IMPACT OF INFORMATION TECHNOLOGY ON INDIAN SOCIAL VALUES

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ABSTRACT

As you'll recall, the commercial revolution of the nineteenth century gave rise to variety of unforeseen ethical and social issues for example, concerns about workplace safety, wages, discrimination, and child labor which led to real changes in worker protections, labor practices, and law. Similarly, the technology revolution of the 20th century starting with the widespread use of the net and residential computers has spawned a brand new set of ethical and social concerns that individuals 100 years ago couldn't have imagined: as an example, how should personal information and online privacy be protected? Who gets to have the knowledge about our habits and "likes"? Before the appearance of the web, people thought of and controlled their personal information in very other ways. Today, many people lead complex online lives, and that we might not even realize how our personal information is being collected and used. During this section we'll explore a number of the moral and social issues associated with network security, privacy, and data collection that companies must address. Ethical and social issues arising from the utilization of technology altogether areas of our lives and in business, specifically have cause the creation of a replacement branch of ethics: techno ethics. Techno ethics which is absolutely a new term is an area which is interdisciplinary totally connected with moral and ethics or ethical aspect of technology in the social atmosphere. It technically attaches theories and various methods from various domains for example communications or social information or study of technologies or ethics or sometimes philosophy, to look into the insides of ethical areas or any system of technology and for making advancement of any technological society. The digital world we are presently leaving is posing some important and new ethical questions like who owns information, particularly information about us. Who is to blame for making the data accurate? This subject is becoming increasingly so important so on successfully manage the utilization of data systems in our society. This paper is an attempt to view the present issues related to information technologies in context to degradation of moral and social values.

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Introduction

In the last few years or rather we could say few decades there has been a vast change in making computation, communications and every indicator are that progress of technology and its use will continue at a rapid pace. Accompanying and supporting the dramatic increases within the power and use of latest information technologies has been the declining cost of communications as results of both technological improvements and increased competition. Consistent with Moore's law the processing power of microchips is doubling every 18 months. In today's world invention in information technology is having the multiple effects or rather to say wide effect in various parts of the society and definitely the policy makers of the whole world are working perhaps on the various such issues such as productivity or economy or property rights or confidentiality protection and affordability of and access to information.

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Choices made now will have long lasting consequences, and a focus must be paid to their social and economic impacts. One among the foremost significant outcomes of the progress of knowledge technology is maybe electronic commerce over the net, a brand new way of conducting business. Though only some years old, it's going to radically alter economic activities and also the social environment. It implies the seamless application of data and communication technology along the complete value chain of a business that's conducted electronically. the subsequent sections will specialise in the impacts of data technology and electronic commerce on business models, commerce, market structure, workplace, labour market, education, private life and society as a full. In keeping with this people became rather more technologically savvy largely because of the dramatically increased scope of data available via Internet, the convenience of access to information, and therefore the broadened scope of computer literacy; the protection of knowledge and privacy of people became areas of great concern. Considering the very fact that computers and data systems became a fundamental a part of our lives, the opportunities to misuse and abuse computer, the knowledge it generates and systems now abound.

Objective of Study

These are the key objectives of this research:

- To acknowledge the utilization of recent technological techniques by members of the society and their impacts on the social aspects.

- To spot the explanations for gaining modern technological techniques (why people use these techniques).

- To reveal the disadvantages of the utilization of contemporary technological techniques altogether areas of life.

- To be conversant in the family's role in reducing the danger of recent technological techniques.

- To demonstrate the negative impacts of the misuse of recent technologies on society.

Review of Literature

Khulaifi (2002) sought to explore the benefits and downsides of the net. The results showed that the majority of the participants (91.7%) have the need to use the net, and specialize in the foremost important uses of this network for the needs of communication, exchanging information with others, trying to find information and entertainment. Participants during this study revealed the negative aspects of the web like helping within the cultural invasion, and causing social, ethical, and health problems if it's used frequently.

Lailah (2000) conducted a study aimed toward clarifying the role of media within the information technology that badly affecting the family relationships, and focused on the negative impact of the performance of the media and knowledge technology in our society. As a result, this helps to erode the worth systems which oriented to family interaction. The study recommended upbringing the young and therefore the adult in line with an ethical system supporting their identity.

Bryant (2006) administered a study intended to spot the connection between the employment of text messaging and therefore the formation of social networks for teenagers. The sample of study consisted of 40 participants ranged in cohort (11-13 years).The study results confirmed that there's a limited overlap between friendships within the lives of people and friendships through interactive technology. So, there's variety of friends on the web to speak with them on line and instant messaging has proven that it's not a substitute for a source of social support to those who suffer from isolation.

Al Aga (2009) performed a study geared toward identifying the impact of latest technologies, the patterns of internet used, disclosure of the negative uses and identifying the uses of itinerant and Bluetooth among the study sample on delinquency within the Gulf Cooperation Council Countries. The results of this study showed that there are significant differences within the patterns of the employment of internet technology and transportable among juvenile delinquents and non-delinquents. Moreover, juvenile delinquents use the web and mobile phones in negative acts quite others. However, there are differences between juvenile delinquents and non-delinquents within the main study axes per the first variables.

Al-Majali (2007) demonstrated study to acknowledge the impacts of internet use on the social relations among university students in Jordanian society. The sample of the study was chosen randomly and consisted of (325) male and feminine participants of Mutah University. The results of the study showed that the impact of internet use on social relations increased within the case of getting students to

use the web on their own, and also the greater the quantity of hours the participants used daily. The results also showed that the majority uses of the web are for research purposes, and mostly within the campus. additionally to it, the results showed the impact of internet use on social relations and a few qualitative variables, like gender, age, style of college, academic level, monthly income to the families of the participants, as indicated by the (F) value in terms of statistics   0.05.The study developed a group of recommendations regarding the impact of internet use on the social relations. **Al Yousef (2006)** conducted a study under a title of the "Advantages and drawbacks of contemporary Technologies - Studying the negative effects on the health of the individual." The study noted that within the case of addiction to the employment of the net, this may result in a loss of self-control, the neglect of non-public status, poor relations and communication within the social environment. The study confirmed that the chance of internet addiction is increasing among those that enjoy free access thereto, as a case of university students.

Rational of Study

The Significance of the above research has undertaken to:

- Identifying the negative impacts of the use of contemporary technologies and their patterns.
- Recognizing the trend of using the trendy technologies.
- Contributing research to work out the reason behind the phenomenon of the utilization of recent technologies with the passage of your time.
- Seeking to spot or develop ways and effective mechanisms to scale back the negative impacts of the utilization of contemporary technologies.

The use of recent technological technique becomes a cornerstone of human social life. However, human societies experienced significant and rapid development of those techniques, making it more convenient in social communication. One among the foremost important reasons for youngsters to use modern technologies is that the desire to not pander to others directly and to not establish social relationships. Holdup, the spread of incorrect and unauthenticated information and spreading lies through these techniques are among the foremost drawbacks that face our communities thanks to the employment of those techniques. Sometimes, one can see a specific quite sarcasm of the final word divine, religion and see the spread of spiritual stories additionally as incorrect beliefs embark as a result of these techniques. To summarize, there's plenty of research investigating the negative impacts of misusing modern technologies on Indian society. The present research supported the previous ones shows the negative impacts of contemporary technologies on Indian society. The authors hope that by showing the negative effects of recent technologies, it'll have positive influences on individuals and society generally since modern technologies play a main role in people's lives and future possibilities.

Research Methodology

Research Methodology is a process through a process of data collection, their analysis and conclusion using some Statistical methods and tools, researcher finds out certain analysis based on which a further suggestions are recommended for improvement and sometime leaving scope for further study. Present study is based on Primary as well as Secondary data.

Source of DATA

The study is especially supported primary data. The Source of primary data is collected using questionnaire from various persons through interview schedules and Collection of information using questionnaire in variety of opinions. Questionnaires are widely used for data collection, especially in scientific discipline research. Questionnaire may be a pre-formulated written set of questions designed by the researcher to which participants' record their answers, and mentioned it as "an efficient data collection mechanism since it's known to researcher that what's required and the way to that will be measured".

Sampling Technique

Using stratified random sampling, few strata's has been created. For this study the secondary data is collected from various studies available either published or unpublished, reports, other citations available online as well as offline. For the primary data, around two hundred and fifty citizens have been interviewed either on the basis of questionnaire or personally. Questionnaire has been filled in the supervision of researcher himself with few assistants having post graduate and above level qualification. The responses as obtained have been then summarised and then have been analyses using various statistical techniques such as mean and standard deviation along with coefficient of variation and then ranked accordingly.

Sampling Design

As discussed above the sampling method that was found appropriate for the present research is convenient sampling. For the opinion 250 respondents are chosen from urban areas.

Results and Analysis

The below table no.1 indicates the various purposes for e-banking is used and their mean, standard deviation and coefficient of variation along with their mean score.
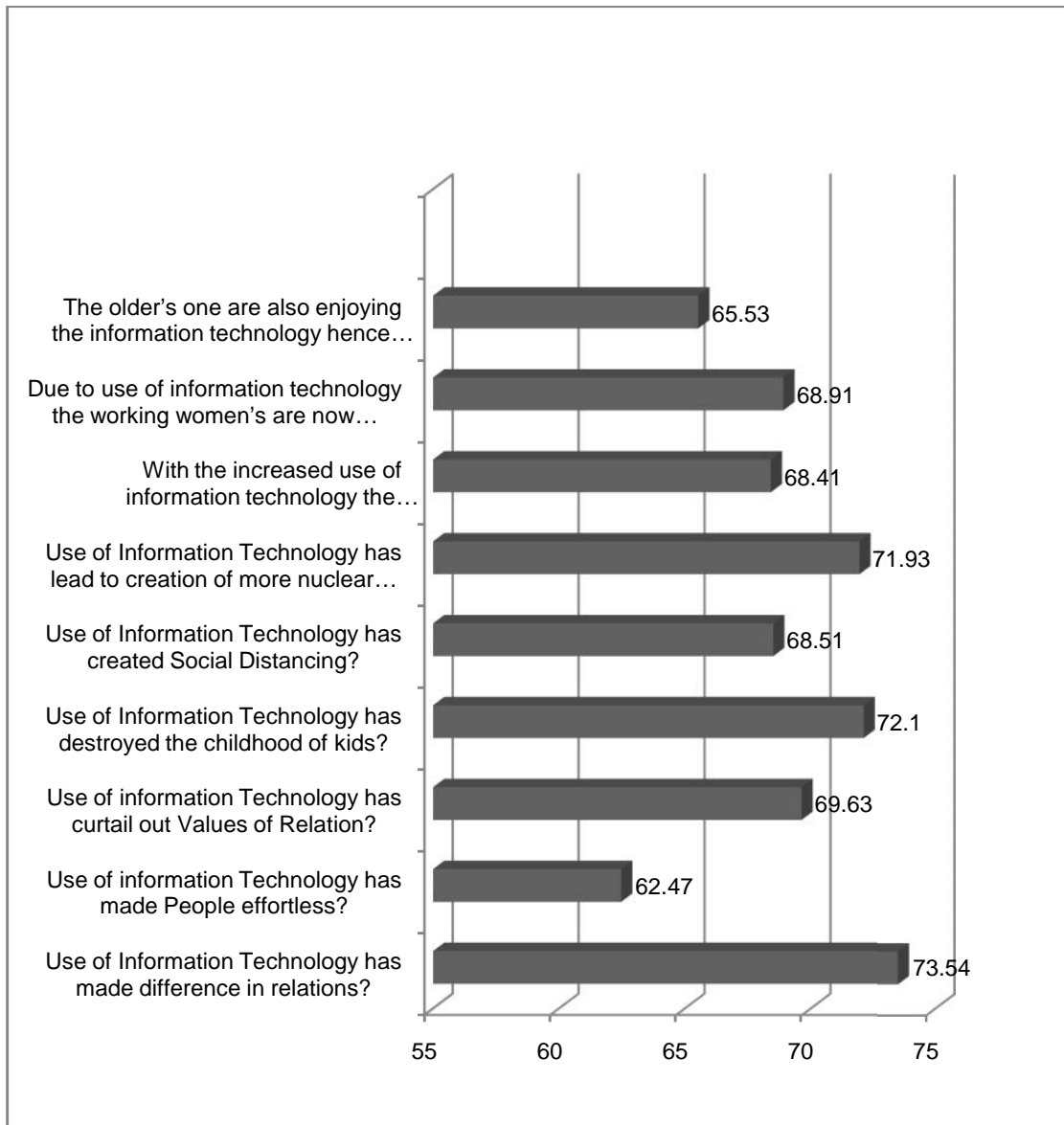
Table 1

Various Effects of Information Technology					
Factor That Impacted The Society	**Mean**	**Std. Dev.**	**C. V.**	**Mean % Score**	**Rank**
Negative Effects					
01 Use of Information Technology has made difference in relations?	1.97	1.33	27.51	73.54	1
02 Use of information Technology has made People effortless?	3.27	1.31	45.57	62.47	7
03 Use of information Technology has curtailed out Values of Relation?	3.21	1.39	41.68	69.63	4
04 Use of Information Technology has destroyed the childhood of kids?	2.69	1.53	61.07	72.10	2
05 Use of Information Technology has created Social Distancing?	3.72	3.03	84.83	68.51	5
06 Use of Information Technology has lead to creation of more nuclear families (In Indian Context)	3.83	3.12	81.53	71.93	3
07 With the increased use of information technology the younger ones staying away from the older's (In Indian Context)	2.93	1.98	53.33	68.41	6
Positive effects					
01 Due to use of information technology the working women's are now able to work from home with taking care of home	2.19	1.99	49.83	68.91	1
02 The older's one are also enjoying the information technology hence do not feeling alone	3.13	2.17	59.13	65.53	2

As we can see in the above table no.1 that due to use of information technology the various negative impact have been created and seen on society. The wider impact is difference in relation has arisen which is perhaps absolutely true in today's context. The values of relation has also get down as people are more busy in their own using their mobile and laptops and use to connect with the friends and family member through social media such as whatsaap, facebook or twitter etc. One of the biggest impacts in opinion of the researcher is the impact on childhood of kids which is perhaps an irreversible impact and will have a long lasting impact on the whole life of this era kids because of all these impacts the social values of the society has completely elapsed and lost from the human atmosphere. However, there is no doubt these can be eliminated with the little effort of making a smart and determined use of information technology. Another area which is quite important in case of Indian families specially is increased use of information technology has lead creation of more nuclear families day by day. People are becoming more self centric then the family man. This does not carry importance in case of western countries there is no culture of joint family even before introduction of information technology.

However, some positive effects of information technology have also been observed which are most important in Indian context because due to increased use of information technology, the work from home culture is increases as well it is convenient to companies too. Because of this the working women's are now operating from home and managing their home too. Same as the older people always bother about the time not given to them by younger ones and hence they use to feel alone at home. The increased use of information technology has helped them in this area too. They are now socially connected to their relatives and friends through social media such as facebook, whatsaap or twitter. This has decreased the gap that was creating between relationship of order's and other family member's.

Fig. : 1

The older's one are also enjoying the information technology hence… — 65.53
Due to use of information technology the working women's are now… — 68.91
With the increased use of information technology the… — 68.41
Use of Information Technology has lead to creation of more nuclear… — 71.93
Use of Information Technology has created Social Distancing? — 68.51
Use of Information Technology has destroyed the childhood of kids? — 72.1
Use of information Technology has curtail out Values of Relation? — 69.63
Use of information Technology has made People effortless? — 62.47
Use of Information Technology has made difference in relations? — 73.54

Conclusion

The study was dole out with a view of assessing the emerging technological trends that information systems are posing on the Indian society. New challenges that haven't been forbidden before within the society are commencing to materialize. There little question, the society is becoming more attentive to the increasing complexity of data security and therefore the ethical concerns that revolves round the massive amount of possible infringes. Since it's our world and future, we must always agonize and involved in its resolution. Visible of this, various organizations within the country especially the oil and gas industries are taking preventive actions through the enactment of codes of ethics and codes of conduct. Government agencies have also supported the society with legislation for the protection of knowledge integrity and privacy of people. Despite the advantages related to the applications of data systems in our society, there are some underlying issues that arose from the most discussions. Supported these, the subsequent recommendations are suggested:

- The society must ensure every person is in charge of everything he or she does, irrespective of how inexplicable his or her action may appear.

- Since there are growing complexities of ethical and social issues that revolve around multiple breaches, it becomes imperative for the educators and computer professional bodies to develop curriculum on ethical and professional codes of conduct within the information society.

- There have to lay emphases on information systems security controls.

- The Govt. should develop a comprehensive laws and legislations to make a way or awareness of compliance requirements that affects information systems professionals.

- Our enforcement agents should be more sophisticated in their computer crime investigation. This may be enhanced with the utilization of computer forensics, which may be a formal investigative technique employed in evaluating digital information for review.

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