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CONTRIBUTION OF SOCIAL MEDIA TECHNOLOGY IN BUILDING A TRUSTWORTHY DRIVE IN INDIA

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Abstract

The world has changed a lot in the past 10 years. The rapid development of new technology and the changing landscape of the online world has changed the way we work and, for many, where we do our work from. Here are my top 10 ways how IT technology has changed over the decade.

Internet for All – Ten years ago many offices in need of dedicated Internet resources or wide area networks were dependent on expensive leased lines or slightly cheaper ISDN (integrated services digital network) lines. Broadband Internet was not widely available and was often quite restricted by Internet service providers (or ISPs). After a couple of years, however, broadband technology rapidly began to replace dial-up connections and leased lines in the home and office. More than ever before, we face since a long time story of separation, political disinterest and disengagement from democratic life. Poor governance, lack of transparency and trust has become official trend mark of and Independent India, wherein the concept of inherent goodness is ‘almost’ missing.

Any ordinary Indian can testify that s/he is commonly struck by an all penetrating tendency to doubt with regard to the possibilities of achieving something collectively, a basic mistrust of other, or by and large mistrust – towards authority (and its intentions), and fear of misleading and winding dealings by others.

Among consumers, professionals and businesses it is no different. Struggling to qualify, “Can I believe this?” is something we all ask, time and again. While we find an absence of abiding trust among individuals, there is a stubborn grip of concern to whether the other person will fulfill his part of the commitment or not. For instance, many of us have found ourselves in situations where we don’t (completely) trust the doctor we have consulted or the builder with whom we have invested our life savings with.

When it comes to finding trusted information, it is equally challenging. Either we find limited, or no information, or in some cases excessive information to base our decisions upon. Often, the