 2.1.2. *Aesthetic Significance of the Kiss:*

In addition to being the pinnacle of Klimt's Golden Period, this work beautifully combines several of the artist's most recognizable aesthetic traits. This picture is Klimt's due to the use of delicate lines, vibrant colors, and complicated and contrasting patterns.

### 2.1.3. *Delicate and Fine Lines:*

Gustav Klimt is known for his use of delicate lines to create human forms and his careful use of detail everywhere around them. The delicate features of the female figure are where we can most clearly observe Klimt's precise and deft draughtsmanship. Her gentle, feminine facial characteristics include a precisely carved nose, elaborate eyelashes, and delicately curved hands. Despite having obvious skill, Klimt, like many other painters, had doubts about his creative prowess. He once remarked that while he thinks he can paint and sketch, and that others might be able to do the same, he cannot be confident that this is true. Today, when they consider The Kiss, we completely disagree with Klimt. Without a doubt, one of the most well-known and acclaimed paintings is this one.

### 2.1.4. *Intricate and Dancing Patterns:*

This picture has what seems like an infinite number of ornamental motifs. The canvas is covered with several ornamental textures and patterns on every square inch. Klimt's highly ornamental aesthetic stands for his defiance of the constraints of the classical canon. There are several, frequently conflicting patterns throughout The Kiss. A geometric pattern comprising rectangles is embroidered on the man's robe, mixed with the gentle swirls that are prevalent in many of Klimt's works. In reality, Klimt uses a lot of the elements he utilized in The Kiss across his body of work. Klimt's use of rectangular blocks, radiating rings, concentric rectangles, and whirling spirals showcases his extraordinary dedication to detail.

### 2.1.5. *Bright and Luxurious Color Schemes:*

The Kiss painter's Golden Period was known for its copious use of gold, but all of his works also featured a wide variety of dazzling hues. These vivid hues may be seen in The Kiss painting through the compositions in the stylized flowers. The woman has lilac and dark purple flowers throughout her hair, which are entirely distinct from the field of wildflowers under her feet in terms of both color and shape. The woman's robe is adorned with vibrant oranges, pinks, and even purple patterns with flowers. The colors not only give the composition more life and energy but also provide a stunning contrast with the many gold tones that make up the rest of the painting.

## 2.2. *Inspiration and the Background of the Kiss:*

Klimt frequently used the idea of two individuals cuddling, especially in the Beethoven and Stoclet friezes, which served as forerunners to The Kiss. The identification of the woman throughout this composition is hotly contested. Some speculate that the woman might be Klimt's good friend and partner Emilie Flöge. Others believe she is more like Red Hilda, another model who appeared in Klimt's Woman wearing a feather boa, Goldfish, and Danae. Klimt wrote "The Kiss" after traveling to Ravenna throughout Italy and viewing the Byzantine mosaics under San Vitale. Most of Klimt's works from his Golden Period may be seen to have a Byzantine influence. For Klimt, the mosaics' two-dimensionality only served

to emphasize the bright brilliance of the gold. By adopting inorganic and static shapes, Klimt is thought to have reflected the Byzantine influence by moving towards more stability. The Kiss represents the pinnacle of Klimt's Golden Era. This painting completes an allegory depicting the fusion of sensual and spiritual affection and connection, joining The Tree of Life as well as the Beethoven Frieze.

### 2.3. *The Kiss Painting Prices:*

The Austrian government purchased The Kiss painting for a record-breaking high price, which was also a remarkable deal. The Kiss was purchased by the Austrian government from Klimt before it was completed, and authorities paid a record-breaking 25,000 crowns for all of it. This amount is equivalent to almost \$240,000 nowadays. This price might not appear outstanding in light of the current state-of-the-art market. But up until this auction, the most expensive picture had cost 500 crowns. Even though it was expensive in the early twentieth century, the cost is now rather low. It is quite unlikely that in the Vienna Museum anyone would contemplate selling The Kiss because it is an important piece of Austrian history. The Kiss would most certainly set new sales records if it was placed up for auction. The most money ever spent on a painting became \$135 million in 2006 when Klimt's picture of Adele Bloch-Bauer sold.

## 3. CONCLUSION

Painting and coloring are two old vocations that have survived the test of time. There are certain artists whose works are still in demand and timeless because of their originality. One of the traditional painting techniques utilized by artists in the past was canvas painting. The study focuses on one of those canvas painters who utilize oil on canvas to create innovative methods for painting on canvas. The artist Gustav Klimt, whose painting "The Kiss," noted for its originality and the modern style of kissing that was invented with ideal poses, which are the beauty of several art galleries, breaks the global record in sales. Studies on the artist Gustav Klimt and his work "The Kiss" are extremely rare. To learn about Gustav Klimt's distinctiveness and painting technique in comparison to other painters' styles throughout history, a variety of books and literature are read. The Kiss is the last artwork created by Klimt during his Gold Period, a time when he used gold leaf in his creations. This approach displays the profound influence of Byzantine Empire holy artwork as well as the gold-detailed religious art of the medieval ages. As a result, some people believed that works of art like "The Kiss" were sacrilegious.

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## CHAPTER 20

### ANALYSIS OF MANAGEMENT STRATEGIES FOR GENERAL ADMINISTRATION AND ADMINISTRATIVE ADVANTAGE

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#### ABSTRACT:

A company's competitive strategy is a long-term action plan that, after analyzing the strengths, weaknesses, opportunities, and threats unique to its industry, attempts to provide a competitive advantage over its competitors. The goal of Management strategy is to maintain you above average and provide a strong return on investment (ROI). This technology is important when firms compete in a market where consumers have a wide range of similar products to choose from. Taking charge of a company or organization is a difficult and demanding task. The governance of a firm should have plans that are unique to that employer and the workplace, even if they are successful. The principles of competitive strategy for management along with the prerequisites for the expansion of any organization are covered in this paper. A company needs to have a competitive strategy when it competes in the market with many similar products that customers can choose from. This tactic increases your ROI while helping you build a defensive position in the community and also helping in the future growth of any organization.

#### KEYWORDS:

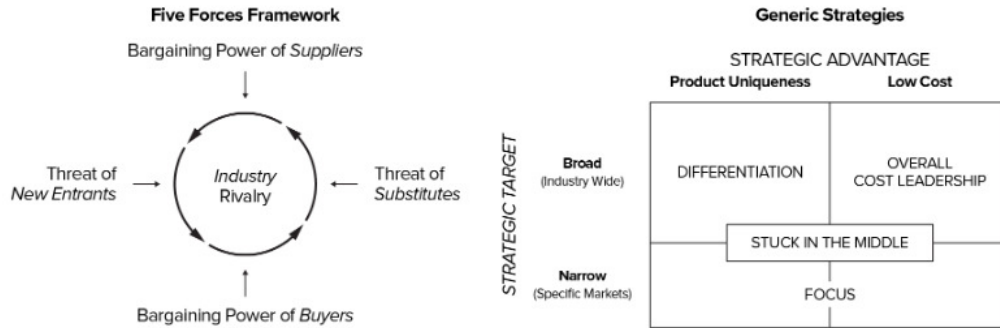
Business, Competitive Strategy, Management, Organization, Strategy.

#### 1. INTRODUCTION

For many years, the competitive constraints shaping effective firm strategies, the influence of the external environment on strategic tactics, the prominence of innovation, the degree of entrepreneurial orientation, and the rigor of execution have been explored. Innovation when combined with many other elements such as operational effectiveness and excellent execution of the chosen plan is undoubtedly a critical component of success, especially for today's experience and understanding of businesses. There is no dispute over the benefits innovation brings to businesses [1]. Several studies have emphasized how innovation helps firms to grow and adapt to the changing environment. With the release of Michael Porter's Five Forces Framework in the late 1970s, competitive business strategy entered the mainstream.

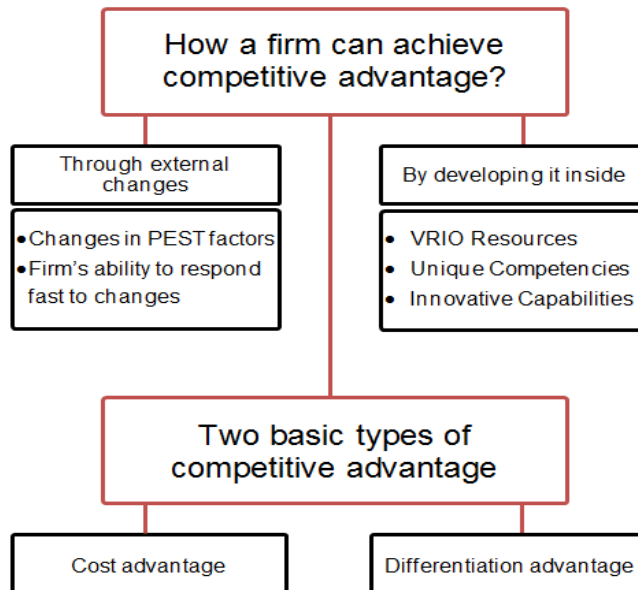
Provides a method for competitive analysis that makes a determined assessment by aggregating the dynamics of customer and supplier bargaining power, the threat of replacement and new competitors, and overall industry competitiveness. People can find a more detailed description of this technique here. Competitive Strategy is a follow-up process that established the ideas of generic competitive strategies. This structure was created on the evidence that a corporation needs to have a durable competitive edge to strengthen profitability [2]. Using the lowest cost plan or strategy that differentiates its goods or services

are two ways a firm can do so at a higher level. The business must have focused expertise in any technology within the selected markets. Because of its conflicting strategy of spreading itself too thin, the corporation runs the risk of being stuck in the middle if it doesn't focus on one of them. A visual illustration of two important strategy frameworks can be seen in Figure 1.



**Figure 1: A visual illustration of his two important strategy frameworks with Generic Strategies [3].**

For reasonable reasons, there is no single definition or method of measuring competitive advantage. Almost anything can be viewed as a competitive advantage, including a large profit margin, high return on assets, valuable resources such as brand recognition, or a special aptitude for manufacturing jet engines as also shown in Figure 2. Every company must have at least one competitive advantage to be successful in the market. If it looks like it is not getting one or is not getting one, the rivals will swiftly cross it and force the trade to withdraw from the market [4]. There are many ways to obtain profit, but only two primary categories exist cost-benefit and differentiation benefit. A company that specializes in cost or variety can offer customers products at competitive rates or with a greater degree of flexibility, while most importantly, competing with its competitors. The image below shows the basic idea of competitive advantage, which is further developed throughout the paper.



**Figure 2: This shows the competitive advantage model and its process for helping in organizational growth [5].**



The survival, development, and growth of any organization depend upon the types of the strategy used. Higher government structures will be selected in the future, in light of the social changes that can be achieved through the adoption of plans, policies, and methods to implement these strategies to reach the objectives. The business strategy approach states that a coherent competitive strategy must be put into practice to develop a competitive advantage. The organization's direction, objectives, and broad goals should be consistent with the assets, personnel, influence, money, and materials that are taken into account in a rigorous business plan [6]. Initiatives often use a range of technologies to achieve their goals, including information provision, support enhancement, barrier removal, and resource provision to help realize the goal and vision. Strategies, on the other hand, guide what to do and how to get started on the road to success. By focusing on the foundation and strategy the firm can better understand how to achieve its vision and goals. Understand and be able to solve the challenges that impact governance, such as those associated with global competition, the accelerated consequences of globalization in many areas of life, the rise of the digital revolution, and the massive and rapid growth of computing. The impact on the science sector and business operations, as well as increased local rivalry, shows the importance of a business plan.

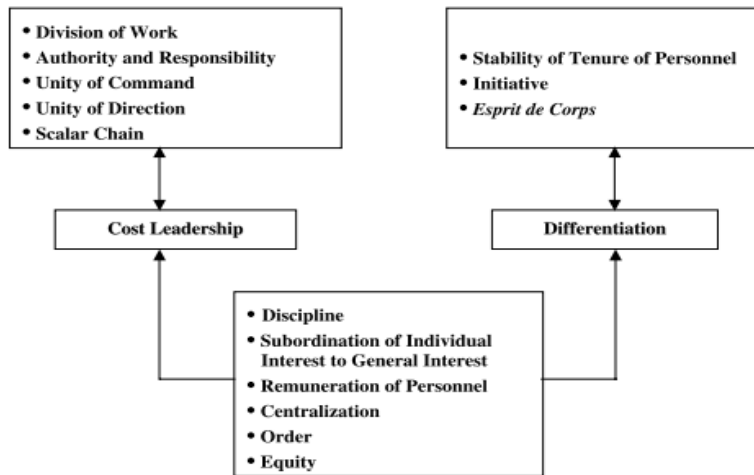
## 2. DISCUSSION

The Greek word meaning "military intelligence" and "military commander" is the origin of the English word "strategic". A strategy defines how people will go and how people will arrive, or to put it another way, it gives a general direction to an undertaking. Strategic management emphasizes the development and achievement of primary programs and objectives created by the organization's senior management on behalf of the owners, according to an assessment of capabilities and evaluation of the external and internal contexts in which the company operates. Establishing policies and strategies to meet those objectives, the assignment of resources to the execution plan, and the designated organization's objectives are all part of strategic management, which gives the firm's overall direction. Strategic management, the highest level of organizational development, is planned, formed, or controlled by the directors of the organization before it is implemented with the help of senior managers or senior management. Strategic management, which gives firms their holistic vision, and organizational theory, a science that studies organization, are closely related to each other.

In business management, it is helpful to discuss the strategic sustainability of an organization with its environment or strategic alignment. To explain how a company creates a competitive edge over its competitors in a given industry, the strategic literature suggests several business models or competitive strategy paths. The relative importance of effectiveness and effectiveness in the market is something that all these different business strategies tend to highlight. By creating sustainable innovations that meet market expectations, corporations should be able to anticipate these developments quickly in the rapidly changing economic environment brought on by many inventions and technological improvements. To promote competitiveness in the market, social capital utilization and business strategy orientation are essential. Businesses must improve their entrepreneurial intent, which includes innovation, activism, and risk-taking, to revive existing firms and foster competition in the market.

The same approach, however, is less helpful for a company employing a differentiation strategy. The boundaries of job division, according to Fayol, cannot be crossed, as people have been taught by experience and a sense of balance. A differentiation approach requires organizational learning and away from rigidity in thought and structure, making change more difficult to implement. Additionally, the uniformity of labor suppresses originality, which is

essential for the effective execution of a differentiation strategy [7]. Businesses that promote gaps should abandon job specialization in favor of job enrichment to promote innovation and adaptation to change [8]. This idea is often associated with the task of allowing employees to participate in the planning and management of operations. Businesses should eliminate restrictions on employee discretion in their work so that job enrichment can be performed successfully and provide employees with the freedom and flexibility to seek [9]. As a result, task enrichment affects important psychological states of importance, a sense of duty, and an awareness of consequences. Figure 3 shows the working process of the competitive strategy.



**Figure 3: Illustrate the step which will be followed in the competitive strategy [10].**

As the level of competition in the industry increases, it becomes difficult to survive. Establishing low entry barriers can make it challenging for you to compete with your competitors, especially those that offer similar products. In such a competitive market, you should carefully study the advantages, disadvantages, and strengths of your competitors, as well as take into account any potential risks [11]. Consider researching your potential customers' needs, problems, and inclinations as you complete this task [12]. They can help to identify areas where your current things need improvement. By executing a well-thought-out strategic plan, businesses can make more informed decisions and continually expand their products or services.



**Figure 4: Illustrate the different competitive strategies which understand the advantages [13].**

### 2.1 Four types of competitive strategies:

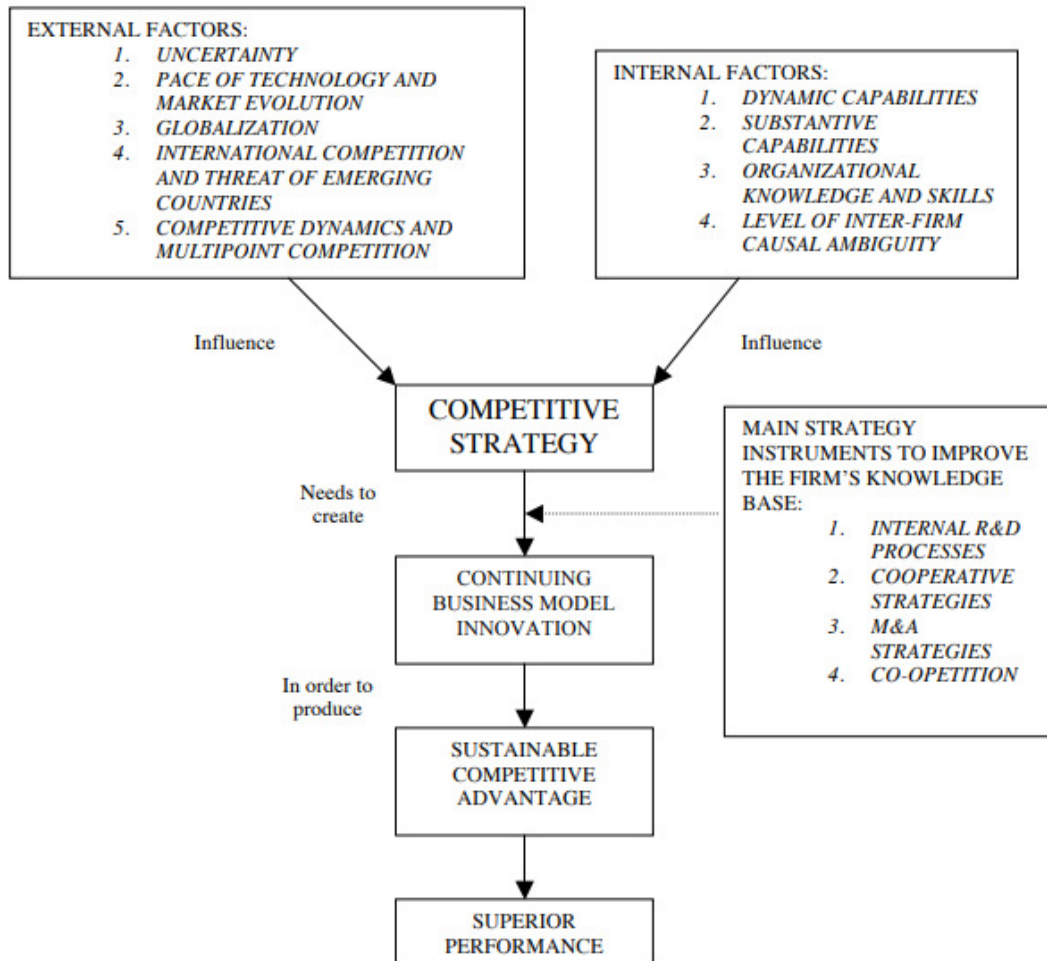
United States academic and economist Michael Porter classified competitive strategy into four categories which check out below and also shown in Figure 4.

1. *Cost leadership strategy*: This method was adopted by Walmart because it works well for large enterprises that can make a lot of goods at little cost. This shows that companies adopting a cost leadership approach are the cheapest vendors in the industry. To make a profit, a producer's cost price must be low. Large-scale manufacturing, good capacity utilization, and various delivery routes all contribute to making it viable. The lowest price is the competitive edge of this strategy.
2. *Differentiation leadership strategy*: It's a great strategy that sets businesses apart from rivals. It involves finding out what sets one firm apart from others. Businesses can charge more for their items using this method because they outperform their competitors in the market. Apple and Starbucks are an example of companies using this strategy.
3. *Cost focus on strategy*: This approach is equivalent to a cost-on-leadership strategy in terms of giving the lowest possible price to customers. The primary exception is that a cost-focused strategy must focus on a certain market group with its requirements and priorities. This makes it easier for firms to increase brand recognition. Businesses using this approach often focus their exertions on areas with particular markets.
4. *Differentiation focus on strategy*: Companies that adopt this strategy also tend to focus on particular market segments, but the specific value is what drives them. A specification focus approach places greater emphasis on developing the product with the help of particular features that will help your firm differentiate itself from competitors as compared to a cost-focus approach, which focuses on offering the lowest price in a particular market. For example, Egypt and Turkey have hotels that are only for adults. People will feel more comfortable knowing that no child will bother them this way.

Researchers have recently identified and worked to explore this potential. Despite the increasing emphasis on the multifaceted use of his functions, researchers have not carefully documented the application of Fayol's concepts to the particular functions of an organization. This is especially true when putting competing plans into practice. The goal of the present study is to demonstrate that Fayol's concepts can be widely used to improve the efficacy of each of Porter's competing strategies [14]. Additionally, it provides some substitute concepts that are more applicable to one of two competing methods than Fayol's theories, such as job enrichment, participation, and conflict. As a result, this study is neither intended to be a mere repetition nor a replacement for Fayol's management views.

Given the notion that management principles should be flexible and adapt to different needs, situations, and perspectives, it is instead designed to complement them [15]. This study suggests that managers must comprehend the importance of organizational management to successfully implement a competitive strategy [16]. While managers are aware of the importance of choosing a competitive strategy to get ahead of their competitors, they also need to focus on effectively managing their businesses. Organizations can benefit from Fayol's concepts in this regard as management job descriptions or competencies [17]. Managers should also focus on selecting and using information or concepts derived from diverse theories. In some situations, information on multiple theories can be conflicting and

fragmented. Nevertheless, with careful selection and adaptability, this knowledge can be applied in organizational management practices.



**Figure 5: Illustrate the competitive strategy with the external factors and internal factors [18].**

Modern businesses need to constantly monitor their surroundings for potential changes that may affect their ability to compete and survive in the future. The complex competitive environment that has evolved over the past three decades dictates this need. Figure 5 illustrates the competitive strategy with the external factors and internal factors. To build a highly competitive contemporary business, decision-makers need to take into account three sets of elements that influence the strategy-making process. Such a competitive strategy approach should help the company maintain its competitive edge and achieve superior performance for the benefit of all its stakeholders.

To maintain competitiveness, sustainable competitive advantage with ongoing business model innovation when designing our approach has been combined. A previous International Business Machines (IBM) (2006) research demonstrates how managers across sectors are proactive in updating their business models to increase their ability to generate value [19]. If a company insists on improving its ongoing business model, its competitors are probably unsure how to respond effectively. The author thinks doing so is the biggest way to prevent duplication, maintain a competitive advantage, and deliver better results.

Today's most prosperous businesses need to be able to regularly combine the successes of lucrative business models with winning strategies [20]. The three components of a competitive strategy must be revised or restructured to maintain continuous business model improvement. Business model innovation occurs when a company changes its business strategy by providing a service that was not previously offered [21]. For example, one way to enhance a company's business model is to be able to change the who dimension by developing or entering a new consumer category before rivals. The same is true if a business can figure out a new way to provide its goods how or enhance its facilities while anticipating the move of its competitors.

### *2.2 Skills required for administrative administration include:*

An administrator is a person who oversees the actions of his team or employees and focuses on the duty of furthering the goals of a certain company or organization. The administrator of your company must exhibit some important qualities people want to enhance administrative governance. These include:

#### *i. Technical skills:*

Technology is the dominant force in the business world today. An effective administrator must be knowledgeable and skilled in the technology relevant to his particular market. This implies that the administrator should be knowledgeable about the technology and should be able to use it in his particular area.

#### *ii. Human skills:*

Human skill is related to dealing with people, whereas technical skill is related to the use of things or programs. This ability covers how an administrator deals with peers, superiors, and subordinates. An effective administrators must be able to understand the people they deal with, be open to their perspectives and perceptions, understand their expectations, and recognize both their strengths and weaknesses. People skills include the ability to communicate effectively, and understanding and sensitivity to the needs and feelings of those you manage or deal with.

#### *iii. Conceptual skills:*

It is the ability to understand the role of each component concerning an organization and other functions. Because the efficient operation of one process generally depends on the smooth operation of other processes, it helps the administrator to oversee good coordination. Additionally, conceptual abilities help administrators understand their place in the market, the economic and market forces affecting their sector, and the impact of political and social factors on the success or failure of a firm.

### *2.3 Effective Administrative Management Techniques:*

#### *i. Cost management and Budget control:*

The smooth functioning of any organization depends on it. For an administrative manager to be effective, there must be a plan for budget management, risk management, and anomalies. Implementing cost-improvement techniques such as automation, waste removal, and productivity monitoring would be a sub-strategy of budget control.

#### *ii. Change control and management:*

It is challenging to manage change at every level, including the functional and team levels. A governance plan should be established to manage the change process, assess change, plan for it, implement it, and guarantee that it is approved by all organizational divisions.

*iii. Delegation:*

It is a fundamental requirement for the administrative side of any business operation. If you want your firm to function efficiently, delegate tasks among the team. Power levels should also be clearly defined to ensure that tasks are performed promptly by those who are best suited to do that particular work.

*iv. Goal setting:*

Although this is a company-wide plan, it requires the participation of the entire executive branch. There should be a strategy that specifies a precise action plan for employees and identifies goals. Most firms develop objectives using the SMART method which is stranded for: specific, measurable, attainable, relevant, and timely.

*v. Leadership development:*

Effective administrative management requires strengthening the skills of existing team members as part of a strategy to develop leaders from within. Leadership development and succession planning are both important for any firm.

*vi. Performance management:*

Any company recognizes the value of performance appraisals. A solid administrative management plan will include steps that let team members know how important they are and point them in the right direction so they can all work together to reach the same goal.

*vii. Problem management:*

Every company, no matter how big or small faces difficulties. Administrative management is often responsible for detecting these issues, looking at their root causes, and resolving both the issues as well as any negative effects of it.

*viii. Setting standards:*

Typically, an organization works on the guiding philosophy of delivering value to its stakeholders. There must be a set of standards to ensure that the company's goods and/or services are identical and comply with recognized criteria. Maintaining these norms should be the priority of an organization.

*ix. Team building:*

Using your people will help you succeed if you want to and also employ team-building techniques to keep your team engaged. Activities that promote teamwork and dedication to the organization are also important.

*x. Transparency:*

Providing accurate information to the public and the workforce is one of the responsibilities of administrative management. There should be no process that involves keeping anything secret from core team members or your customers, and all reports must be honest. A business must adopt the innovation process with an acceptable level of consistency to stay one step ahead of its competitors; otherwise, rivals will have enough time to weaken or erode the firm's competitive edge. Consequently, it has been referred to as the process of designing and

implementing business model innovations, replacements, and enhancements that a corporation adopts as continuous business model innovation. Business model innovation used to be a unique feature of attacks from outsiders: new competitors were able to enter an industry through the implementation of new viable business models, for example, Dell or Starbucks, due to their rigidity and myopia from existing vulnerabilities. Taking advantage of this is one of the significant changes that have taken place in the last ten years. Conversely, some established companies usually leading companies have recently begun to use ongoing business model innovation as a strategy to maintain their competitiveness in the future.

### 3. CONCLUSION

Despite the ever-changing external and internal conditions that businesses must now face, the established competitive general business strategy models remain the dominating paradigm. This paper assesses additional strategy-related components found in recent business research to see whether a comprehensive model can be used for businesses developed in knowledge-based organizations. For the case study analysis, ten of these businesses are chosen and their general strategy, innovation, accuracy, strategic entrepreneurship, and clarity are used for business. The findings provide a possible basis for a detailed model of the prevailing competitive trading strategy paradigm that incorporates these additional components and provides a platform for further study.

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## CHAPTER 21

### A COMPREHENSIVE STUDY ON THE ROLE AND RESPONSIBILITIES OF MEDIA-INFLUENCED VIOLENCE

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#### ABSTRACT:

The increased hostility and violent behavior of younger audiences are a result of Influenced violence in both television and films. Television news programs contain more violence, primarily in the form of violent crimes and staged suicides. According to the study, both in the short and long term, young audiences' heightened levels of hatred and violence are the result of Influenced television and film programs which responsible for the violence. Additionally, there is more violence on television news programs, mainly in the form of fake suicides and violent crimes. The goal of this paper is to explain how the media becoming the reason for youth violence and how television content becoming the reason for violence and the media can easily influence people. The influence of media on culture, social institutions, interpersonal relationships, and other factors also plays a major role. Due to market, media-driven and western influences, becoming a factor of violence in youth life and also reflect the rapid change in cultural values which also affect the future.

#### KEYWORDS:

Media, Society, Television, Violence, Youth.

#### 1. INTRODUCTION

Its impact enables us to consider how these media contribute to meeting our communication demands and there is no question about the impact of media on society. While the influence of print media has been influenced by literacy levels and the comprehension abilities of readers, in some countries broadcast media may have a greater impact due to its ability to cut beyond literacy limits. Violence is portrayed in the media in many ways [1]. Conflict-related violence, terrorist acts, and inter-group violence are all topics covered under-reporting. Television and films feature dramatic and dynamic images while print and audio media use reportage to discuss situations and incidents of violent behavior [2]. Media violence is justified because the audience engages in catharsis, and as a result, violence, whether related to the plot or not, has a genuine place on the awning. Although the issue of media violence is not particularly serious, the way it's presented which is shallow, misleading, and exploitative raises questions [3].

The pressure on young people to achieve financially, lack of perspective, fear of losing their jobs or being homeless, and other factors leave little opportunity for them to meet their emotional needs. The present politico-administrative system and increasing corruption are frustrating the millennial [4]. Politicians are taking advantage of them for their political gains. Exposure to more violent material in the media worries people because it makes them more prone to act violently and commit crimes. Its influence leads us to think about how different media help us to meet our communication needs. While readers' literacy and understanding levels have influenced the impact of print media, in some countries the impact of broadcast

media may be greater due to its ability to reach readers who fall below the literacy barrier. Violence is portrayed in the media in many ways. Reporting covers topics such as intergroup violence, terrorism, and violence resulting from conflicts [5]. Television and films feature dramatic and dynamic images while print and audio media use reportage to discuss situations and incidents of violent behavior [6]. Media violence is justified because audiences get cathartic, so on-screen violence is justified whether or not necessary to the plot.

While the issue of media violence is not particularly serious, the way it is presented raises questions. The pressure on young people to achieve financially, lack of perspective, fear of losing their jobs or being homeless, and other factors leave little opportunity for them to meet their emotional needs. The present politico-administrative system is leading the youth to despair, and corruption is getting worse and worse [7]. Politicians are taking advantage of them for their political gains. Their increased exposure to violent media content is concerning because it makes them more prone to act violently and commit crimes. Evaluate the importance of the impact of media violence as a threat to public health with some of the other well-known risks [8]. Comparing the impact of media violence to some other well-known concerns for public health can help determine just how serious a threat it poses.

But before people do that, people need to emphasize a few things. First, most research suggests that violent demeanor is infrequently the result of a single reason; Rather, it is the product of many circumstances coming together over time [9]. Therefore, it's necessary to deliberate the impact of violent mass media as one of the many relevant factors affecting the risk of violence. No credible researcher claims that violent conduct is a result of media violence. Second, to fully comprehend how media violence impacts young people's behavior and to build a solid public health reaction to the issue, a developmental perspective is necessary. Most aggressive and antisocial youth do not become violent teenagers or adults [10]. However, studies have specified that a large proportion of destructive children are probable to become violent adults, and a significant number of adolescents and violent adults were confrontational and even violent as children. The presence of aggressive conduct in childhood is the strongest single indicator of violent behavior in young adults, adolescents, and sometimes even middle-aged adults [11].

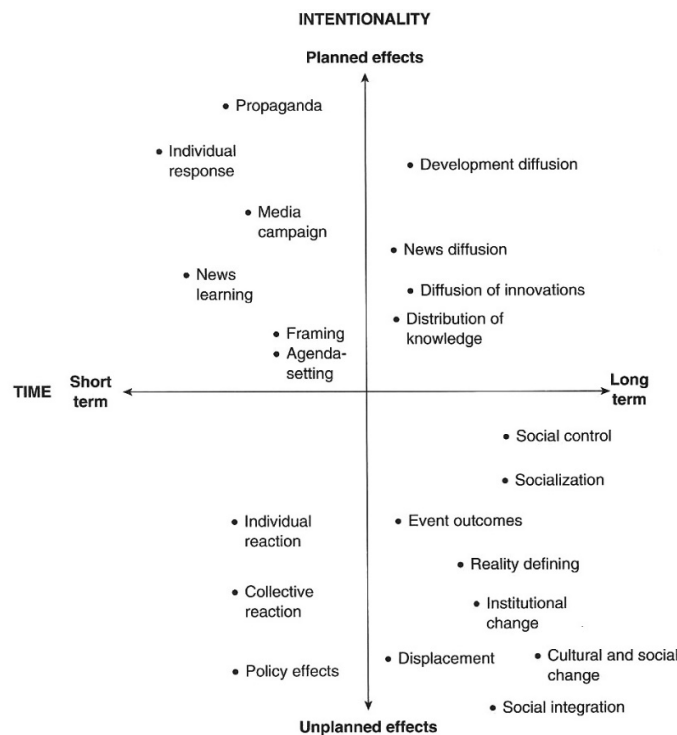
Therefore, variables that promote aggressive behavior in young children, such as media violence exposure, might increase aggressive and violent conduct later in life. Third, it's critical to avoid the error of assuming that minor practical ramifications or ramifications on public health would naturally follow from tiny statistical impacts [12]. Statistically minor effects sometimes have important practical ramifications, especially when they accumulate over time and affect large percentages of the population sample [13]. Due to this accumulation, media violence's even little statistical impacts on violent conduct may have a huge societal influence [14]. Inform the whole United States of your findings. Many medical researchers have evaded the problem of calculating the impact on public health modestly impacts by translating the community mortality rate; however, personality psychologists have not traditionally performed this sort of population-rate paraphrase [15]. People are often shocked to learn that only certain environmental pollutants may affect behavioral and psychological health in a way that is comparable to or even greater than the impact of those substances on physical health [16].

Finally, the argument against media violence must be presented by combining data from different study perspectives, as is the case with other major public health threats. While cross-sectional survey studies that coincide with considerable media conflict for an individual's violent behavior appear to have external validity in establishing whether violence and the

occurrence of violent behavior are related, they do not play a role in the play. Do not tell anything about causal mechanisms. Although these studies can lack external validity or generalizability, anecdotal trials in which people are randomly assigned to contexts with varied amounts of violence provide the greatest evidence for causation. However, these studies often did not examine the long-term impacts of exposure to violence or the effects of the most extreme kinds of physical aggressiveness owing to ethical limitations. Long-term studies may test whether childhood acquaintance with violent media is connected with adult aggression, whether there is any effect of prolonged exposure to violent media, and whether it is more logical to think that violent behavior incites violent behavior compared to the risk that it occurs. Incites violent behavior to violence.

## 2. DISCUSSION

The greatest potential human resource of any country is its youth. Youth is the hope of a nation for the future, thus they should be given the right guidance and development opportunities to generate positive results. In India, youth make up about 40% of the population. Indian youth are in a time of change and are being influenced by contemporary social and economic dynamics [17]. More and more youth are unemployed at a high level. Youth struggle to find suitable jobs as a result of dwindling employment prospects in the public sector and increasing competition in the age of globalization. Due to the closing of industrial facilities, a decrease in employment in the public sector, a steep decrease in social sector expenditure, and economic restructuring, many young people lost their jobs [18]. The expansion of work options is also becoming more unequal to fill the growing adolescent labor population with meaningful employment. The underlying premise is that youngsters from higher caste and community origins experience increased stress as a result of policy-induced catastrophes, including discrimination in employment and education among poorer parts of society. The youth are also burdened with disease, unemployment, and poverty.



**Figure 1: Illustrate the outline of Dennis McQuail, which helps to understand the function of the media and its generational effects.**

Created by eminent communication theorist Dennis Mac-Quail, who is considered one of the most important researchers in the field of mass communication studies. McQuail arranged the effects in a graph based on intentional (planned or unintentional) and duration of media impact (short-term or long-term) seen in Figure 1.

Since they are dealing with identity, independence, and physical and emotional changes, they are at greater risk of being taken advantage of. It is generally known how media affects society, social institutions, interpersonal relationships, etc. Youth in India is witnessing a rapid change in cultural values due to market and media-driven western influences. Market forces are also promoting a culture of consumption through a media-centric strategy. Significant advances in information and communication technology have resulted in changes in the way youth live and employ, and have had an impact on electronic media, particularly television [19]. It is sometimes said that the influence of the media has recently changed the form and type of violence. It is also believed that the Internet and television, in particular, have turned into potential means of spreading violence. Firearms, criminal schemes, and sex have a greater impact on youth, which is clearly shown in horror, action, and episodes of various serials. The plot and action of various action movies as well as episodes of serials have an emotional impact on young people. Violence in the media can be classified in several ways. The first kind of violence in the media is heroism violence. The second kind of violence is joyful violence, which most kids find funny and entertaining.

Violence without punishment is the third type of violence; generally, in media events, the villain is punished at the end of the story. Painless violence is the last type of violence. Young people are more interested in violent television shows. It's important to comprehend how media violence affects young people and provide solutions to counter its negative effects as young people are more susceptible to being used by anti-social elements and politicians [20]. Violence is one way young people display aggression. The social relations of the younger generation are decreasing due to their demanding programs and long working days. We primarily depend on the media as our only source of knowledge, which causes us to lose connection with our community and society. According to popular belief, young people's aggressive and violent conduct is a result of what they watch on television.

It is common knowledge that the media is crucial to the process of societal transformation. Television has a unique position among all the mass media and has a significant amount of capacity to affect change. The impacts of television are not without drawbacks, however. The negative impact of television is well-known. The family's decision to have a television has a detrimental effect on things done outside the house. It has been well-documented that having a television in the house causes family members to change and rearrange their extracurricular activities to avoid having those activities interfere with how much they enjoy watching particular engaging television programs [21]. Children are also influenced by television commercials, as they pressure their parents to buy things, especially those that are promoted on television. Additionally, it is believed that foreign broadcasts, serials, and foreign-themed programs harm entire families by promoting consumerism and obscenity. Additionally, television shows are promoting a society that is hostile to women. Television programs also serve to advance Western civilization by showing violence and activity.

When examining the relationship between media and society, one striking finding is that the violence shown in the media may have a big effect on viewers. Research in this field has continuously shown that violent material has affected both individuals and society since the

turn of the 20th century. The problem of violence in contemporary media, such as films, television, and the increasingly popular virtual world, stems from the need to appeal to a larger audience and protect corporate interests violence is simple to promote. Because it is fascinating and piques people's interests, TV programs, movies, video games, social networking sites, and news, has all developed into venues where it can be readily accessible [22].

They are all aware that dramatic and violent situations are more likely to draw viewers' attention since they are good at doing so in movies and television programs. Any indication of physical violence profits from this strategy, which is still used often today when crafting headlines for news stories. The title that has the most effect draws attention to the words or phrases that depict violence the harshest. Even breaking news might come to seem as weak to the journalist and reader if it isn't written using violent adverbs and adjectival phrases.

### ***2.1 Violence breeds violence:***

Violence is a phenomenon that has an impact on people's psychology and is more readily seen in conventional mass media like television, newspapers, or online environments like video games. Young kids subjected to violence are more likely to exhibit aggressive, violent tendencies, and introverted personality features, according to a clinical study on the subject. The most intriguing aspect of the issue is that actual violence doesn't have to be experienced. Exposure to violent content on television, in movies, or video games might easily have the same result.

According to statistics, these young persons are more likely to commit crimes. In conclusion, research demonstrates the close relationship between crime and violence. The media unintentionally contributes to the occurrence of violence, all of which communities work to limit and prevent in different ways. Even while it may seem ludicrous to hear about violence reported in the media, it does unfortunately occur. Unsurprisingly, an environment where violence is increasing should result in higher crime rates. After all, we all understand that violence is a taught behavior that is a major component of many crimes.

### ***2.2 The four consequences:***

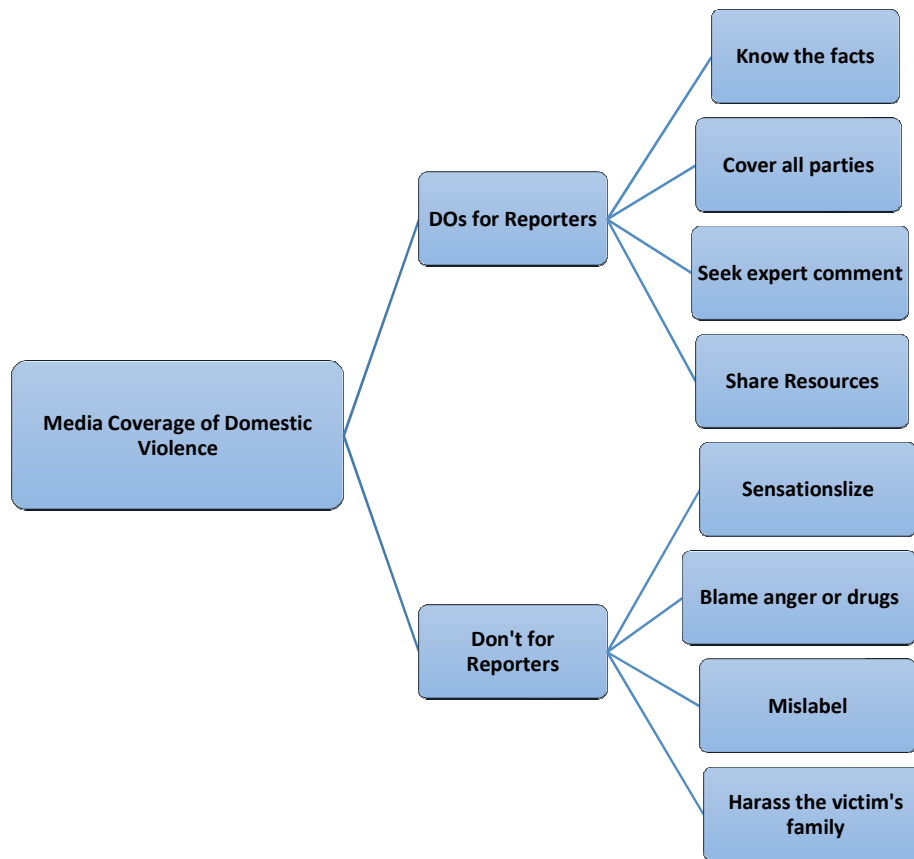
People are affected by displays of media violence in four basic ways. Incitement to violence, fear of persecution, impersonation, and consequences of hunger were listed as these. These four results provide enough context to understand the undesirable consequences of violence in the media. It is easy to foresee that insensitive influence will have a devastating effect on those who experience violence in everyday life when it pervades society. The most important aspect that causes the spread of violence in a community is that it is not seen as bad, harmful, illegal, or criminal, but as an everyday thing that is common, Natural, and acceptable. Media devices, which are the main cause of this impersonation effect, are the strongest constructs of the situation. The media continues to release the effects of this violence on the entire civilization and project it into our daily lives.

### ***2.3 The language of news:***

Violence, in the broadest sense, is cruelty, harsh treatment, and coercion. Although the term violence, which indicates a variety of behavior, usually conjures up images of physical harm, there are other forms of violence as well, including psychological, nonverbal, verbal, and sexual assault. It's surprising to learn that the dispensation and depiction of violence in the media predate the development of mass media as a whole. All forms of violence may seem familiar or common to individuals. The fact that many people have never experienced or

come into contact with this type of violence in their daily lives becomes less important at this stage. Over the years, there have been conversations about the presence of violence in the media, and about several academic studies. The simplest defense is that media violence is prevalent because it boosts viewership and revenue. It ensures that more people will like and consume media content.

According to various theories, altogether forms of violence are made up of a set of learned habits. They draw courtesy to the idea that repeated viewing of violent acts in the media may inspire others to commit violent acts. This method implies that we are facing a significant problem. Today, particularly in contemporary times, media content generated anywhere in the globe may be communicated instantly across large distances. It is well known that violent content is freely accessed, created, and spread quickly. People can often be introduced to the same violent elements because of things including sharing, recording, and re-watching content. At this stage, digitization turns into the procedure that intensifications the frequency of fierceness in the media to an infinite degree, while providing a great opportunity to communicate knowledge to mankind. Figure 2 shows the Media Coverage of Domestic Violence for the right reports present.

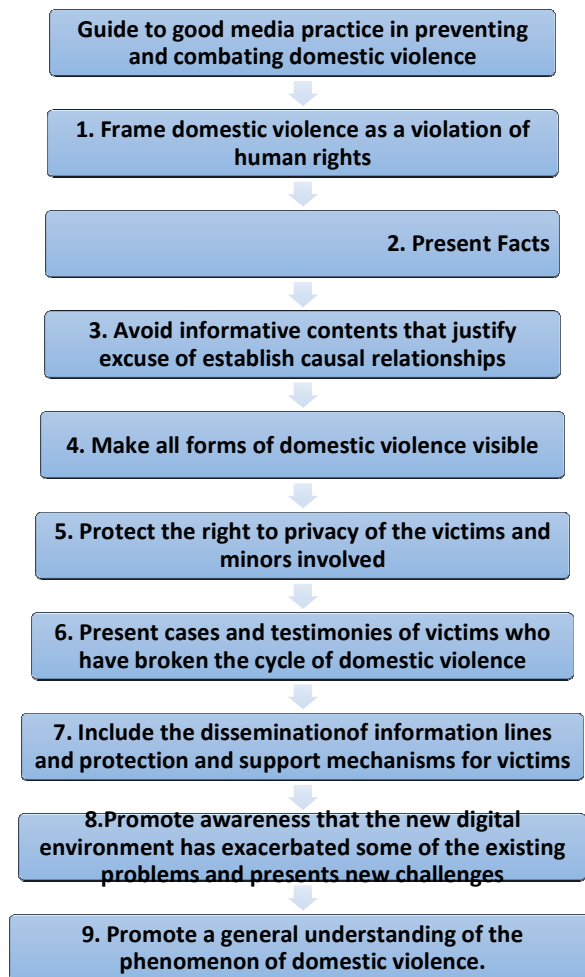


**Figure 2: Illustrate the media coverage of domestic violence which help in understanding what reports show or what they don't want to show.**

On the other hand, other scholars contend that just being subjected to violent content in the media does not always predispose a person to behave violently. Despite admitting that aggression is a learned behavior, they are certain that media-related violence will quickly be forgotten. Numerous experiments back up this hypothesis. Children that watch violent cartoons with violent characteristics prefer to employ violence with their toys, but they

rapidly stop doing so, according to the results of various experimental research on children and teens. The degree to which children's conduct will alter as a result of constant exposure to all media information is a crucial question. Since we are clear that cartoon content influences kids' behavior, even momentarily.

Dissociative episodes then occur as a result. When faced with violent events in their daily lives, people who have been addicted to violence may consider them normal and inevitable. Even while news stories often have violent material, other forms of media, including digital games, TV programs, and movies, frequently do as well. One may argue that the presence of violence in news material poses a greater threat than that of other media elements. When seen from this perspective, all other types of media are considered to be works of fiction. However, the news is still considered a mirror of reality and an extension of real life. As a consequence of violence in the media, people could begin to believe that hostility in the real world is far more prevalent. The significance of language employed in the mainstream media is emphasized. The major obstacle to the worldwide selling of media material is cultural differences, and the only genre which can be marketed essentially undisturbed by these variances is violence. Figure 3 shows the effective media use in preventing and addressing domestic violence.



**Figure 3:** Illustrate effective media use in preventing and addressing domestic violence.

Technology advancements, which have allowed society to get information with great ease, have also contributed to the loss of regular exposure to knowledge. Unfortunately, a large proportion of media content includes violence. Additionally, news information is among the most significant causes of violence. The incidence of such instances may potentially rise as a result of allegations of violence against women. It is generally recognized that presenting violent news in a detailed and compelling manner may aid those who have a propensity toward violence. It should not be disregarded that the language employed in the news media has a significant impact on preventing violence in society. Inevitably, the use of terminology that rationalizes violence will leave society vulnerable to violence, and these disruptive episodes have a huge impact on the failure to defend against violence. Figure 3 shows the effective media use in preventing and addressing domestic violence.

Randomized studies unequivocally demonstrate that brief media exposure to violence increases the chance of violent behavior in both adults and children. While imitation and heightened alertness are also significant components of this impact, priming is likely the most crucial subsequent activity. As media violence increases aggressiveness and violence in the real world, public health is in danger. Younger viewers' heightened levels of hatred and aggression represent both the short- and long-term repercussions of fictitious television and movie violence, according to a study. Exposure to violent media can lead people to recognize more instances of aggression and aggression over time, encourage positive thoughts about aggression, and increase aggressive conduct.

### 3. CONCLUSION

As media violence increases violence and hostility in the real world, public health is in danger. According to studies, fictional television, and movie violence has both short- and long-term consequences on young viewers, including higher levels of hatred and violence. Television news programs include more violence as well, mostly in the form of false suicides and violent crimes. Playing video games may raise animosity and aggression in the short term, even though there has not been any long-term consistent past research that can show long-term impacts. In this paper, the author explains about the link between media violence and real violence or aggressiveness depends on the kind of media content, as well as the personality traits and social circumstances of the individual exposed to it. Additionally, there is more violence in television news shows, especially via false suicides and violent crimes. Even while no long-term longitudinal studies have been able to demonstrate long-term effects, it is clear that video game play could foster a short-term rise in hostility and violence. The relationship between media violence and actual aggression and violence relies on the kind of media being consumed, as well as the personality characteristics and social environment of the viewer. However, the average amount of the total impact is significant enough to qualify as a known public health concern in the future.

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## CHAPTER 22

### AN ANALYSIS OF THE IMPACT OF AUTOMATION ON HUMAN BEHAVIOR

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#### ABSTRACT:

The interaction between the human workforce and fully automated facilities is a key issue in today's and tomorrow's development of technology. Due to the lack of use of automation in human life such as certain economic growth, required large number of labor in industries, required more time for work, and does not improve the living standards of humans. The author focuses on the impact of automation on human life such as greater production rates and profitability, more effective material utilization, higher product quality, improved safety, reduced employee workweeks, and shorter time to market in the factory. In this study, the author discusses the several factors of automation on human behavior such as personality and human-machine interaction, emotions, and human-machine interaction. It concluded that automation frees up a lot of time for us to enhance the automation processes and add more innovations to these platforms for more effective and better management of work and manpower. In the future, automated machines are expected to replace nearly half of the global workforce, with many industries from manufacturing to banking adopting automation to drive productivity, safety, profitability, and quality.

#### KEYWORDS:

Artificial Intelligence, Automation, Innovation, Robots, Technology.

#### 1. INTRODUCTION

Artificial intelligence (AI)-driven technology advancements have changed how people live and work in the twenty-first century. The intelligence and its domains could be accurately reduced such that a computer could replicate them. In this sense, artificial intelligence is defined as the study of intelligent problem-solving techniques and the development of intelligent computer systems. On the other side, automation results in issues being solved, improved production levels, bigger profits, cheaper costs, economic advantages for businesses, and recognition in the world marketplaces. It becomes tangible when organizations all across the world go forward with their challenges to improve the future [1], [2]. The rapid advancement of technology has already streamlined many of our daily duties, leading behavior scientists to investigate the psychological effects of human-machine interaction.

Their impact on people in different contexts focuses on some key characteristics of how people interact with fully automated systems in those contexts. How automation affects human behavior would explain both the beneficial and adverse consequences of automation on behavior. Almost all daily tasks are now made easier by computers, algorithms, and software and people barely know what it would be like without these computer-assisted automation systems. With its exponential expansion, AI has also radically changed the world's industrial and labor markets, creating great fear of losing human workers and replacing them with machines. The impact of AI on changes in the workplace environment,

working hours, compensation, potential threats to employment, and wider social impact in the form of unemployment, widespread poverty, and other social maladies leaves the future unclear.

### *1.1. History of Automation Technologies:*

A high degree of inventiveness, adaptability, resistance, and even knowledge of current and future hazards are implied by the development of technology via an interest in consequences and sustainability. Since the early 1940s, when businesses started coming up with new ideas for existing production lines, using production system shortcuts, implementing low-cost alternatives, and operating as effectively as possible, automation has played a significant part in our lives. Make an effort to completely satisfy consumer demands. The desire for mechanization is nothing new; it has always been a byproduct of human curiosity since the dawn of human society. Based on technology, people are looking for better ways to do tasks [3], [4]. When discussing automation, the first things that spring to mind are robots, computers, assembly lines, aircraft, railroads, and future infrastructure. It aims to make daily duties and human existence easier.

To provide the desired values for a greater understanding of emerging technologies, the effect of automation on human behavior needs to be examined in depth. Ergonomics is a field that not only falls under the umbrella of engineering psychology but is also a standalone sub-discipline that helps people interact with machines or use technologies most simply and effectively as possible. To comprehend interactions with other systems and to improve human well-being and system performance, the field of human factors and economics, or HF&E as it is more often known, uses collected concepts, principles, and best practices. It also seeks to address the basic topic of why automation is crucial and how it will influence people's attitudes toward people, animals, labor, and customers. Workers' concerns about the future have grown as a result of automation in the past three decades. It is stated that robots, automation, and AI do not potentially threaten human employment but rather improve it. Automation has improved production processes, encouraging workers to either become adjusted to new jobs or to expand their practical and theoretical knowledge by taking on additional responsibilities and participating in company-sponsored training programs. It elaborates on Bainbridge's assertion that people do more and more novel jobs linked to system improvement as a result of automation [5], [6].

It increases productivity and often seeks to increase the value of the remaining components, which are present. It aims to put the value of information and capabilities in the hands of the people. Most businesses provide comprehensive, specialized training to both their human employees and the robots they purchase. By doing so, businesses can train their staff members to use their skills to go above and beyond expectations. Production capacity and the rate of business growth. Employees' apathy towards technology, which they express as a result of their belief that they are unable to handle such technology-driven changes, is one of the main barriers to automation. However, given the extent of automation in the current order of things, such employees have little chance of resisting change as automation is the ubiquitous, unavoidable world picture for the lives of mankind and the future of the workforce.

The present paper is a study about the impact of automation or new technologies on human behavior in both ways positive and negative. This paper is divided into several sections where the first is an introduction and the second section is a literature review and suggestions from previous studies. The next section is the discussion and the last section is the conclusion of this paper which is declared and gives the result as well as the future scope.

## 2. LITERATURE REVIEW

Matias Dodel and Gustavo S. Mesch [7] concern in society about how automation would affect the work sector has grown. The study's primary goal is to determine how people's views of the impact of new technologies on employment possibilities, job loss, and pay loss as a result of computerization. According to the author, they used the 2017 Pew Research Center American Trends Panel for a secondary study. This is a nationwide, probability-based online panel of American individuals who are housed. It showed evidence in favor of the theory that emerging technologies could exacerbate societal unease and that such unease is especially prevalent among society's most disadvantaged groups. It concluded that Younger workers with better salaries, greater education, and Internet usage regularly indicated more favorable opinions about how technology is affecting their careers.

Eugénie Avril et al. have explained that different participant tactics in terms of visual allocation result from either an entirely trustworthy or entirely unreliable automation. The study's major goal was to demonstrate that by employing adaptive automation, the performance reduction in monitoring caused by automation may be reduced while maintaining human performance. The method controlled two types of automation by using the Open Multi-Attribute Task Battery. Four levels of dependability, adaptive automation with scheduled take-over sessions, and stable automation without manual take-over sessions. As the result shows completely unstable automation caused the participants to adopt various visual allocation policy tactics. Throughout the trial, static automation increased the amount of time spent examining the automated work at the 0% dependability level. It was concluded that the evolution of the time spent gazing at the automated job for static automation was adversely connected with the evolution of automating during the trial.

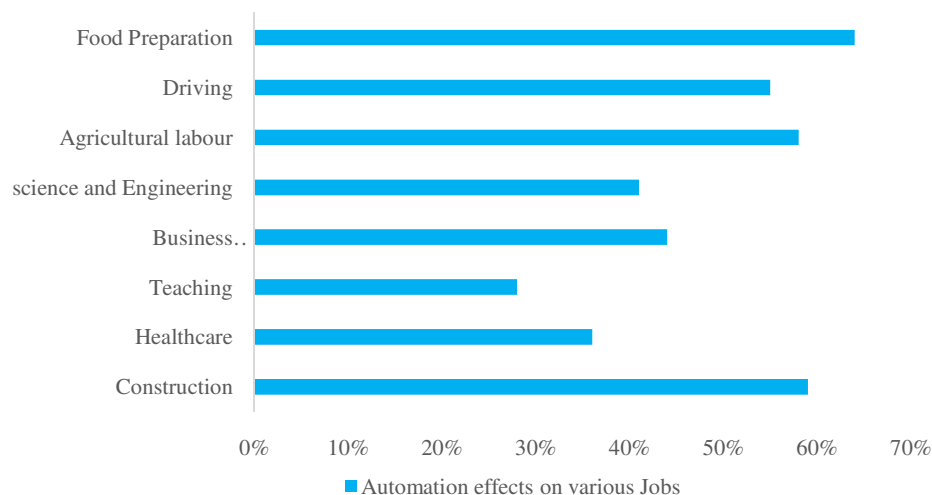
David B. Kaber [8] has explained a wide variety of models for the interaction between humans and machines in complicated systems. Unless the wider design community can be provided with other reliable options by the cognitive engineering industry, the author's main purpose of abandoning an existing design with some design value makes little sense. To promote conceptual and in-depth system design, the author, in his study of different classes of HAI models, offers insights into how to produce descriptive formulations of taxonomies of levels of automation (LOAs). It indicated that human behavior may be explained in terms of both potential system function allocations and the correlation between empirical findings on HAI and particular (LOAs). It concluded that is a trustworthy design framework for forecasting systems and human performance.

Annina Brugger et al. [9] have explained that in the mobile information society, navigation systems are commonplace tools that help people with a variety of navigating tasks. The major goal of this research is to determine how navigation system behavior affects pedestrians navigating outside environments in terms of navigational performance, gaze behavior, and accidental spatial information acquisition. The author claims that four distinct navigation system behaviors were empirically evaluated on participants N equal to 64 using a between-subject approach. The route-following phase did not disclose any variations in navigation performance across groups utilizing various navigation system characteristics, according to the results. However, users of more automated systems didn't appear to have the spatial awareness necessary to reverse the trip without making mistakes. It concluded that then, everyone should be able to reverse the same trip without a guidance device and without making any mistakes.

Julia K. Day et al. [10] have explained that building occupant interactions, present design, usage difficulties, and interface features are all explored via the lens of human-building interfaces. The primary goal of that is to briefly examine and explain a few typical building interfaces, including windows, window coverings, thermostats, and lighting controls. A deeper knowledge of the human-building interface interaction has been achieved thanks to the author's method, which involves merging these many disciplinary and cultural viewpoints. It found that building interfaces can have a good or negative influence on energy usage and occupant comfort, although occupant behavior and the effects on energy and comfort are not well known. It concluded that Energy usage and comfort frequently go hand in hand, but well-designed and well-understood human-building interactions can result in energy savings while also enhancing occupant comfort.

The above study shows the different participant tactics in terms of visual allocation resulting from entirely trustworthy or entirely unreliable automation as well as a wide variety of models for the interaction between humans and machines in complicated systems. In this study, the author discusses the various factor of automation on human behavior such as personality and human-machine interaction, emotions and human-machine interaction, and employee monitoring systems in which health-related issues due to automation.

### 3. DISCUSSION



**Figure 1: Illustrates the Industry and Percentage of people likely to be affected by Automation [11].**

Environmental noise, architecture, climate, hardware furnishings, and video display terminal equipment, as well as software user operating systems, training, and paperwork, are all examples of ergonomic aspects. Most researchers have focused on two ergonomics topics. They are the layout of the workplace and the style of office furnishings. Both have influenced how work is done. Experts have widely advocated that workplaces should be managed to create a people-friendly environment. Maas claims that more and more individuals acquire the necessary automation skills through education and experience and that their rivalry between automated and computer-based systems will diminish over time. When we examine the effects of automation on human behavior, how close or how far from each other the interpersonal distance, who should be directly next to whom, illumination, and human-computer interaction (HCI) are the main concerns. Interaction design in automated workplaces can reduce stress, which is unavoidable in an automated system. Industries like

industry and agriculture face a significant danger of job automation in Figure 1. This comes as no surprise given that robots have long since replaced people in production facilities. Transportation and logistics are two more industries that face a significant danger of automation.

### *3.1. Emotions and Human-Machine Interaction:*

The interaction between humans and machines is a complex phenomenon involving a great deal of research-based knowledge that has been produced by researchers in a range of situations. One such scenario is the incorporation of human-like emotions into computers to increase the effectiveness and importance of engagement. There is a close relationship between faith and the human condition. Since individuals sometimes treat machines as if they were people, automation plays an obvious role in trust, especially when autonomous robots are viewed as such. Although not a person, a conversational agent who is educated to influence and influence gains greater trust through this instruction, even when participants do not perceive that the computer is feeling the emotion. Its effect may be due to the excessive dependence of humans on computers. Sometimes a person shouldn't let the machine pass. According to Kiesler et al., in a prisoner's dilemma, humans generally played fairly with computers. However, a text interface outperformed a semi-human. A text interface can make it easy to overlook the differences between humans and computers. The discovery has intriguing implications as it suggests that the channel through which a message is sent may be important when comparing a computer to a person.

### *3.2. Personality and Human-Machine Interaction:*

Human personality traits and potentially programmed characteristics are aspects of the interaction between humans and robots in machines that perform automation tasks. Individual differences in qualities such as openness, agreeableness, and diligence can affect how people behave when engaging with a machine-human team. For example, it has been proven that conscientiousness is related to caution and a tendency to avoid an error. People with a high level of conscientiousness may follow instructions more often in ambiguous and risky situations than people with a low level of similar quality. Research has been conducted regarding openness to decision-making and teams building new products. In this investigation, the researchers found that openness affected how well computer-assisted decision-making worked. Under the influence of computer-mediated communication, more open people made wiser decisions. Additionally, there is evidence that stress affects decision-making, particularly in pilots. Time pressure often results in poor performance in decision-making. According to some research, our confidence level influences our decision to employ automation; the lower our confidence level, the more inclined we are to adopt automation.

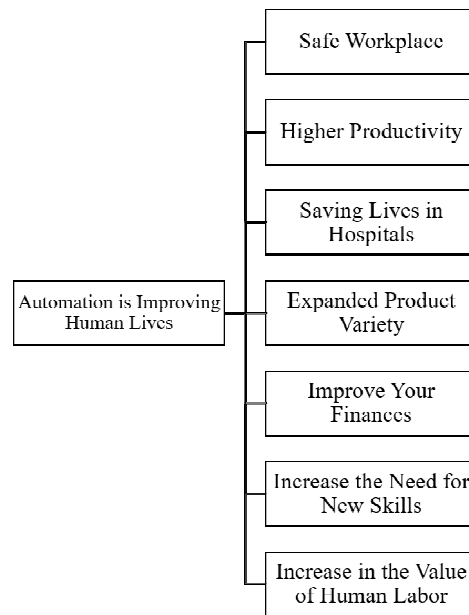
### *3.3. Employee Monitoring Systems and Health-Related Issues Due to Automation:*

Employers use employee monitoring software to understand how their workforce is performing. They evaluate user activity data to monitor software usage, understand the specific activity levels of their personnel, and identify high-risk conduct. If a company wants to use these technologies in its company, you need to be aware of the concerns of your employees, along with the potential drawbacks of employee monitoring. Users should collaborate with them to develop a fair, open, and less intrusive employee monitoring plan. Employee monitoring is negatively impacted by using highly intrusive employee monitoring techniques. The general rule that needs to be followed is to employ the least intrusive techniques to achieve the company's objectives. Using disproportionately intrusive workplace monitoring tools to track employee activities is a surefire way to bring about undesirable consequences, including decreased employee morale, job-related stress, and adverse work

behavior. Any type of workplace monitoring that enables employers to monitor employees' behavior and engagement is known as employee monitoring. The most frequent method of employee management is through monitoring software; however other options include cameras, web surveillance equipment, GPS trackers, etc. Employers can analyze employee productivity, manage attendance and leave, protect sensitive corporate data, and prove hours of work with the use of employee monitoring software, which provides technology-like capabilities, keylogging, and video surveillance.

### 3.4. Automation is improving human lives:

Automation is progressively integrating itself into almost every industry, from manufacturing to assembly and everyone in between. It is also altering many aspects of daily life are in Figure 2.



**Figure 2: Illustrates that Automation has the potential to power the economy and improve the quality of our lives.**

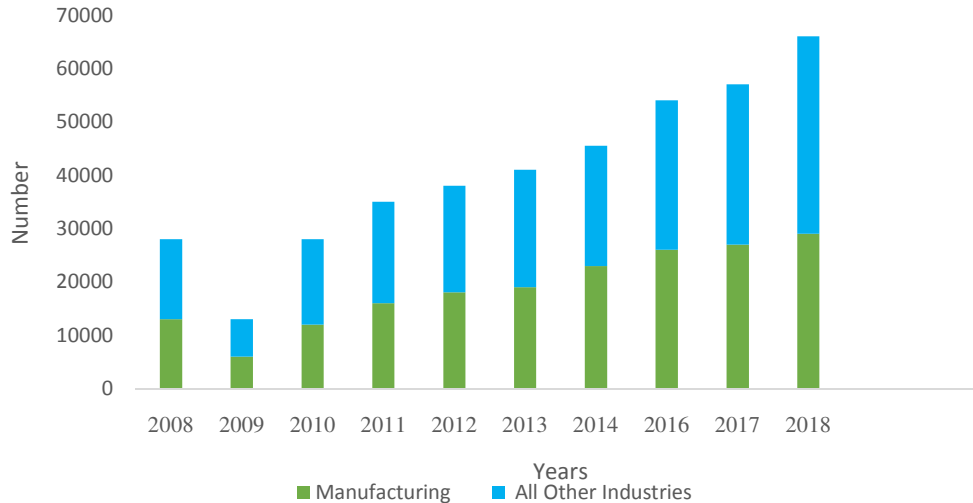
#### 3.4.1. Safe Workplace:

Automation frequently has a poor image for eliminating low-skilled professions or stealing employment, but it makes the workplace safer. The use of this technology can successfully remove human employees from hazardous settings and stop the 2.9 million incidents each year by taking over risky or monotonous jobs that could result in harm or death.

#### 3.4.2. Higher Productivity:

Automation doesn't always include enormous robotic arms and manufacturing lines that go on forever. Simple solutions include automating software operations that don't need human supervision. Rather than spending their time performing repetitive operations that a machine can perform more efficiently, this frees up personnel to concentrate on the tasks that demand their attention. Worldwide, automation has increased, despite certain industries' delayed use of robots in Figure 3. Industrial robot installation rose inside the United States at a 10.30% compound annual growth rate (CAGR) over the previous ten years, from 15000 in 2008 to 37000 in 2018. Manufacturing accounts for the great bulk of American automation, accounting for 82.3 percent of all industrial robot installations in the country in 2018.





**Figure 3: Illustrates the establishment of industrial robots in the United States which shows that the productivity of manufacturing has increased [11].**

#### 3.4.3. Saving Lives in Hospitals:

Soon, automated robots could contribute to healthcare, and anyone might see one at a hospital close to you. Robots are being used by one hospital in San Francisco to carry meals and medications to patients. Even moving across levels is possible by using the elevators. They can save lives and make the task of treating patients a little bit simpler, but they can't yet replace human medical personnel since they can't sympathize.

#### 3.4.4. The shift from Thinking to doing:

Careers have been centered on the concept of doing over the previous several decades; if you are not doing anything positive, regardless of your area, you aren't achieving in life. Humans shall go from a doing attitude to one that emphasizes thinking as a result of automation. The norm will be cerebral pursuits, which will alter how we work and advance our professions.

#### 3.4.5. Expanded Product Variety:

Once automation is widely used in production, new goods won't need to go through several prototype stages. Instead, developers will just need to input their plans into computers, and automated machines will take care of the rest. They may even calibrate manufacturing equipment to fit specific requirements, using the Internet of Things to speed up communication without any need for human supervision.

#### 3.4.6. Improve your finances:

Even simple jobs like money management may benefit from automation, anyone may automate their budgets, investments, and even recurring costs like bills and other monthly or yearly expenses with the help of updated software. The majority of these programmers are made to be user-friendly, and many of them interface with your current online banking software, making it simpler to save money.

#### 3.4.7. Increase the Need for New Skills:

Business degrees from colleges won't cut it as technology becomes more common, Technology-related skills will be in great demand by 2030 as automation is projected to

replace most low-skilled jobs presently held by people. There is no alternative way to adjust to this shift, which will result in significant training and retraining in the entry-level area.

#### *3.4.8. Increase in the Value of Human Labor:*

The value of human work is one thing that automation does increase, it can either stroll to your neighborhood coffee shop or have a hand-crafted brew from the barista there and then one can go buy a cup of machine-brewed coffee from a vending machine. At Wal-Mart, you may purchase mass-produced jewelry or spend a little more money on handcrafted items from online shops like Easy. Human work will become more valued as automation is becoming more common.

#### *3.5. Automation and Stress:*

One of the 20th century's most heavily explored topics was stress, stress is a response and evaluation to external stimuli that enter the body. According to the concept of person-environment fit, it is seen as transactions between individuals and the environment. Automation, computer-assisted technology, and human behavior all revolve around stress. Many academics have investigated this situation: For instance, according to Matthews and Desmond, stress often has three consequences when it comes to automated systems: it overwhelms attentional capacity, impairs executive control over selective attention, and impairs adaptive mobilization of effort. These observations are also corroborated by studies on how drivers behave when their attentional load is raised and how stress affects a pilot's decision-making.

The last few decades of the last century saw a variety of studies on stress by clinical psychology, focusing on emotional and motivational aspects such as loud noises, reactions, electric shocks, sleep deprivation, mental burden, and personality traits. Additionally, it is claimed that automation has forced people to sit down and eliminate the monotony of semi-automatic or manual task management, which has a direct impact on stress. Due to the repetition of machine management, changes in normal labor brought about by automation, or the inability of individuals to adjust to changes, automation results in stress. Interestingly, a reduction in the number of operators and line workers per unit area can affect mental well-being as many people in industrial environments suffer isolation and loneliness. Man's identity is partly formed by his work, thus when that contribution is threatened it can be quite unstable. Since automation reduces micro-management and supervision of employees, the pressure on employees is less. In this sense, automation can increase and reduce workplace stress depending on various psychological and environmental factors.

#### *3.6. Automation and Creativity:*

Widespread automation limits human participation in the production of a task or product, which jeopardizes human innovation. In complex systems, automation has already restricted how well humans can use their potential. Frey and Osborne found that innovation is a major obstacle to computerization because the required capabilities are not easily replaced by machines. Computers have had an impact on various creative professions; For example, Kashmir's handicrafts industry has suffered particularly heavy losses. In the creative fields, computer-controlled machinery is unlikely to replace labor. Instead, computers complement most creative professions, increasing the productivity of creative abilities. Additionally, the important finding that the creative profession is significantly more impervious to automation should not come as a surprise as computer systems will most satisfactorily be able to imitate human labor when a problem is well specified, which means that when functioning can be easily determined and consequently evaluated.

Creativity with adaptive automation is only possible in adaptive settings because it involves interaction with the environment (AA). Technology combined with creativity and innovation results in better designs, equipment, processes, or other systems that save resources, reduce environmental impact, promote public safety, and protect the environment. Efficiency, dependability, and accuracy with greater precision than the human workforce itself are fundamental goals of automation. Innovation and creativity in new technologies are reflected in the creation of alternative production environments with novel standards and intimate interactions between humans and machines. Systems and processes cannot be fully automated to achieve this goal. Rather than jeopardizing human employment, the replacement of robots opens up new opportunities for creativity and growth.

#### 4. CONCLUSION

In conclusion, it is clear from a vast body of research papers that automation affects human labor and lifestyle in both good and bad ways, but the latter is much less common than the former. People who fear that some of their employees may be left behind and who don't want to learn new things are reluctant to fully automate new jobs, training pieces, and recertifications. Automation has inherent limitations, which must be properly taken into account. In this highly developed era of technological automation, the results of all the extensive studies and studies on automation and its impact on human behavior show that the driving force behind automated processes is providing opportunities to increase the effectiveness and productivity of employees. , and more comfort in my personal life. Automation frees up a lot of time for us to enhance the automation processes and add more innovations to these platforms for more effective and better management of work and manpower. Automation reduces the stress brought on by workload, burnout, professional demands, time, and complexity. As a result, automation is transforming almost every aspect of human existence, not just enterprises. Our efforts are focused on outlining methods for investigating how computer autonomy affects human behavior. Rather than the characteristics of the machines themselves, we are interested in how humans react to autonomous robots. Because people are reluctant to replace or over-represent machines to make intelligent decisions when we must intervene, or to intervene dangerously when machines really should be left alone. These situations can be avoided. In the realm of the future, nearly half of the world's workforce will be replaced by automated machines. Automation is being used by many sectors, including industry and banking, to increase production, safety, profitability, and quality. In a highly competitive environment, automation will improve connection and dependability.

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## CHAPTER 23

### EXPLORING THE EFFECTIVENESS OF MUSIC THERAPY IN THE MANAGEMENT OF MENTAL DISORDERS

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#### ABSTRACT:

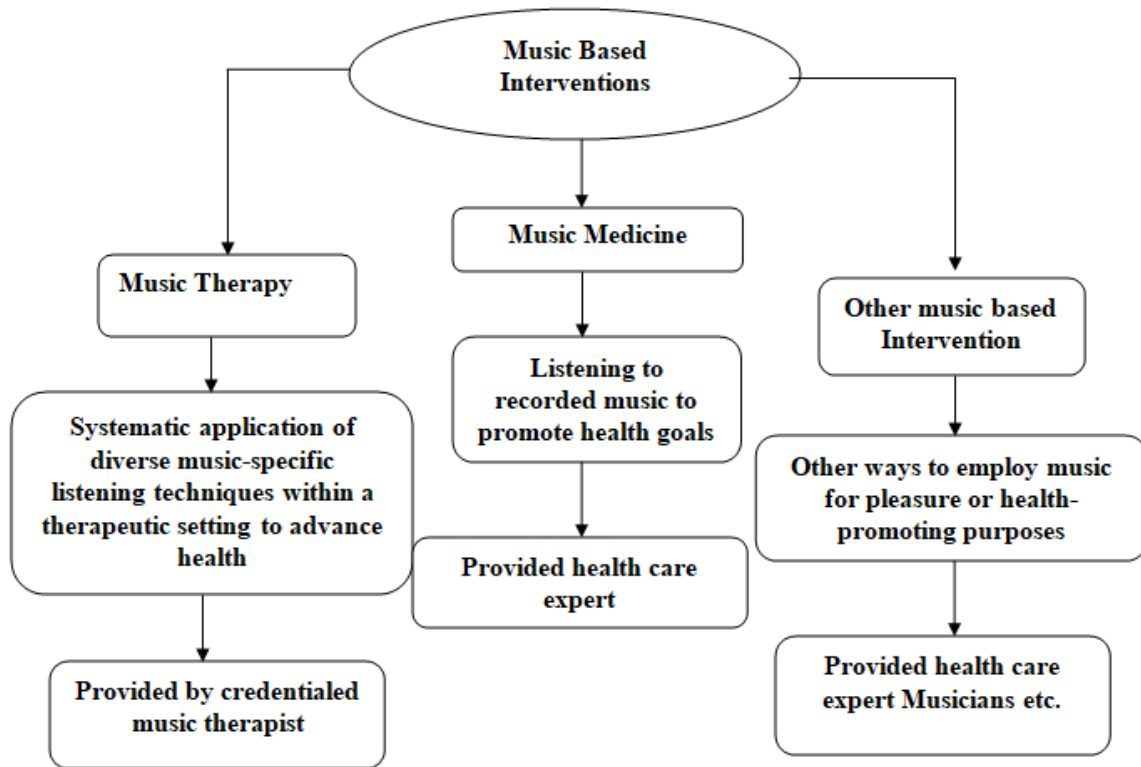
Highly prevalent diseases that are associated with worse social functioning, lower quality of life, or higher mortality are mental disorders. The job of a music therapist is to use music and all its various components to help patients recover. It is regarded as expressive therapy but has been clinically shown to improve quality of life, physical abilities, behavioral and social skills, emotional and affective development, as well as cognitive function. An analysis of the findings of this review supports the notion that patients can successfully interact with music therapy in a systematic way to control some of their symptoms and communicate their thoughts and feelings. Patients with mental illnesses can benefit from music therapy. Because music therapy uses a nonverbal medium with which people have developed positive relationships through time or, in most cases, lifelong experiences with music for self-expression as well as pleasure, it becomes less functional. Promotes or allows the participation of people with levels. The latest peer-reviewed studies lend even more credence to the idea that combining music therapy therapies with traditional, time-tested treatment techniques can lead to therapeutic outcomes. The main objective of this study is to understand the importance of music therapy in the treatment of mental diseases. This paper will help readers understand music therapy and its effectiveness in the treatment of mental illness in the future.

#### KEYWORDS:

Depression, Music Therapy, Mental Disorder, Psychological, Stress.

#### 1. INTRODUCTION

The primary function of our brains is thought to be music, which can reach certain parts of our brains or activate others. Additionally, it can strengthen and improve the brain. It significantly affects our lives and strengthens our immune system. Also, it calms the mind and provides energy to the body. Dopamine-producing molecules are released in the brain whenever we listen to our favorite music, which aids in promoting pleasure and satisfaction [1], [2]. Everyone knows that music enhances cognitive function and has a variety of favorable benefits on mental health or mood. Music is frequently used as a kind of therapy by medical practitioners to aid in the recovery of their patients or clients. It is a therapeutic approach that improves people's quality of life and deals with several physical and mental health problems [3]. The three music-based techniques utilized in healthcare music medicine, music therapy, as well as other music-based interventions—are defined and contrasted in this introduction as shown in Figure 1.



**Figure 1: Illustrate the Various Musical Interventions Used in Healthcare.**

### 1.1. *Music Therapy:*

As per the “American Psychological Association” (2020), music therapy is used as an addition to treatment or rehabilitation to improve a person's psychological, cognitive, physical, or social functioning. This involves a variety of methods, such as singing, composing, performing, or listening to music while analyzing the song. A qualified professional who has finished a recognized music therapy curriculum employs these methods to assist clients to meet their specific goals while engaging in therapy [4], [5].

### 1.2. *Mental Health:*

People in the modern world are primarily concerned with maintaining the health of their physical bodies, even though psychological health should be given equal weight to physical health. They are ignorant of the secret connection that exists between the brain and the body. The way we think and the ways people feel have an impact on one another. The strain that pessimistic thoughts or emotions might produce weakens our defenses. While optimistic thoughts and feelings might increase happiness and improve one's presence, they can also shorten one's life span [6]. The ability to build and maintain strong relationships, and overcome challenges, but some independence from discomfort side effects but not from weakening ones are all indicators of psychological wellness. Close-to-home dependability, positive behavior change, and some independence from discomfort side effects are also indicators. Daily obligations or requests Music therapy makes use of music's inherently uplifting qualities to assist individuals in improving their psychological wellbeing or overall well-being. This type of treatment can be helpful for both persons who struggle with physical health issues and those who cope with sadness and anxiety. No prior musical training is required to participate in music therapy and to benefit from its therapeutic effects [7].

### 1.3. *Music Therapy Type:*

Patients who get music therapy may do so actively by contributing to the creation of the music, or they may do so passively by listening to or responding to the music. A multidimensional approach that mixes passive and active musical interactions may be used by certain therapists. In music therapy, several techniques have been proven successful, including [8]. Analysis and treatment of music The goal of analytical music therapy is to help patients express their unconscious thoughts by singing or playing an instrument in an unplanned musical conversation, which they can then reflect on and discuss with their therapist. This format combines the act of musical composition with some psychoanalytical concepts. One of Benenzon's musical treatments is to perceive your “melodic sound personality” and the external sounds that most closely resemble your mental state [7].

- i. Community music therapy is a specific type of treatment that focuses on using music to promote social change. Although it is done in a group environment, each participant must put in a lot of effort.
- ii. Nor doff-Robbins music therapy, also known as creative music therapy, has the specialist play one instrument while the patient plays another. Music is a tool used in the spontaneous creativity technique to aid in self-expression.

In vocal psychotherapy, you communicate your feelings or impulses through various voice exercises, ambient noise, and breathing methods. The goal of this exercise is to strengthen your relationship with yourself.

### 1.4. *Sound Therapy versus Music Therapy:*

- i. There are differences between music therapy and sound therapy, also known as sound healing, in terms of their objectives, methods, tools, and settings.
- ii. Sound treatment is based on long-standing social customs in Tibet, whereas music therapy is a relatively new area of research.
- iii. The sound treatment uses technology to create precise sound frequencies, whereas music therapy focuses on coping with side effects like pressure or unease.
- iv. Unlike music therapy, sound therapy preparation or endorsements don't follow the same models.
- v. While music therapists frequently work in hospitals, drug rehabilitation centers, or private offices, sound therapists may provide some of their skills as supplementary or alternative health care.

#### 1.4.1. *Techniques:*

When working with a music professional, your goals should be the first thing you discuss. For instance, listening to music might lift your spirits and make you feel better if you're feeling depressed. Try using music therapy to lessen any extra bothersome incidental effects, such as stress, difficulty falling asleep, or difficulty focusing. You might perform an instrument, listen to various forms of music, or even compose your music throughout a music therapy session. They may invite you to dance or sing. Your doctor can suggest improvements and they may have a predetermined format that you should follow. The person may be instructed to focus on their feelings when performing these tasks or to let their emotions guide their behavior. For example, you can play and sing notes that are loud, sharp, and inconsistent when you are upset. You can experiment with different emotional changes with the music. Your music adviser could ask you to respond when you express anger or pressure by listening to or creating music with calming, relaxing tones [9].

The therapeutic process, in which each person is treated as a separate individual from a physical, creative point of view, and was emotionally free, is directly related to the family or social environment. Other goals of sessions include creating a time and space for relaxation in a state devoid of words, developing a rhythmic communication code, exploration, listening to music, movement, non-verbal, and improvisation, or concluding with time and space. One of the most important elements was the ability to examine patients' intrapsychiatric procedures. The results of this study suggest that people with severe mental illness have particular problems with expressing themselves and communicating, and they also display disapproval in interpersonal relationships. Thus, with music therapy, patients will be able to express themselves in a variety of contexts, promoting the expression of each individual.

The mediator and communication link will be the music therapist. The bond we build with patients is the key and most important aspect of our profession. Personality work tools and areas that are challenging to use with traditional medicine approaches include music, instruments, and activities that encourage creativity and expression. New collaborations and resources are made possible through music therapy. The author also suggests using receptive music therapy standards, which are directed at each patient's inner self, or active music therapy recommendations in experiential, relational, or other areas where communication is opened to the outside. It is important to work both ways because each patient has a unique procedure [10]. The author of this paper analyses the suitability of music for psychological well-being and how music may help to mitigate the benefits of music therapy in the management of discouragement, stress, unease, and mental difficulties in people who are discouraged.

## 2. LITERATURE REVIEW

Montánchez Torres studied the advantage of music therapy, in this paper; the author discusses the advantage of music therapy for mental health issues using music taken from medical databases. Studies have shown that psychiatric patients benefit from music therapy. This study provides evidence that music therapy is effective in treating mental illnesses. They were shown some of the findings or outcomes of various sorts of research, demonstrating how music therapy is a young and emerging subject. According to research findings, people with mental illness can benefit from therapy in both their psychosocial and overall functioning. As a result, this therapy is recommended as a successful and fun therapy for users [11].

Li Wenqin studied the effects of music therapy on the mental health of college students. This study examines the importance of music therapy in college students' mental health education and offers crucial suggestions for expanding its inclusion. A person's ability to grow sustainably is dependent on their mental health, which is one of the main measures of their general quality of life. College students' mental health education must prioritize music therapy. A specialized specialty called music therapy combines therapy, psychology, and music. College students who experience fewer negative emotions or psychological problems are better able to build healthy personalities. College students may express their emotions safely and receive appropriate direction by adopting music therapy.

Jane Edwards studied the treatment of music therapy and its management for mental disorders, in this paper, the author talks about how those who are dealing with a persistent mental condition might benefit from music therapy. The results suggest that music therapy might help patients communicate their thoughts about their experiences, facilitate organized conversations, and manage some of their symptoms. Recent peer-reviewed research suggests that the inclusion of music therapy in traditional, tried-and-true treatment techniques may



have positive therapeutic outcomes. The authors conclude that music therapy must be offered as part of mental health services since it is advantageous to those who care for persons who have mental illnesses [12].

Shentong Wang et al. studied about use of music therapy for mental illness, in this paper, Data in favor of music therapy's beneficial benefits on ailments like schizophrenia, depression, sleep problems, anxiety, and dementia are discussed by the author. Thus, the use of music in a therapeutic setting like this to advance mental well-being is known as music therapy. Although patients may enjoy playing music, music therapy calls for more active patient involvement to show how music has the power to change patients' perspectives on addressing mental health conditions. Singing encouragement helps all of these circumstances and also improves the relationship between mothers and children in the home. Both societal and interpersonal cohesiveness are benefited from music. This is because music is a type of art that naturally encourages social interaction [13].

### 3. DISCUSSION

Music therapy is the use of music in a constructive environment to enhance psychological well-being. In response to the question, Brown but also Pedder assert that therapy is mostly a conversation and humor shared with someone going through a trying time to help them understand and deal with it [14]. It is clear that music therapy involves more than just playing soothing music to patients, it also includes more active patient participation to enhance patients' mental health and use the therapeutic abilities of music to treat mental health disorders. Is. The investigation of supporting data and details of the application of music therapy to patients are the two main goals of this study. Scientists want to investigate, among many other things, whether active singing of patients can improve their mental health.

#### 3.1. *Benefits of Music Therapy:*

Since music therapy is typically quite private, it is beneficial for people of all ages, even very young children. The versatility of this melody makes it useful for people of different skill levels and mental or physical well-being concerns. You can activate the parts of your brain that control memory, emotions, growth, practical handling, a few required workouts, guidance, or reward by just reclining and listening to music. Attend to the social needs of more seasoned persons in a group environment.

- i. Low blood pressure as well as heart rate
- ii. Release tense muscles
- iii. Let out the endorphins

Making or listening to music has extra advantages that oral treatment might not be able to offer. Learning and practicing a musical piece, for instance, may improve one's memory, coordination, reading, understanding, and numeracy skills as well as instill responsibility or endurance. Additionally, the accomplishment that comes from making music may uplift people's moods and increase their confidence. People can learn about many different cultures through music therapy because it allows clients to experiment with any genre or style of music. On the odd occasion that they have had similar experiences, people can relate more easily to the music they are listening to or playing. Even as talk therapy involves self-expression, people can express themselves even more creatively through music therapy, which can be a more effective way of dealing with difficult emotions. Tune analysis is another logical way to use music to examine and deal with difficult feelings, memories, and experiences [15].

### 3.1.1. *Reduce Anxiety:*

Several studies indicate that music therapy helps reduce anxiety in a variety of patients, including those undergoing cancer treatment, having surgery, and those in critical care units. According to some research, listening to music can also lower heart rate and blood pressure, which directly affects how a person is stressed feels. Additionally, there is evidence that individuals receiving music therapy report feeling less anxious right after therapy, suggesting that it may be a quick and easy solution to relieving symptoms. Lowering stress hormones such as adrenaline and cortisol can help with symptoms of anxiety because music affects how much of these chemicals the body releases.

### 3.1.2. *Music therapy helps to Treat Depression:*

According to studies, music therapy can help with the symptoms of depression. People who received music therapy in addition to general depression treatment, including talking therapy, performed better than those who received only standard therapy. Listening to music can cause the production of dopamine and endorphins, or "feel-good hormones," which are molecules that can improve mood and lessen pain. Music therapy does offer some immediate advantages, even though it cannot treat depression. By boosting mood, Trusted Source improves interpersonal relationships and fosters self-expression. The clinical condition for which music therapy has often attracted the most attention is melancholy. Given that dynamic music production takes place in a therapeutic setting and gives the patient the chance to encounter uncommon sensory, physiological, and interpersonal experiences, it has been hypothesized that music therapy is effective in the management of wretchedness [16], [17].

### 3.1.3. *Boost your energy and attitude:*

- i. Upbeat emotions are closely related to healthy mental health.
- ii. Therefore, nothing can be better than cranking up a joyful song as loud as you can while you're having a horrible day.
- iii. The positive musical beats but also lyrics will improve your mood and give you self-assurance for the remainder of the day.
- iv. Fast-paced, lively music energizes you, keeps your body and mind active, and encourages you to embrace what is ahead.
- v. Indeed, according to studies, ambient or classical music had the best mood-enhancing effect, while hard electronic music, as well as metal, was thought to have the opposite effect.

### 3.1.4. *Less Stress:*

- i. It is important to recognize that music has the power to reduce stress.
- ii. Whether you're giving them your full attention or just listening to them in the background, some music styles have a natural tendency to de-stress.
- iii. Calming background music stimulates the mind. The wisest move in this situation is to avoid sharp metals or rocks.
- iv. If you want to de-stress, try a playlist with lots of ambient or relaxing music.

### 3.1.5. *Improve focus:*

- i. One of the many benefits of music is that you can listen to it in the course of your daily business.
- ii. Trying to focus and stay focused while doing an activity can be challenging for some people, whether it's working, studying, or cleaning.
- iii. Knowing which music is suitable for increasing attention is important because many styles of music have been shown to increase focus.

iv. Music that is instrumental, classical, or ambient is recommended.

### 3.1.6. *Help relaxation:*

- i. After a long day, everyone appreciates opening and closing their thoughts.
- ii. Playing music is an easy technique to promote relaxation by releasing tension in your muscles and letting go of any tension or anxiety.
- iii. When you have muscles your mind is at peace.
- iv. A great way to de-stress and de-stress is to listen to music while you sleep as it can help you slow down your breathing or clear your mind.
- v. Become less stressed and depressed
- vi. Understanding how music affects your emotions can greatly reduce your feelings of anxiety and depression.
- vii. Anxiety and sadness are now often treated with music therapy.
- viii. This activity involves creating and listening to therapeutic music to support both physical and emotional healing.

Along with music, instruments are tools that are impossible to reach in effect in the personality, as with other therapeutic models, the music therapist is a communicative bridge, an important character in the therapeutic process. This shows that music therapy may be especially helpful in the treatment of negative symptoms in persons with schizophrenia because it may directly address difficulties with emotions or interactions. Additionally, it can be used as a tool for social interaction, encouraging these individuals to interact. Research results suggest that patients with severe mental illness who have trouble communicating and expressing themselves benefit from participating in music therapy programs. It is an opportunity that benefits expression in itself and helps in its development both physically and mentally [18]. The benefits of a musical background in this group are well known; they promote social development and aid in member integration and cooperation. It was clearly shown that development in musical elements such as play music, timing, free improvisation, and body expression could improve patients' psychological profiles and behaviors. In the treatment of people with schizophrenia, music therapy has significant benefits. These influences reach hard-to-reach areas, including working on various aspects of the patient's personality; The space-time dimension is severely affected in this group of individuals; Spontaneity but the discovery of one's own external and internal healing process; nonverbal cues, such as access to the spoken word is severely affected; and finally, encouraging open channels of communication that are accustomed to facilitating the dissemination of ideas.

## 4. CONCLUSION

A happy or healthy existence depends on good mental health. It affects our feelings, thoughts, and behaviors while also having a big impact on the way people make decisions. Even though there is a medical understanding of mental health disorders, many individuals are not aware of them. One popular type of therapy for mental health difficulties is music therapy. It facilitates communication with our subconscious and awakens already suppressed feelings. Additionally, it enhances social interaction, self-esteem, communication, and self-concept. Because it may activate the brain's reward centers and induce positive feelings, music is used as a type of treatment to lessen the symptoms of mental illnesses like sadness or anxiety. This kind of therapy also has a calming impact, which lowers blood pressure, as well as pleasure or pleasure brought on by the release of dopamine molecules. Even while it is not a solution for any mental health conditions, music therapy may be a helpful and enjoyable way to treat the symptoms of many problems, such as sadness and anxiety. Through music therapy, people may communicate their emotions and process their experiences in a special and

approachable way. People have utilized music for a very long time because of its potent impact on mood and emotions.

Music therapy provides a broad range of other advantages in addition to aiding with mental health problems. These advantages include providing a creative outlet, educating people, or raising their level of cultural awareness, as well as improving cognitive skills like memory. When delivering mental health services, it is important to keep in mind that music therapy benefits persons who are receiving treatment for mental conditions. Numerous mental health problems can be successfully treated and general mental health is improved when music is used as a therapeutic tool. Singing appears to be beneficial in these situations and strengthens the bond between mothers and their young children within the family. Music benefits the individual as well as society. The main goal of this study is to recognize the importance of music therapy in the treatment of psychological disorders. This paper examines the potential benefits of music therapy for the future treatment of mental illnesses.

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## CHAPTER 24

### AN ANALYSIS OF THE IMPACT OF SMOKING ON ADOLESCENT AGE GROUP AND ITS EFFECT ON THEIR HEALTH

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#### ABSTRACT:

Smoking is a behavior that involves the intake of tobacco smoke into the lungs, where nicotine is then transported to the brain through the bloodstream. In this study, the author goes into detail on how nicotine gives one a sense of pleasure, which breeds an addiction to smoking and contributes to the alarming increase in smoking-related fatalities. The author applied a methodology in which a survey is conducted by the volunteer from Chandigarh, Delhi, Gurugram, Bengaluru, Mumbai, and Pune. The results show young smokers are becoming more prevalent every day as well and developing a strategy to assist young individuals in quitting smoking by providing them with counseling and a treatment plan. The author concludes that the number of applicants who were able to effectively quit smoking after utilizing the quit smoking method (QSM) strategy shows how successful the QSM method was at helping smokers stop. The purpose of the research is to motivate young people to lead healthy lifestyles. Therefore, the research offers the opportunity to do additional research in the future to encourage more individuals to lead healthier lifestyles.

#### KEYWORDS:

Health, Nicotine, Population, Smokers, Tobacco.

#### 1. INTRODUCTION

Smoking includes the burning of tobacco the nicotine present reaches the lungs of the smoker and inside the bloodstream [1], [2]. As the nicotine reaches the brain, the brain gives the feeling of reward. The smoker feels rewarded and makes the person addicted in very less time [3]–[5]. The smoker gets dependent on the cigarette and craves the feeling of consuming nicotine. Once addicted it is difficult for the person to quit smoking easily. In today's world of competition, everyone struggles with stress, so, it gets easy for the smoker to get addicted to smoking when the person feels stressed [6], [7]. Health hazards of smoking are widely known to everyone but still, the addiction to nicotine makes the person frequently crave nicotine and smoke [8]–[10]. The health hazards of smoking include:

- a) Cancer of lungs
- b) Increased danger of heart diseases
- c) High risk of Stroke
- d) Asthma
- e) Coronary Obstructive Pulmonary Disease
- f) High Risk of Respiratory disease
- g) Cancer of bladder
- h) Cancer of cervix
- i) Cancer of Stomach

### *1.1. Statistics of Smoking in India Include:*

In India, there are 267 million smokers overall 21.4 percent of individuals use smokeless tobacco, with men making up 29.6 percent of users and women accounting for 12.8 percent [11]–[13]. Indians over the age of 15 make up 28.6% of the tobacco-using population, with males making up 42.4 percent and women 14.2%. In India, 7.7% of adult smokers use bidi, which is preferred by the majority of smokers [14]–[16]. In India, adult smokers make up 10.7% of the population, with males making up 19% and women making up 2%. Every year, smoking and passive smoking cause around 9.26 lakh fatalities. Every year, smoking-related deaths in India amount to about one million. Smokers and bidi users pass away 6–10 years sooner than others of the same age [17]–[19]. Around 2 lakh persons each year, or 74% of the world's total, are killed by smokeless tobacco in India [20]–[22].

## **2. LITERATURE REVIEW**

M. Prelog et al. in their study embellishes that smoking for patients creates a dilemma for the medical practitioners to convince the patient regarding the health hazards of smoking. The author applied a methodology in which they stated that smoking can harm the whole ecosystem and human health. As a result of addiction to smoking the addiction to smoking even after knowing all the health associated with smoking is clearly stated as physically self-destructive. The author concludes that women who smoke also die with the same complications as those men. But the average of women smokers and men smokers is yet not the same [23].

F.J. Chaloupka et al. in their study illustrate that the tobacco industry is growing very fast across the globe. F.J Chaloupka et al. applied a methodology in which they stated that the growth of the industry is related to health hazards to all the people consuming tobacco. But because of political and economic connections, it is difficult that the use of tobacco will be restricted. The results show the taxes applied on the consumption of cigarette is also high which eventually contributes to the economy. The author concludes that it is a matter of debate whether any policy will be made in the future to restrict the use of tobacco [24]. Richard P et al. in their study embellishes that in the 1990s nearly three million people died of smoking. Richard P et al. applied a methodology in which they stated that in the 2020s about 10 million population dies of tobacco and following the trend the author suggests that in the 2030s 30 to 100 million people will die of tobacco consumption. The results show following the current smoking pattern by the 2030s almost half a billion of the global population will die of smoking. The author concludes that this prediction could change if the current smoking pattern is not followed in the coming decades [25].

As per cited literature, various studies have been conducted on smoking which includes the dilemma of medical practitioners while treating patients with severe lung issues, as even after knowing the health hazards of smoking patients fail to quit smoking and suffer a lot. The severity of death caused due to smoking and the rate at which the number of smokers and eventually passive smokers are increasing in China. All the studies show that due to the increasing number of smokers, the death rate of active as well as passive smokers will keep on increasing globally. So to bring a check on health hazards caused due to smoking, the paper puts light on the smoking done by people of the working-age group which is majorly the effect of stress and a trend followed by many other co-workers. The study provides a method to the candidates to help them quit smoking and encourage them to follow a healthy lifestyle.

*Research Questions:*

- i. How does smoking play a major role in day-to-day life?
- ii. How does smoking is affecting human behavior?
- iii. How by smoking the death rate increasing year by year?

**3. METHODOLOGY***3.1. Design:*

In this research the aim is to determine the prevalence of the habit of smoking in youngsters and the working population, a survey was conducted. The survey involved visiting the area of commercial buildings in different localities of various cities where offices are present. The cities involved Chandigarh, Delhi, Gurugram, Bengaluru, Mumbai, and Pune. The volunteers of the survey visited various locations in the city. When the volunteers of the survey visited the various office areas of the city including Chandigarh, Delhi, Gurugram, Bengaluru, Mumbai, and Pune.

*3.2. Sample and Instrument:*

The volunteers verbally discussed with the people whom they saw smoking, their interest in taking part in the survey. Smokers smoking three and more cigarettes a day were considered for the survey. A total of 80 candidates in all four cities participated in the survey. All the 80 candidates smoking three and more cigarettes a day were belonging to the working class and all were from the young age group. All the candidates were divided into four different groups including Group A - 20 to 25 years, Group B - 26 to 30 years, Group C - 31 to 35 years, and Group D – 36 to 40 years.

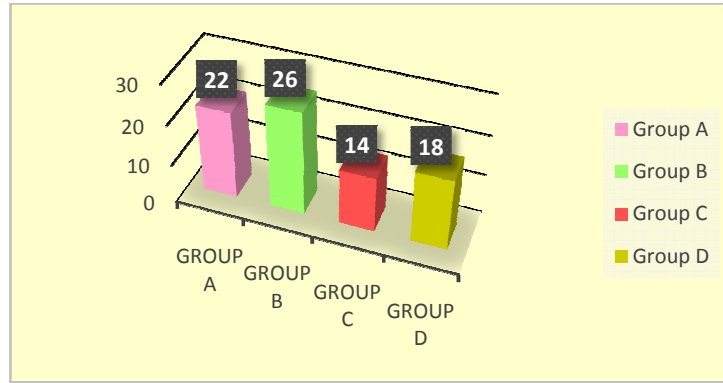
*3.3. Data Collection:*

All the data collected in this research from the volunteer visits to business buildings in various areas of different cities where offices are located were part of the survey. Chandigarh, Delhi, Gurugram, Bengaluru, Mumbai, and Pune were among the cities engaged. The survey's volunteers traveled to a variety of cities. When survey volunteers traveled to Chandigarh, Delhi, Gurugram, Bengaluru, Mumbai, and Pune, among other office districts in the city. In all four locations, 80 candidates participated in the survey. The 80 applicants who smoked three or more cigarettes per day belonged to the working class and were all in their early twenties. All of the applicants were separated into four groups: Group A was for applicants aged 20 to 25; Group B, was for applicants aged 26 to 30; Group C, was for applicants aged 31 to 35; and Group D, for those aged 36 to 40.

*3.4. Data Analysis:*

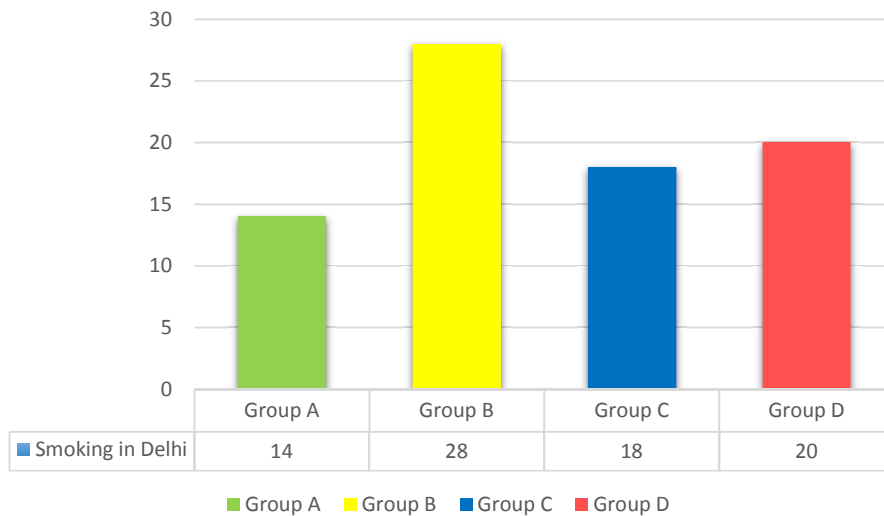
In Chandigarh, when the volunteers of the survey visited various office areas of the city, the volunteers observed that the total number of smokers smoking three and more cigarettes a day who participated in the survey in Group A belonging to the age group of 20 to 25 years was 23. The total number of smokers smoking three and more cigarettes a day participated in the survey in Group B belonging to the age group of 26 to 30 years 26. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group C belonging to the age group of 31 to 35 years was 14. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group D belonging to the age group of 36 to 40 years was 17. Figure 1 provides an idea about the total number of smokers in each group belonging to the working class.





**Figure 1: Illustrates the total number of smokers in each group belonging to the working class of Chandigarh.**

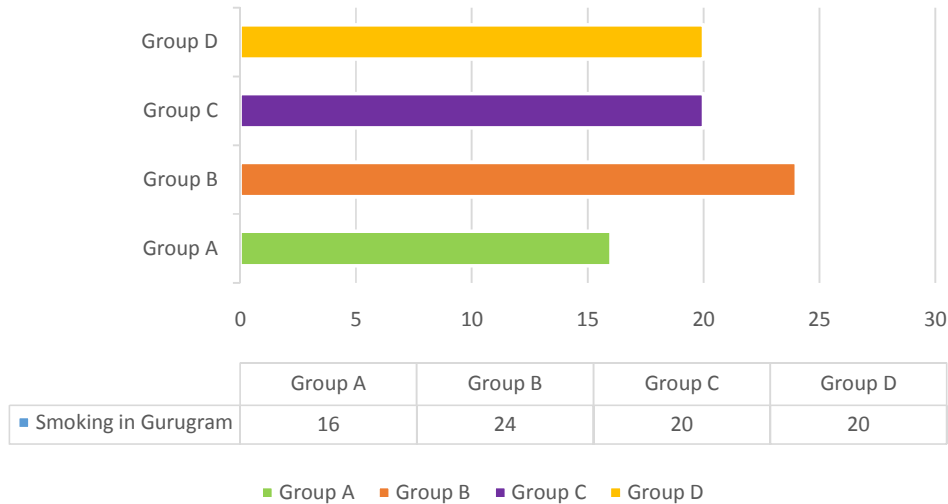
In Delhi, when the volunteers of the survey visited various office areas of the city, the volunteers observed that the total number of smokers smoking three and more cigarettes a day who participated in the survey in Group A belonging to the age group of 20 to 25 years were 14. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group B belonging to the age group of 26 to 30 years was 28. The total number of smokers smoking three and more cigarettes a day participated in the survey in Group C belonging to the age group of 31 to 35 years was 18. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group D belonging to the age group of 36 to 40 years was 20. Figure 2 provides an idea about the total number of smokers in each group belonging to the working class.



**Figure 2: Discloses the total number of smokers in each group belonging to the working class of Delhi.**

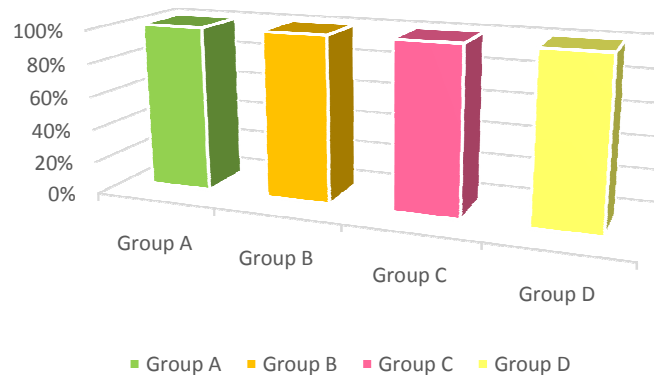
In Gurugram, when the volunteers of the survey visited various office areas of the city, the volunteers observed that the total number of smokers smoking three and more cigarettes a day who participated in the survey in Group A belonging to the age group of 20 to 25 years was 16. The total number of smokers smoking three and more cigarettes a day participated in the survey in Group B belonging to the age group of 26 to 30 years was 24. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group C

belonging to the age group of 31 to 35 years was 20. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group D belonging to the age group of 36 to 40 years was 20. Figure 3 provides an idea about the total number of smokers in each group belonging to the working class.



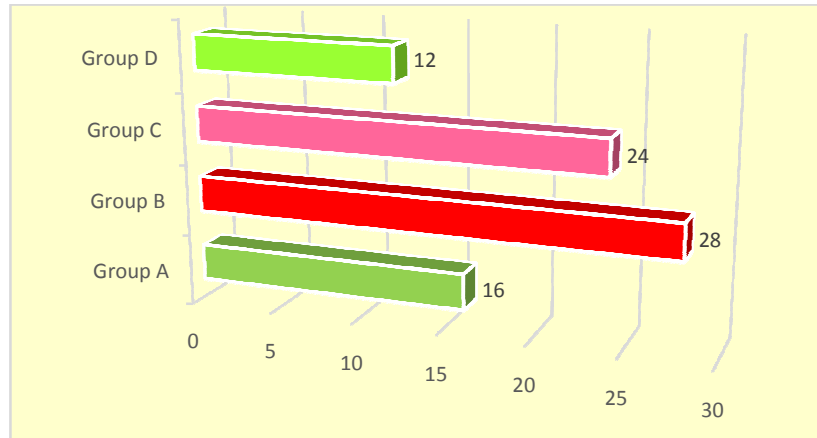
**Figure 3: Illustrates the total number of smokers in each group belonging to the working class in Gurugram.**

In Bengaluru, when the volunteers of the survey visited various office areas of the city, the volunteers observed that the total number of smokers smoking three and more cigarettes a day who participated in the survey in Group A belonging to the age group of 20 to 25 years was 12. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group B belonging to the age group of 26 to 30 years was 28. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group C belonging to the age group of 31 to 35 years was 22. The total number of smokers smoking three and more cigarettes a day participated in the survey in Group D belonging to the age group of 36 to 40 years was 18. Figure 4 provides an idea about the total number of smokers in each group belonging to the working class.



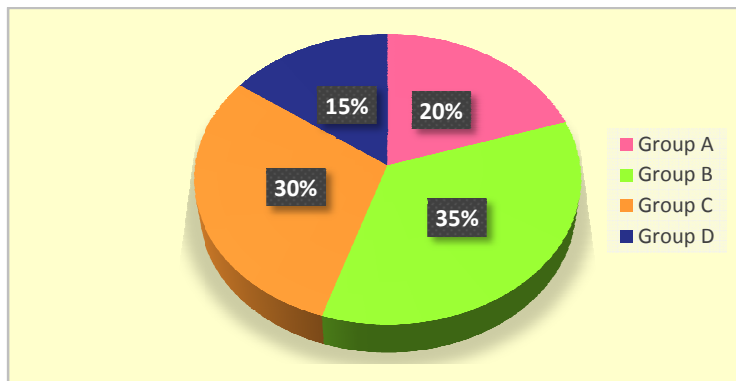
**Figure 4: Embellish the total number of smokers in each group belonging to the working class of Bengaluru.**

In Mumbai, when the volunteers of the survey visited various office areas of the city, the volunteers observed that the total number of smokers smoking three and more cigarettes a day who participated in the survey in Group A belonging to the age group of 20 to 25 years were 16. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group B belonging to the age group of 26 to 30 years was 28. The total number of smokers smoking three and more cigarettes a day participated in the survey in Group C belonging to the age group of 31 to 35 years was 24. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group D belonging to the age group of 36 to 40 years was 12. Figure 5 provides an idea about the total number of smokers in each group belonging to the working class.



**Figure 5: Illustrates the total number of smokers in each group belonging to the working class of Mumbai.**

In Pune, when the volunteers of the survey visited various office areas of the city, the volunteers observed that the total number of smokers smoking three and more cigarettes a day who participated in the survey in Group A belonging to the age group of 20 to 25 years was 17. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group B belonging to the age group of 26 to 30 years was 25. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group C belonging to the age group of 31 to 35 years was 25. The total number of smokers smoking three and more cigarettes a day participating in the survey in Group D belonging to the age group of 36 to 40 years was 3. Figure 6 provides an idea about the total number of smokers in each group belonging to the working class.



**Figure 6: Illustrates the total number of smokers in each group belonging to the working class of Pune.**

As a part of the survey, a discussion with all the candidates was conducted that involved explaining the health hazards of smoking and the long-term issues related to smoking. The discussion session was conducted as a counseling session. To help the young people of the workingclass quit smoking a Quit Smoking Method (QSM) was suggested to all the candidates. It was suggested to all candidates to follow the method for 120 days. The method involved four points:

- Deciding on a quiet day involves, deciding on a day at one's convenience when the person will not smoke at all. For a person who is a frequent smoker, it is difficult to completely quit smoking for an entire day. To help people quit smoking. Survey people were suggested to keep themselves busy. Avoid visiting the areas where they usually smoke. Avoiding all the people with whom they usually smoke. Not consuming alcohol. Keeping oneself calm for the entire day to avoid the urge of smoking. Consuming more liquid – fresh juice, water, and juicy fruits.
- Following nicotine replacement therapy, the nicotine replacement involves consuming nicotine in any other form and thus the urge to smoke in the person reduces. The reduced urge to smoke helps the person to easily quit smoking. Other forms of nicotine include chewable gums that constitute nicotine, a spray used for the nose, and nicotine inhaler. The commercially available nicotine replacement products help the person to quit smoking.
- Consuming Non-Nicotine Medicines Non-nicotine medicines act as a substitute for nicotine when they reach the brain of the person. This results in reduced craving for smoking and withdrawal symptoms from smoking. A dose of non-nicotine medicines for a duration of twelve weeks is usually prescribed but to permanently quit smoking person is prescribed to consume the same medicine for a duration of four weeks to twenty-four weeks depending upon the cravings of smoking.
- Adopting alternative therapy and alternative therapy to avoid nicotine include acupuncture, hypnosis, and therapy using a magnet, consuming supplements, consuming herbs, and performing mindfulness meditation. All the methods divert the mood of the person and prevent nicotine cravings. This helps in quitting smoking.

When all the survey candidates followed all four methods to quit smoking a significant number of people showed reduced craving for smoke in the initial days and later most of the people quit smoking.

#### 4. RESULTS AND DISCUSSION

Smoking is a factor responsible for many diseases in human beings. Even after knowing the health hazards of smoking people still smoke. Smokers consider cigarettes as a means to forget stress during difficult times of life. The survey involves analyzing the number of smokers in different age groups belonging to the working class. A total of 80 candidates from five cities each were considered for the survey. The cities involved Chandigarh, Delhi, Gurugram, Bengaluru, Mumbai, and Pune. All the candidates were divided into different groups based on their age. Group A candidates belong to 20 to 25 years. Group B candidates belong to 26 to 30 years. Group C candidates belong to 31 to 35 years. Group D candidates belong to 36 to 40 years.

The idea behind considering the working-class population smoking three or more cigarettes is to determine the way that the people belonging to the working class are handling their day-to-day stress at the workplace. Their goals in life, how these people face their problems, and how they find smoking as an easy way to forget their stress and problems in life. In today's world of high socio-economic pressure, almost all age groups of the population undergo the

pressure to perform best amongst their competitors. But, the working-class age group especially the young age group people find smoking an easy way to frequently smoke to forget their problems. The high percentage of smoking among working-class young people is also because of the easy excess of cigarettes throughout the day and watching colleagues smoking frequently. This results in continuous smoking of office-going people a day. Students, elderly people, and even homemakers also deal with a high-stress level in their day-to-day life but because of cultural background and less excess to smoking joints, smoking is less seen in other age groups of people.

The total number of smokers smoking three and more cigarettes a day from all five cities including Chandigarh, Delhi, Gurugram, Bengaluru, Mumbai, and Pune who participated in the survey were: In Group A, a total number of candidates who were smoking three and more cigarettes a day were 98. In Group B, the total number of candidates who were smoking three and more cigarettes a day was 159. In Group C, the total number of candidates who were smoking three and more cigarettes a day was 133, In Group D, the total number of candidates who were smoking three and more cigarettes a day was 90.

Table 1 embellishes the detailed idea about the total number of cigarette smokers residing in Chandigarh, Delhi, Gurugram, Bengaluru, Mumbai, and Pune belonging to all four age groups and the total number of candidates who quit smoking after following the suggested QSM method to quit smoking. All the candidates followed the QSM method for 120 days. The results observed by the candidates were discussed with the survey volunteers. Most of the candidates observed withdrawal symptoms from nicotine and felt like not smoking after following the QSM method for 120 days in all groups A, B, C, and D. The candidates who felt withdrawal symptoms for 90 or more days were considered as the candidate has quit smoking. All those candidates who did not feel withdrawal symptoms for 90 or more days were considered as they did not quit smoking.

**Table 1: Embellishes the detailed idea about the total number of cigarette smokers residing in Chandigarh, Delhi, Gurugram, Bengaluru, Mumbai, and Pune belonging to all four age groups and the total number of candidates quit smoking after following the suggested QSM method to quit smoking.**

	<b>Total number of smokers belonging to Chandigarh, Delhi, Gurugram, Bengaluru, Mumbai, and Pune</b>	<b>Total number of smokers who quit smoking belonging to Chandigarh, Delhi, Gurugram, Bengaluru, Mumbai, and Pune</b>
Group A candidates 20 to 25 years	98	80
Group B candidates 26 to 30 years	159	140
Group C candidates 31 to 35 years	133	125
Group D candidates 36 to 40 years	90	85

The result of the study clearly shows that in group A, out of 98 candidates, the total number of smokers who quit smoking after following the QSM method was 80. In group B, out of 159 candidates, the total number of smokers who quit smoking after following the QSM method was 140. In group C, out of 133 candidates, the total number of smokers who quit smoking after following the QSM method was 125. In group D, out of 90 candidates, the total number of smokers who quit smoking after following the QSM method was 85. Thus the results of the survey clearly show that with a strong desire to quit smoking and live a healthy lifestyle a significant number of survey candidates quit smoking after following the suggested QSM method.

## 5. CONCLUSION

Competition is rising among people of all ages as a result of the changing socioeconomic culture throughout the world spending a lot of money on school, dressing well, owning costly equipment, and many other things. Everything places a heavy load on the family member who earns money. Families with more than one wage earner share the costs of living or set aside a portion of each person's income for future unforeseen needs. However, in households with just one wage earner, that individual must shoulder the full financial load. When this happens, the earning member starts to feel incredibly stressed out. A person starts smoking and quickly becomes dependent on it as a way to cope with the stress of their family and job. Despite being aware of the illnesses caused by smoking and the health risks associated with it. Once someone becomes addicted to smoking, quitting becomes tough for them. A person becomes dependent on cigarettes due to the nicotine in them. Smokers often consume three or more cigarettes each day.

The poll seeks to support smokers of all ages in their efforts to stop using tobacco. Applicants for the survey come from various cities, and all of the candidates are given access to the QSM approach to assist them in quitting smoking. The survey was taken by 480 candidates in total. 80 candidates from a total of five cities participated in the poll. Chandigarh, Delhi, Gurugram, Bengaluru, Mumbai, and Pune were among the cities mentioned. All 80 applicants chosen from each city were from a distinct age range, with Group A being between 20 and 25 years old, group B between 26 and 30 years old, group C between 31 and 35 years old, and Group D between 36 and 40 years old. Eighty of the 98 applicants from all the cities in group A who participated in the study gave stopped smoking after using the QSM approach. Out of 159 applicants from all the cities in Group B, 140 gave up smoking after using the QSM approach. Out of 133 applicants from all the cities in Group C, 125 candidates completely gave up smoking after using the QSM technique, and out of 90 candidates from all the cities in Group D, 85 candidates completely gave up smoking after using the QSM method.

The number of applicants who successfully quit smoking after using the QSM approach, therefore, demonstrates how well-effective the QSM method was in assisting smokers to stop. The survey's results were also based on counseling sessions with each applicant who took part, which convinced them to give up smoking to adopt a healthier lifestyle. The study creates new opportunities for further investigation into how to encourage young people to lead healthy lifestyles.

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