



LORETO COLLEGE IN HOUSE JOURNAL

I.C.T SOCIETY
TENTH EDITION
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Are we losing the true meaning of friendship?

Social Network Cause and Effect

Social Media: The Good, The Bad, The Selfie

Social media platform should stay on the scene

Face-to-face is a click away

How Social Media Can and Should Impact Higher Education

SOCIAL MEDIA: TAKING OVER THE WORLD

Social Network Cause and Effect

CONNECT

Note from the Principal's Desk

Social Media, I'm sure, was started with the intention of effective and prompt communication in the modern world where so much happens at the click of a button. Spreading awareness, announcing and informing, motivating action by signing protests online, blogging, to name a few, were among the advantages of social media.

Open-ended for interaction and timely responses with innovation, social media attracts and captures the attention of the young. One cannot but help appreciate the investment in terms of time, energy, expertise and creativity in research in the field; this could pay rich dividends to those experimenting with social media.

Social networking enables staying connected, finding people with common interests, and is an invaluable promotional tool as information spreads incredibly fast even to the point of searching for and convicting criminals.

Caution is needed as to identifying false and unreliable information, time-wasters at work, isolating oneself when one gets addicted to a virtual world, resulting in major relationship problems which could be aggravated by cyber bullying and harassment.

One can foresee collateral growth in social media in response to the needs of users, customers, and business and for official purposes. A deepening and widening of one's knowledge in information technology by youth who enjoy what they do, and the quest for creativity have brought YouTube, Facebook, Twitter to users around the world. In advancement of information technology for positive growth it is responsibility in operation and functioning that is called for at all times.

I congratulate the President - Tuhina Gupta and Vice-President - Ruhi Ruchira, Staff Advisors – Ms. Chandrani Sengupta, Mr. Soumya Dutta and Mrs. Saberi Goswami for putting together Connect 2017.

Sr. Christine Coutinho
Principal

Note from the Staff Advisors' Desk

Using ICT for providing better educational experience to the citizen is the new buzzword. UNESCO has observed that ICT can lead to universal access to education, equity in education and delivery of quality learning and teaching. Digitization of learning resources can help in wider dissemination of knowledge to those corners of the country where accessibility to education becomes difficult. ICT helps in upgrading the teaching learning process by applying innovative means.

There has been a lot of debate in present times regarding social media. While many have lauded the medium for democratizing communication there are the reservations on certain quarters about the authenticity of user generated content on social media. Social media platforms like facebook have been extremely popular with youth sections and there has been a trend towards sharing minutest of details about oneself over facebook. This over exposure of personal details for mass consumption can have its negative impact. Nevertheless, social media are here to stay as they are one of the quickest means to connect to many within a second. ICT society has explored the various nuances of social media effectively and is effectively devising ways to get the best out of the medium.

The Society President, Tuhina Gupta; Vice President, Ruhi Ruchira and the Treasurer, Rashi Bothra have been instrumental in ensuring that the society achieve new heights.

Ms. Chandrani Sengupta

Mr. Soumya Dutta

Mrs. Saberi Goswami

Note from the Editors Desk

It gives us immense pleasure to write the editorial for the journal which is brought out by our society Information, Communication and Technology. ICT has always believed that information technology can bring about a revolution in the society. Social media like Facebook, twitter, Instagram and many more have made the world a very small place.

This year we have chosen the subject "*Influences of Social Media: Past, Present and Future*" as we found it to be the most relevant topic in our current world scenario. We have received enthusiastic response from all students, editing the articles were an immense pleasure and an eye opener for us as well. We specially thank our principal- Sr. Christine Coutinho and our staff advisors -Ms. Chandrani Sengupta, Mr. Soumya Dutta and Mrs. Saberi Goswami and we hope that our readers will enjoy reading the articles.

PRESIDENT- Tuhina Gupta

VICE-PRESIDENT- Ruhi Ruchira

TREASURER- Rashi Bothra

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The Evolution of Communication through Social Media

Social media has been the backbone, rather one of the fundamental pillars of communication. Communication is the focal point of human civilization. Be it indoors, or in the outer world, communication is the key to the progress of human development.

In the past, modes of communication on a social platform were not as well established as today, or, access was as difficult as carrying ten new currency notes as today. The radio and the newspaper were established on a social level. Any piece of news could be heard on the radio, and the newspaper only informed of the current affairs, lost and found reports or birth or death tolls. Communication, therefore, was not efficient. Any information assumed the shape of current affairs only after a series of time consuming processes, owing to an age, technically less developed. The economic conditions of the time did not permit individuals from all walks of life to use them efficiently. It can be said that the radio was the cherry for those who tasted the cake.

Sharing of views, widespread awareness of economic, social and political issues, interaction at a wider level, and most importantly communal harmony were the limitations. These also hindered efficient decision making on part of the individuals.

However limited they were, they served the then population quite well. These modes have been the major inspiration behind the modes of social media today.

There has been a manifold increase in the modes of social media, access, and moreover, the requirement of remaining updated and staying in touch. With the replacement of the landline with the mobile phone, there has been a radical shift in the inquisitiveness of every individual, towards every aspect of life.

Communication on the wider social level has led to the social awareness of the individuals. Facebook, WhatsApp, Twitter, Instagram, and many more, hold seminal positions in the lives of majority of individuals. The need of being socially active is felt by everyone, especially by the younger generation. The world is coming closer with widespread internet usage. The World Wide Web sounds like a vast phenomenon, but one of its qualities is bringing the world closer by linking as many people as possible.

One does not have to wait for the morning newspaper to read any piece of news. The news is easily shared on social media. The morning newspaper only confirms the already known facts. Profile pictures, status, comments, views of different people on a certain topic, interaction at a wider level, help for any critical situation, can be easily gained on any form of social media. Global citizens do require communication at a speedy rate.

However, with the easy access to social media, cybercrime is a problem that prevails over social media. The major forms of cybercrime are: phishing, using fake email messages to get personal information from internet users, identity theft, hacking or misuse of websites, cyber stalking, child soliciting and abuse, and so on. Whenever the rate of return on investment is high and the risk is low, people are willing to gain from the situation. This is the major reason behind

cybercrime. Accessing sensitive information and data, and using it in the wrong way is done with the desire of a rich harvest and heavy returns. The wrong use of expertise is a driving factor behind cybercrime.

Making use of impenetrable security that uses a unified system of software to authenticate any information is a step towards securing one's social networking. Using Cross Domain Solutions ensures the exchange of information adhering to security protocols. This allows seamless sharing and access of information within a security network.

The future of social media thus, depends on the wise use of social media, awareness towards cybercrime, solutions to tackle it and knowledge of legislations and latest developments in society.

Akanchha Khetry
English Honours (IIInd Year)

What is Social Media all about?

Social media has taken the world by storm through dozens of websites, mobile apps, and other forms of technologies improving the way people communicate with each other. There are social media sites that have millions of members allowing them to share photos, videos, text messages, and more on a regular basis. There are a large number of advantages and disadvantages to using such sites that leave researchers wondering if we are better off without it. Has social media improved or damaged the way people connect with each other? There are studies that suggest it has done both.

The advantages of social media have been interesting to observe and participate in for millions of people around the world over the past few years. People have been able to communicate with people in their local neighbourhood and talk to people in other countries at the same time. People have formed online communities that allowed them to get support, education, and even promote and sell products. You can connect with people from school and learn about news that is happening in other parts of the world. If you do not like talking on the phone or lack time to meet in person, you can connect via social media at any time convenient for you. You also have a list of contacts maintained for you through the social media platform you use. But, these advantages have a downside that raises ongoing concerns.

The disadvantages may hurt how people communicate with each other. Some people prefer to have face-to-face interaction with friends and loved ones. Fraud and scams have been on the rise with more people using social media as their main form of communication. Others have wondered what happens to your person information when you stop using the site or when someone is deceased. There is also the issue of knowing how much information to share and what you should avoid. Viruses tend to spread easier and faster when people are not sure what links to avoid clicking.

Others have found themselves in uncomfortable situations they wish they could undo, but unfortunately social media can still keep a record of it making it more difficult to leave in the past. Social media offers promising features that can make people think twice about how they utilize this platform. Sometimes you put yourself at risk of ruining a relationship based on what you post or what you may say to someone.

Prarthita Ghosh.

Political Science (Ist Year)

Social Networking - a Boon or Bane

Social Media has been a big part of our lives for a very long time now. From MSN messenger to Snapchat, the social media industry has emerged as one of the leading revenue generating sources, both for the owners and the firms advertising through them. Nowadays social media is preferred over get-togethers and letters.

In the initial few years of being active, social media started as a slower alternative to face-to-face communication, and over time it has shifted from personal computers to predominance over cell phones, which became “smart” and it is rare to find a smart phone owning non-Facebook user today. Everyone is indulged in some social media or other, because it stems from the deep seated human desire of belonging to a society, even if it means communicating for long hours with a person who is nothing more than a name on your screen.

LinkedIn is a social media platform for business professionals, along with some other employment sources like monster.com and naukri.com. This enables people to reach out to employers who are willing to hire a certain portfolio at the going wage rate. The employers also get to search for their desired employees, and also provide paid/unpaid internships through platforms like internshala.com. There are mobile applications for doorstep delivery of groceries and medicines, along with the usual grind of shopping applications giants Flipkart and Myntra. Newspapers and journals regularly inform us of start-ups created from daily inspirations, making everything available at the tap of our fingertips. Facebook is an efficient advertising and social awareness medium, and has tied with WhatsApp and Instagram for a better sharing experience. Writing blogs online is a great alternative to maintaining private journals, and also that the former can be read by others and appreciated, the latter cannot. Applications like Skype enable people to have a simulated face to face interaction in spite of being in different parts of the world. All of this was impossible in the past. The possibilities that have emerged with social media are increasing day by day.

Social media also has some detrimental effects on an individual’s life. Social anxiety has been amplified from increased usage of social media platforms. These platforms are being used to spread superstition and backward ideas, along with enabling people to hide behind false names and harass others. A person capturing every moment of his life in the camera lens freely shares it with the world, living in denial that it makes them prone to misuse and inconvenience. I have known excellent coders who did not need people’s passwords to hack into people’s WhatsApp, Facebook and mail accounts without a hint of suspect. Social media has also replaced the old school newspaper and novel reading, and this is a sad reality.

Overall, social media is both a boon and a bane in disguise. In future, it is expected that social media will present the world to us on a silver platter, only that the platter would cost us our privacy.

Labanya Ghosh

Economics Honours (IIIrd Year)

Effects of Social Media on Everyday Life

We have all been told how social media is a distraction and is bad for us, at some point of our lives. While using social media to procrastinate before our exams might not be the best idea for us students, it is definitely not merely a distraction. The concept of “social media” itself is rather new. The first recognizable social media site, Six Degrees, was only created in 1997 and it wasn’t until the early 2000s that social media became popular with the advent of sites like MySpace. As such social media has a rather short history. However, the scale of its impact is massive. It has become an integral part of our lives and its influence on society can only be expected to grow stronger with time. Let us trace the development of some trends in social media to arrive at how it may influence our future.

While the improvement of technology has allowed for better transmission of information, it is social media that has changed how we view this information. In the past, information shared on social media was largely personal. For example the main use of a MySpace account was sharing information about oneself. Now however, social media sites such as Twitter, YouTube and Facebook, all have an area dedicated to current events. This has had a large influence on people’s idea of News. While “news” was previously considered “boring”, everyone knows what is “trending” on Twitter or Facebook at the moment. Apart from this the viral political cartoons and “memes” on social media sites have led to a more informed society with more opinions on current events. This has been noticed by news agencies such as The Hindu and BBC who now allow readers to express their opinion in their websites. In the future, these news agencies may begin to allow readers to post their own news stories if they adopt a social media format as done by citizen media networks in few countries. This would allow for better representation in media and thus result in a more properly informed audience.

Social media, which was recreational in the past, has now also begun to influence politics. According to a “Twitter Election” held to predict the outcome of the 2015 UK election, ‘one in three 18-to-34-year-old users changed their vote from one party to another based on what they’d seen on the site.’ Trump’s victory in the 2016 elections can be used to illustrate the power of social media. Donald Trump’s twitter account had 4 million more followers than Hillary Clinton’s. While meme’s making fun of him might have brought people’s attention to his social media account. Trump won the social media before he won the elections. He mastered Twitter by embracing immediacy, transparency (unvarnished expression), and risk (rather than caution) and thus his campaign was able to engage more people. In the future as social media becomes more popular than mass media, political campaigns may rely solely on social media.

Similarly, while in the past social media was considered a distraction to one’s job, now it is seen as a means to promote economic activity. Be it through advertising companies on social media or selling products on blog shops, or simply selling Samagam tickets helps us do it all. What is perhaps more interesting is that social media is creating more jobs every day. Can you imagine how surprised we would have been ten years ago if someone told us it was possible to make a career out of making funny videos to post on a social media site? Well today we have all heard of with Social Media Managers, Instagram Models, Travel bloggers and YouTubers. The possibilities are endless. In the future we might for example, find ourselves working as “Social MediaTors” who will step in to mediate all the heated arguments on social media.

This being said the primary impact social media has had is undoubtedly still in the personal lives of individuals. In the past social media was a recreational activity which people came home to after a long working day. We could only log onto it from our Desktops. Now however, social media has become an integral part of our lives. We are constantly logged onto Facebook, twitter, Instagram and snapchat on our smartphones and each of our daily activities find a place on these sites. As such some of us have started viewing our social media accounts as a portfolio; we use the number of “friends” and “followers” to judge our social status and ensure that every post on our profile portray us in favourable light. As such social media has a huge psychological influence on us in our day to day life. Our every move is governed by “how many likes it will get on Facebook”. As such Social Media is not just influencing our virtual life but also our real lives.

In conclusion, as social media becomes more accessible to all, its influence is bound to get stronger. In the future we can only hope for more people benefiting from what social media has to offer. However we must keep in mind that influence can be both positive and negative and it is our duty to ensure that we benefit from it more than we are harmed by it.

Anuksha Dey

English Honours (Ist Year)

Social Media taking over the News Industry

The bulky traditional dailies are disappearing from houses as technology evolves. A regular worker after faring through his/ her day's work does not have the time or energy to read through a copy of newspaper every day. He/she glances at the front page headlines and puts the paper in the pile of previous papers. He/she would much prefer a glance at the BREAKING NEWS being flashed on news channels. "Short and sweet" is the order of the day.

Shreyasi Mitra from Jadavpur, West Bengal says, "I don't have any interest in making an extra effort to know what is happening around the world. The internet memes are enough to keep me going." Indeed, the internet has made access to news much easier and faster. Information travels from across the world in seconds through the World Wide Web. Moreover, this news is presented online in the most convenient manner for its readers.

Most news channel and newspapers have their own website. News is updated frequently on this websites. The advantages these news articles have over those on paper are numerous. These are more prompt. They are replenished with audio-visuals along with photographs. Hence, through these websites readers can get accurate and regularly updated news anywhere through an internet connection.

With the growing popularity of smart phones news channels and papers have launched their own apps. These apps do a good job in sorting news according to reader's preference and sending regular notifications on updated news. To make news more convenient for readers to read companies have introduced apps like 'Inshorts' which presents news in 60 words with an appropriate headline. News here is personalised. Readers can choose which news to read or not by viewing the headlines. They can now just look through news quickly and get all relevant facts.

Even if a reader is not using any kind of applications, watching news channels or reading newspaper, he/she more or less gets to know the major happenings around the world. People like sharing their views on these happenings through posts and memes on social media. Though these are not always accurate and mostly opinionated they are important in raising discussions. Apart from that, news articles are widely shared on social media. Knowledge can now be easily shared.

However there are still many people in India who have not become acquainted with modern technology. For them word of mouth and local newspapers are still major sources of news. As India develops these sections would also be able to access modern technology. News may disappear from papers but media shall always remain 'the fourth pillar of the State'.

Tiasa Banerjee

English Honours (Ist Year)

Impact of Social Media on Society and World

"Social media is changing the world and we're all witnessing it." - Ian Somerhalder. From the 'word of mouth' in ancient times to today's 'Digi portals' that are even capable of intelligible conversations with us, it is common knowledge that the world has progressed in leaps and bounds in terms of social connectivity. This article ponders upon, 'The Issues and Influence of Social Media-Past, Present and Future'. Going back in history, the role of the society was very significant; however, its reach was very limited. The first usage of a Telegraph took place in 1844, sent from Washington D.C to Baltimore. Since then, this field has blossomed more and more and now has its off shoots percolating even at the grass root levels of all social circles.

'CompuServe', 'Arpanet', 'Bulletin Board System', 'Usenet', 'Napster' and many more such websites had set their footprints in the history of the world wide web, shortly following the first Telegraph. In the present times, with the relevance of social networking sites and social blogging sites such as Facebook, Twitter, it has become much easier to voice our opinions, our views, and our ideas in this global platform. For instance, the UK based 'Change.org' now has more than 8 million users, millions of people have signed change.org petitions to push for change on social issues.

More than a million people signed it to 'Save Merriam' from execution in Sudan for apostasy; the petition to overturn the ban on Gay Scouts; the passing of the 'Quinten Douglas Wood Act of 2004'; Petition opposing Thailand's blanket Amnesty Bill; Petition to prosecute George Zimmerman over the death of Trayvon Martin.

"Content is fire, Social Media is gasoline"- Ryan Kahn. This reflects how in the present times, the social media has made the world a well-connected global community. Blogging sites like The Huffington Post, Boing Boing, Techcrunch and innumerable more sites have helped globalise novel, progressive ideologies and have pushed forward the fate of social media in leaps and bounds in the world.

"Social media sites create an illusion of connectivity"-Malay Shah. Having acknowledged the immense value of social media in today's world, we also evaluate the same in terms of criticising it for its flaws or pitfalls. The evolution of social media has opened up a platform where it's easy for people to overcome their inhibitions- that they face in real life.

In the near future, the virtual world can be seen taking over the real world. To forget what is real, to be engulfed in an illusion of togetherness will be common, only to discover in times of reality crisis, that one is more alone than ever, in today's world, than ever, in the history of mankind.

Kankana Raha

Psychology Honours (IInd Year)

Social Media over the Past Decade

Social Media is arguably the primary source of the virulent and capricious sea of comprehensive public opinion and sentiment. It has become so ubiquitous and binding that giving it a technical definition has become a matter of utmost importance. This isn't just to enable a coherent understanding of this phenomenon, but also to build the foundations required prior to harnessing its multi-dimensional might. So what is this thing which has taken the reins of our entire life?

Social Media is the media devoted to the facilitation of social interaction through mobile and web-based technologies.

The growth of Social Media has been like a catapult in motion. It has over a period of ten years, which is a remarkably short period for anything to gain such a world-wide prominence, progressed from infancy to a never ending stage of youth. Rewinding back to somewhere in the beginning of the 21st century, Instant Messaging [IM], Napster, Orkut, Myspace and even funny email forwards were the temporary fads of a permanent trend. It is not a surprise that the internet was the father for most of them. It was an internet without Wi-Fi, with tons of cables and broadband connections and modems which took forever to start. Just like the characteristic features of the internet of those days, the social media connectivity and influence was staccato, unexplored, yet filled with wondrous possibilities. We were knitted closer together, but there were a couple of loose threads hanging around due to the lack of reach in every nook and cranny.

However, things have changed vastly. These loose threads hardly exist anymore, as technology has found a place in almost everyone's hands and pockets. We share messages through WhatsApp, post pictures on Instagram, ask questions on Quora, remain updated with nearly everything on Facebook, share thoughts, creativity and muses on Tumblr, Wattpad, Pinterest, Reddit, YouTube, Webtoon. Be it Weibo, Naver or Snapchat, social interaction isn't what it used to be. This is mainly because it just isn't social interaction anymore- it is a business opportunity, a life changing journey, a complete self-redesigning destination. It is a place which moves faster than the outer world, which is governed by the physical elements. News is most likely to break first online than on our TV Sets, and will most likely be covered by the latter only when it goes *viral*. New terminologies like 'tweeting' and 'hashtags' have found their way to the dictionary, highlighting the magnitude of its impact. A whole new group of celebrities owe their success to the massive reach provided by the social media, billion deal acquisitions are made of intangible property belonging to this domain, and virtual facets of these avenues are targeted for marketing purposes to prevent product failure. Social Media is the place to be- not only for the young but for every generation, person and institution. This is a fact recognized by many, because of which we have a handle called POTUS on Twitter and a separate mobile application for the Prime Minister of India. The best way to illustrate the mind-boggling influence of social media would be to state the most recent examples- Fake news allegations on Facebook have said to influence the 2016 USA Presidential Elections, the hundred terrifying stories of Aleppo are available in different formats just at a click of a button, nascent anarchic organizations like the League fulfil their ambitions by hacking into the social media accounts

of notable personalities. Yes, all these influences do not fall in the positive category, and issues like cyber bullying, the very existence of a Dark Web, and an increase in self-obsessive tendencies are linked to the growth of social media. However, most of these can be seen as different manifestations of the same problems- though the severity of damage here is higher as the reach, the involvement and dynamics of this media is more thorough and lasting. This is mainly because of the anonymity that social media provides, and like Oscar Wilde once said, people reveal their true faces only when given a mask.

These concerns don't look as if they will sort themselves out any time soon, no matter how sincere and concentrated the efforts put in are. So prophesying about the near future of social media isn't really a Herculean task for two facts shine as bright like the morning sun; continuing on the path of eternal youth, Social Media will continue to grow and surprise us, and even if the present conflicts are resolved, new ones would crop up owing to this robust growth. The solution right now is not to be on the offensive but on the defensive, for the more we are cautious, the more we can learn about this culture- and when that happens it would become much easier to control it, for after all Social Media is a pretty whimsical creature, just like the people who fuel it.

Manavi Khemka

Economics Honours (IInd Year)

How the Virtual World is Effecting Reality

Social media today probably needs no introduction. What could only be dreamt of in the past is now a reality all thanks to social media. Knowing about other people's meals, friend circles, their exact location, the time of the day that they were there or more importantly, with whom they were there seems like information one could hire a private investigator for. Yet we could probably save our money in that aspect. All you need is internet connection, an e-mail address and a password and you're good to go from being an innocent layman to a part-time (or even full-time if you're crazy enough) digital stalker. With people's increasing tendency towards publicizing their lives, not much is left to the imagination.

It would be wrong to say that social media has not positively impacted our lives. It definitely has in more ways than one. Apart from the obvious aspects of connectivity, communication and making the world "one big happy family", social media has deeply affected many lives and will probably continue to do so. Take for example that of 'Miracle Messages' founded by California-based Kevin Adler to reunite homeless persons with their family or that of a young girl who's eye cancer was detected on time due to her father's friend who saw the girl's picture on the father's Facebook wall. These incidents might seem pretty simple sounding at first but there lie deeper implications. What needs to be understood is that for the people involved, their lives change forever. If it weren't for social media, those homeless individuals would have probably never seen their families for the rest of their lives and that little girl would have probably suffered much more than she did. Even now at this present moment, somebody somewhere might be reuniting with their lost dog or childhood friend and their lives wouldn't be the same again, maybe not changed entirely but at least a little bit.

As beneficial as it can be when used constructively, social media has its own pitfalls which mostly stem from this generation's excessive desire to showcase themselves and their lives and constantly staying in touch with each other to the point where they'd have probably seen the computer or phone screen more than they have of their actual faces. This new networking instrument has spawned a weird obsession for "likes" and now "hearts" (We might even have diamonds and spades later. Honestly, who knows?) and hours and hours of scrolling down aimlessly wondering about how their lives are nowhere near as fabulous as those whose posts they're scrolling past. Pictures used to be taken for memory's sake. But now the question to ask yourself would be if you would still take the picture if you knew you couldn't upload it anywhere? After all, if it's not on social media it probably didn't happen right? It feels bad every time your friend would rather look into their phone while you're talking than listen to you whole-heartedly, it feels bad when they enjoy the process of posting about being with you than actually being with you and it feels bad every single time they would rather respond to every little text from every person possible than actually respond to you in reality. When you have more pictures and photographs than memories and real conversation, you know you're headed in the wrong direction.

So what does the future hold for a self-obsessed generation like ours? It's a tad bit scary to think about what would happen if social media disappeared overnight. What would happen to all the businesses that thrive on it? More importantly, what would happen to us? Would social

media have to vanish for us to realize that there's a lot more to life? That you could actually go out, have a blast and be content with not telling everyone about it? That you could actually tell people how you feel by meeting them instead?

Social media is a tool and like any other tool, if used wisely can yield positive results. But to err is human. The world needs to come out of this artificial bubble and learn the value of real-life experiences. After all, that is the world we actually live in.

Sanjana Gopal

Economics Honours (IInd Year)

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Editor

Ruhi Ruchira
English Honours (3rd year)

Tuhina Gupta
Economics Honours (3rd year)

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Faculty
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