

Impact of Social Media on Literature

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DOI: <https://doi.org/10.5281/zenodo.17259241>

ABSTRACT:

Social media has become the powerful influence on literature, reshaping how literature works are created, consumed, and shared. Social media has also transformed the world of literature, affecting everything from language and writing styles to reading culture and the structure of literary communities. Literature is one of society's broad and significant elements because it shows how people interact and socialize. The objective of literature is education and entertainment through songs, poems, stories, and drama. However, a challenge that limits production and access to literary content is media. Traditionally, media used to convey literature material, such as books, television, radio, and theatres were limited to people who could afford or access venues. This article explores the profound ways in which platforms like Facebook, Instagram & Twitter have impacted reading habits, literary production, and cultural context of literature in the digital age and multifaceted impact of digital platforms, analyzing both the positive democratizing effects and challenges now faced by readers, writers, and publishing industry. Digital networks offer authors both emerging and established the opportunity to share their creations, receive instant feedback, and cultivate vibrant readerships with global reach. Tools for self-publishing, online anthologies, and virtual poetry groups encourage creative experimentation and collaboration, making literature more accessible and interactive. Despite the benefits, social media has prompted concerns about literary quality and reading habits. Fragmented attention and shifts toward abbreviated or informal language may diminish deep comprehension and critical analysis within literature. The pursuit of likes, shares, and viral moments can prioritize clever, superficial

content over meaningful literary work.

KEYWORDS:

Social Media, Literature, Digital Content, Digital Literacy.

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INTRODUCTION:

Literature has long reflected and shaped societal norms, with traditional media historically guiding its distribution. The rise of social media platforms now enables broader participation in literary creation and discussion, supporting deeper global exchange. Academic trends signal a marked increase in research examining these influences since 2017, particularly in higher education contexts. Social media has given rise to new literary forms such as micro fiction, digital poetry, and crowd-sourced novels, blending traditional literature with multimedia content. These evolving genres leverage digital platforms for experimentation and rapid publication, contributing to the dynamism and diversity of contemporary literary culture. Digital technologies have expanded literary methods from written to audio-visual forms. Social media supports rapid literary production and facilitates access to works that were previously limited to privileged regions or audiences. Content creation and sharing have become democratized, promoting diverse literary voices and genres worldwide.

Literature is important because of its impact on education, entertainment, socialization, and politics. People have different preferences in the literature depending on the type of literature and delivery approach. Different types of literature, such as songs, poems, novels, short stories, comics, and plays, have different delivery approaches, although they have similar objectives. However, the mode of delivery of different literary content influences the number

of people accessing the content. Traditional media, such as print media, radio, television, and theatres, limits access to literary content. Additionally, the media also influences the production of literary content depending on the types of production equipment, such as cameras, printers, and computers. Generating audio-visual content was complex before the invention of cameras. Similarly, traditional printers had limited printing capacity, limiting access to printed literary content, such as novels. In contrast, in the digital age, literary material is easily accessible due to digital content. The developments in literature are largely influenced by development in media technology. Understanding how media influences literature is important because it enables the development of technologies that contribute to these literature changes. Therefore, this research evaluates how media contributes to the development of literature.

OBJECTIVES OF THE STUDY:

- » To know the impact of social media on Literature.
- » To understand the important contribution of social media in the promotion of literature.

RESEARCH METHODOLOGY:

This study is based on secondary data which is collected from various journals, books and websites.

LITERATURE REVIEW:

Hou, Kong, Cai, & Liu, (2020), in their paper examined that the media always focuses on famous people. Even anything as mundane as a sneeze, cough, or yawn becomes newsworthy when it comes from them. Everyone who has made it big in the world owes much of their prominence to the media. Many former journalists now work as novelists or book authors.

Williams and Beam (2019) examined how 17 educators and

their students used digital tools to create texts in the classroom. Successful technology users, she discovered, gave students access to additional opportunities for collaboration and a broader, more “genuine” audience for their work.

Reinhardt (2019), looked at how blogs were used in tandem with other social media (Facebook and Twitter). They discovered that by facilitating more student-to-student and teacher-to-student contact and course material distribution, the collaborative and interesting tools positively impacted the learning outcomes for everybody involved.

Kayumova and Sadykova (2019), Multimodal features provide children with difficulty gaining literacy and learning access to the resources they need to feel included. Han and Xu (2020) found that in their final interviews with students, those students reported feeling more confident in their ability to read and write in English.

Watkis (2020), promoted multiliteracies and conventional literacy techniques in their work with ELLs, stressing the need to use social media. They discovered that the social media’s multimodal features gave pupils difficulty expressing themselves in writing various options for doing so. Students with trouble with literacy might benefit from using nontraditional forms of communication, including photos, drawings, and videos (Mardievna, Mukhamadjanovna, Nematovich, & Azamovich, 2020), to augment their written language.

Niu (2019) in his research found that Students are heavy Facebook users they usually use the platform for superficial encouragement rather than for discussing course material or academic issues.

Metcalfe (2021) proposed several solutions, including rewarding focused behavior, reducing professors’ power, and integrating

social media into lesson plans. Each of these requires rethinking the intent of formal Education as a whole. To better promote learning and enhance academic literacy practices, instructors may choose to include repurposing into their lessons that Centre on students' usage and interaction with social media for academic objectives (i.e., teachers may need to guide students to understand expectations for how to use social media academically).

Social media has transformed literature by creating direct author–reader connections, enabling real–time feedback, and fostering online writing communities. It has democratized the literary world, providing new platforms for self–publishing and the creation of new literary forms like micro–fiction. While promoting global access and new styles, it has also spurred viral trends and raised concerns about instant gratification and the quality of literature produced at a rapid pace.

POSITIVE IMPACTS:

Author–Reader Connectivity:

Social media breaks down traditional barriers, allowing authors to interact directly with their audience, receive instant feedback, and build dedicated fan bases.

Democratization of Literature:

It provides a global platform for all voices, allowing writers to publish and promote their work without relying on traditional gatekeepers like publishers.

New Forms of Writing:

Social media has fostered innovation, giving rise to genres such as digital poetry, micro–fiction, and interactive storytelling.

Increased Discoverability:

Through viral trends, hashtags, and online book clubs (#BookTok, #Bookstagram), readers can discover new authors and diverse genres that might otherwise remain obscure.

Community Building:

Authors and readers can form online communities to discuss books, offer support, and collaborate on projects, enriching the literary experience.

Global Reach:

Literary works can be shared and accessed across cultures and geographical boundaries, contributing to the globalization of literature.

NEGATIVE IMPACTS:

Reduced Deep Reading: The constant stream of information and entertainment on social media can lead to addiction and decreased attention spans, potentially reducing the depth and quality of reading experiences.

Spread of Misinformation: The ease of sharing and the speed at which content propagates on social media can contribute to the rapid spread of literary falsehoods or inaccurate analyses.

Superficial Engagement: Engagement with literature can become superficial, focusing on quick likes and shares rather than in-depth comprehension and critical analysis.

Increased Distraction: The nature of social media platforms creates an environment of constant distraction, making it difficult for users to focus on longer, more complex literary works.

Decline in Timeless Masterpieces: The need for instant gratification on social media might pressure writers to create content

quickly, potentially hindering the development of complex, enduring literary works.

CHALLENGES AND CONCERNS:

Instant Gratification:

The rapid pace of social media can promote literature that prioritizes quick engagement over depth, leading to a focus on instant gratification.

Quality Control:

The ease of publishing can also lead to an overwhelming amount of content, making it harder for quality to stand out.

Shift in Focus:

The emphasis on immediate online interaction and self-promotion may detract from the more laborious, time-intensive process of developing timeless masterpieces.

Traditional Publishing Challenges:

Social media platforms can disrupt traditional publishing models by providing alternatives for authors and changing consumption habits.

CONCLUSION:

Even while the literature analysis demonstrates that the use of social media for educational purposes has promise, the technology is not widely used, and there have not been many controlled assessments or in-depth research carried out in higher education settings. To begin, further empirical research is required to explore the real advantages of “added” by using SNS instead of standard LMS. The fact that most of the studies relied on self-report data to determine the impact of the technology is one of the most significant short-

comings of the existing body of research. For this reason, the actual use and the learning result should be addressed and examined in more detail.

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Funding:

This study was not funded by any grant.

Conflict of interest:

The Authors have no conflict of interest to declare that they are relevant to the content of this article.

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