



# Towards Sustainable Transition

Holistic Development and Inclusive  
Transformation of Indian Society

**Prof. Zeba Aqil | Dr. Khurshed Alam**

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# **Towards Sustainable Transition:** *Holistic Development and Inclusive Transformation of Indian Society*

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## Role of Social Media in Social Transformation from Ancient to Modern

Dr. Smita Srivastava\* & Mr. Jahangeer Alam\*\*

### Emergence and Development of Social Media

The development of social media occurred with the increasing reach of the internet and technological advancements. In the late 1990s and early 2000s, social media platforms such as Friendster, email, MySpace, Orkut, and later Facebook, Twitter, Instagram, YouTube, and WhatsApp established their presence worldwide. Social media platforms revolutionized the way people connect with each other, exchange ideas, and spread information instantly.

### Social Change in Ancient and Medieval Society

In ancient times, social change occurred very gradually. Primarily, this change took place through agriculture, religion, and the power of the state. Religion and royal orders guided the direction of people's lives. While in medieval society, change occurred through trade, politics, and culture, it was still very limited and controlled. During this time, the spread of information was slow, and most people in society were deprived of education. Only royal courts or religious institutions were capable of influencing widespread change in society.

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