

Research Article

**The Catastrophic Incumbrance of Social Media in Escalating and Subsiding Various Maneuvers of Corruption: An Assessment**

Rishikesh Sisodia<sup>a</sup>, Dr. Veena Mehta Grover<sup>b</sup>

<sup>a</sup> Research Scholar, School of Bussiness, Galgotias University, Greater Noida, India

<sup>b</sup> Associate Professor, School of Bussiness, Galgotias University, Greater Noida, India

Email: <sup>a</sup>rishilnct@gmail.com, <sup>b</sup>veenamehta.grover@galgotiasuniversity.edu.in

**Abstract**

Corruption reportage in the social-media can have long-term, unintended repercussions. The social media can assist in galvanizing the people against corruption and increasing pressure on governments to implement changes. They can increase public output targets by tracking and probing the activities of individuals who have been given trust and confidence, exposing corruption allegations, and raising the price and dangers of fraudulent activity. Public awareness and expressing alternative points of view may both stimulate social inclusion and assist political competitiveness by throwing politicians under obligation to combat terrorism. There are basically three major aims in writing this paper. First, we determine the potential influence of anti-corruption blog postings on the functioning of state-owned businesses. These tweets implicated various types of corruption accompanied by chief executives on top management, who are basically public employees. Second, the researcher will explore at whether the consequence is constrained to short-term upgrading process or if it has a longer-term impact on the targeted businesses' industry behavior, i.e., if blog entries do really encourage accountability. Ultimately, the researcher figures out how social media platform works and how its various mediums would contribute in promoting and combating corruption.

**Keywords:** *Social Media, Corruption, Small Medium Enterprises (SMEs), Cases, Data's, Recommendations*

**Introduction**

In democratic country like India, the media is an essential tool for evaluating the comportment and conduct of public officials for regulating and combating corruption. (Enikolopov, Et. Al; 2019). Traditional mass media, on the other hand, may have a limited role in fostering accountability in nations where governments restrict media and repress political institutions. (McMillan, Et. Al, 2004) and furthermore, improved information does not really result in socially good results. (Chong et al. 2015; Malesky, Schuler, and Tran 2012; Fergusson, Vargas, and Vela 2013). Various technological media has lately emerged as

a reservoir of independent data for consumers as well as a possible catalyst of progressive reform in modern democratic governments. Citizens and activists may feasibly leverage social media to communicate on political or public-sector indiscretions. Through promoting increasing openness and enhancing accountability, this data can shape the way individuals and government officials operate. Henceforth, modest way in creating barriers on the other hand could be the fact that anyone can quickly generate stuff or create information on Twitter or Facebook and also can make specific blogs' credibility and quality; making it a major problem in today's scenario. (Alemann, 2007). Furthermore, several countries engage in different forms of internet censorship and propaganda. (Bannenberg, 2014). It is unclear if social networking and media can have a genuine influence on political and corporate ethics in this particular context.

There are three objectives in this study. First, we determine the potential influence of anti-corruption blog postings on the functioning of state-owned businesses. These tweets implicated various types of corruption accompanied by chief executives on top management, who are basically public employees. Second, the researcher will explore at whether the consequence is constrained to short-term upgrading process or if it has a longer-term impact on the targeted businesses' industry behavior, i.e., if blog entries do really encourage accountability. Ultimately, the researcher figures out how social media platform works and how its various mediums would contribute in promoting and combating corruption.

Over the last epoch we have seen social media has become an integral part of our day-to-day life. The majority of individuals use at least one major social media site, yet many are unaware of the impact that regular social media usage can have. (Lambsdorf; 2015). It's interesting to read through parodies, images, and life updates from people we meet along the road, but we don't always notice how social media is influencing our life and making complete control upon how we act and think. (Snyder, 2010). The time period currently is the era of information, and information is everywhere. People communicate and share information in a variety of ways, such as through Tweeting, Facebook, and other social networking platforms, blog posts, video streaming and mobile texting. Small and medium-sized enterprises (SMEs) and organizations are regarded to be an important element of a country's economy. (Lambsdorff; 2005; Jones , Et Al ; 2015). The way we began to live in the digital age is completely altering and transforming the way we think about our privacy. Because the situational awareness on social media is so instantaneous that it is not just a means for community communication, but also a medium for criminal community communication (Bac, 2001). Social media is increasingly being used by criminal justice systems, police officers, local municipalities to fight terrorism and deter criminals and henceforth to combat corruption. (Gupta; 2016). Considering the ubiquity of these social media platforms, all types of users whether a common man or a business person, any organization or enterprises are utilizing this social media podium to establish new networks. Corruption is one of the major impediments to a country's social, economic and technological progression. (Irshad, Et Al ; 2018). Corruption has been in human society from the dawn of time. In today's world, "corruption is linked to government posts." ."(Charu ; 2015 ). Corruption is linked with the ordinary man providing or taking anything in exchange for a service provided in a dishonest manner or by overstepping one's legal status, such as money, an office, or a position. Corruption degrades the rule of law leading to an inefficient resource

allocation, democratic political institutions, and demoralizes the human rights respect. It is viewed as perhaps the most significant challenge that small and medium-sized organizations (SMEs) face in their activities. (Schmidt; 2007). They are typically quick to endure in a market where corruption exists, as they have less ability to stay away from it. Thus, when corruption grabs, their net revenues and endurance are in danger.

In today's modern-day society social media is not an anticipated or projected term; whereas it can now be seen as part and parcel of everyone's life whether one talks about a 4-year toddler or 21 years young adolescent or a person stirring to 60 years of age. (Stromberg; 2015). Social media is nowadays, correlating our social, economic and even personal life. Social media networking offers a podium, where one can share multimedia curriculums for example audio clips, video recordings. The purpose of this article is to emphasize the efficacy of anti-corruption efforts or to raise questions about how to combat corruption, as well as the issues of anti-corruption actions in social media.

### **1.1 Manifestation of The Term ‘Social Media’ In Historical Context**

This term “Social Network” was for the first time came into existence in the year 1954. (Frolova ; Et. Al; 2017). Before that there was no existence of this concept. (Vlasenko; 2015; Ellison; 2013). There was complete paper works, people were not aware about internet phenomenon which has made our life very easy. This idea of “Social Network” was first time raised by humanist James Barnes. (Young; 2014; Daya, 2013). In the year 1971, the first social network which was used along with computer application (Huddlestone ;2008). Further, in the year 1988 the technology named as “Internet Relay Chat” popularly known as “Chat Room” was introduced by a student named Jarkko Wiz Oikarinen at Oulu University of Finland. (Tetlock, Et.al; 2015; Marcum; Et Al; 2014). This technology gave the social media users to communicate with each other without any restrictions of boundary walls. Later on, first time in 1989 Tim Berners Lee invented internet i.e., “World Wide Web” (Young; 2014). This initiative was a globally known which let the users to share information internationally and worldwide. (Dennis; 2021). Then in the year 1995, Randy Cornard’s developed an application known as “Classmates Online” which became very popular in a very few span of time. It was this year from which Social Network became rapidly known and led to a widespread phenomenon. The concept became the widespread phenomenon and this year marks the start of the fastest growth of social networking sites on the Internet. Today, with more than 50 million members, this network is still one of the most popular in the world. Then the phase of Facebook arose in the year 2004 which was then and even today the most popular and commonly used social media and social networking medium for communication and entertainment.

In contrast to conventional media such as TV and print media, which only allow for one-way communication, social media as an information and communication technology tool allows for multi-way communication. People and audiences previously unreachable have gained access to knowledge through online communication. People are more aware of what's going on in other areas around the world in reaction of it.

### **Compendium Of Role Of Social Media In Anti-Corruption**

To connote the term ‘Corruption’ is not a new term. Today this has become a global issue as each and every sphere of this horizon is facing this issue. Henceforth, making provisions and measures to control this is of pivotal importance. The media (including social media) may demand accountability and disclosure from both the public and private sectors, which plays a vital role in the battle against corruption. International alliances, collaborations, and campaigns become maybe the most essential element at this point. Over time, politicians, anti-corruption campaigns, commercial entities, monetary institutions, local area pioneers, and civil society organizations in particular, as well as the general public, have come to recognize the need of international engagement in providing support. Consumer engagement is critical at both the national and global levels in order to build an ethical still, little voice. Government offices, experts, and non-governmental organizations like NGOs from countless countries are currently convening meetings and launching collaborative campaigns throughout the world to develop interdisciplinary methods to developing a good administration plan and enforcing anti-corruption standards and safeguards.

The media has the ability to enlighten and raise awareness about the negative consequences of corruption, as well as about increasing the political risk of those who engage in corrupt acts. As to defilement, the media offers a key course for data about administrative, managerial and business exercises to be scattered all through society, and accordingly furnishing the general population with a basic ability to hold people with significant influence responsible. By uncovering, advising and teaching about the hindering impacts of defilement for society at enormous, the media can altogether expand the political danger of those uncovered for their degenerate practices and cultivate the basic attention to common society. There is no country that is completely devoid of corruption. Although the impacts and forms of corruption differ from one country to the next, they always stem from the same roots. The media has a vital role to play in rooting out corruption and pursuing legal, political, and criminal action against this. India is the biggest majority rules system on the planet and corruption is very profoundly established in India. It is contaminating and is spreading like vindictive growth and dreadfully extending the financial inconsistencies. Depending on the levels at which they take impact, the audiences they address, different media forms reveal their distinct strengths and limitations as anti-corruption weapons. Sociology and technology collide in social networking and social media platforms. Such technologies can help make the flow of information more transparent, allowing citizens to become "dynamic" content creators rather than "submissive" content consumers. Information networks are assisting individuals in discovering new truths and making governments more responsive and answerable.

In August 2010, Janaagraha, a non-profit organization, established [www.ipaidabribe.com](http://www.ipaidabribe.com), a website where individuals may anonymously report their interactions with corrupt (and honest) authorities. It pledges to "use them to advocate for better governance structures and procedures, as well as stringent law enforcement and regulation." (Jha; 2014). The widespread use of social media was perhaps the single most important component in Anna Hazare's anti-corruption movement's success. Despite the fact that only a tiny percentage of Indian adolescents, particularly in rural areas, have access to personal computers with internet access, virtually all of them have cell phones. The internet and social media are accessible on a huge percentage of these cell phones.

In numerous respects, the internet and social media complement and amplify the influence of a free press on corruption. The news of a free press would reach a bigger proportion of the people if there was more internet coverage and a larger proportion of the population used social media. Furthermore, it takes significantly longer for news to reach the public. Subsequently, the internet and social media offer a forum for anybody to share their experiences through blogs and social media websites like Facebook, Twitter, Google Plus, and YouTube, where basic usage of these resources is available at free of cost or at very nominal rate. Mostly these services offered are inexpensive. (Ellison, Et. Al; 2013). Because social media allows for very fewer expenses of participation and organization, even local and underfunded groups may organize their fellow citizens and promote their viewpoints, and communicate at a faster and lower cost than they could beforehand do. Finally, social media engagement is frequently among friends and family, and the personal touch to information from such sources may render it more valuable.

1. The internet and social media develop a rapid method for sharing information and data and henceforth enable it to reach to the broader audience in organizing public protests against corrupt government officials and law makers.
2. The social media may demand accountability and openness in corporate sector, which plays a vital role in the battle against corruption. (Soomro; Et Al; 2019)
3. In comparison to conventional media, social media is seen to be more generally accessible and less susceptible.
4. The internet and social media offer a rapid and inexpensive way to communicate. We can reach a massive audience through Facebook and Twitter, and even people we do not even know may interact with us. Low entry barriers make it much simpler for civic activists and ordinary individuals to communicate information on wrongdoings by public authorities or business executives on social media platforms like Facebook and Twitter, which have quickly become major alternative sources of information for citizens. (Ha; Et Al; 2016)
5. By offering information in the form of analysis, remarks, and agitation, as well as by conducting investigations and fundraising, social media combats corruption.
6. Because there are numerous social media platforms where individuals may engage in "information dissemination," social media gives an avenue for it.
7. A large percentage of the mobile phones nowadays had internet connection and social media applications, making it simpler for the movement's organizers to mobilize young people who were fed up with hearing about corruption on a regular basis.
8. Facebook and Twitter may be used to spread information about the protest duration and severity. For example, the 'India Against Corruption' Facebook page gave a forum for anybody who wished to help in the battle against corruption. Within four years of its creation, the page had over 1.5 million likes. (Jha; 2014).

### **Agencies And Institutions For Combating Corruption (Anti-Corruption Agencies)**

Enacting anti-corruption legislation alone will not prevent or regulate corruption. To effectively implement and execute those laws, a well-framed strong mechanism is required. As a result, the Anti-Corruption Laws in India are enforced by certain Anti-Corruption Agencies or Controlling Bodies. Accordingly, the Anti-Corruption Bureau (ACB), Central Bureau of Investigation (CBI), Central Vigilance Commission (CVC), Comptroller and Auditor General (CAG), Lokayukta, Lokpal, are perceived as against corruption offices or administering bodies in India.

#### **3.1 The Anti-Corruption Bureau (ACB)**

This Anti-Corruption agency was established in the year 1995. This ACB is also an independent government body of which the main purpose is to deal with the problems of Corruption against various Government sector whether its public sector or private sector under the prevention of Corruption Act 1988. The Prevention of Corruption Act of 1988 is primarily enforced by the Bureau. The Bureau undertakes the investigations in the form of Regular Enquiries, Discreet Enquiries, and Special Enquiries. The Bureau also has the authority to gather information, to conduct investigations, and to file charges against Public Servants on an ad hoc basis. Disproportionate Assets Cases of Criminal Misconduct and Misappropriation are investigated by the Bureau.

### **3.2 Central Bureau of Investigation (CBI)**

The CBI is the country's main investigative agency today, with the dual role of investigating serious crimes and providing leadership and guidance across the country in the battle against corruption. Currently, CBI is also indulged in investigating the conventional offences like hijackings, fraud, cheating, social crimes like black-marketing and economic offences like cybercrimes, bank frauds etc.

### **3.3 Central Vigilance Commission (CVC)**

The CVC is not an investigating agency in itself but it gets its investigation done either through CBI or through Chief Vigilance Officers (CVO). It deals with cases like major frauds relating to Government of India department, fake passport cases etc. which are the common cases exercised in Small Medium Enterprises (SMEs). (Cage; 2014).

### **3.4 Comptroller and Auditor General (CAG)**

The Comptroller and Auditor-General of India has contributed in alleviating the afflictions that beset directive bodies and protecting the Global economy from collapsing under the weight of crooked leaders. CAG's continuous efforts have dragged corruption and many malpractices which seems to be the fundamental cause of many government policies inadequacies, to the forefront and in notice of common and ordinary citizen of India. (Aggarwal, 2013). The CAG reports have been used by the judicial system on numerous occasions to investigate the breakdown of strategies and breaches from the objective of interest of the nation by numerous regions and departments of the federal and provincial governments.

### **3.5 Lokayukta**

Corruption is now widely acknowledged as a serious global problem prone of jeopardizing society's reliability and safety, negatively impacting socioeconomic, commercial, and diplomatic growth, and eroding democratic and fundamental ideals. To cut emissions and ensure accountability, integrity, and the social order, multinational global collaboration is essential. Prevention is the most effective way to tackle corruption, even in terms of societal costs. As a result, accurate diagnosis can diminish the scale and charges of enforcement procedures. Common disclosure and wide spread information along with forbearance, as well as the community involvement of the media, would be extremely beneficial. The power of the media in unearthing corruption charges and raising anti-corruption consciousness is critical for both prevention and detection of corruption. The deployment of authority without accountability is not considered good governance. In any system, the exertion of authority will never be unfettered, as this would potentially lead to corruption and injustice. There should be a balance between the ability to govern competently and the mechanisms that hold those in power accountable. However, attempts have been undertaken since 1959, no Lokpal institution has yet been established at the national level. Conversely, several states have formed Lokayuktas/Lokpal's by state legislation. They make provision inquiries and investigations concerning allegations of corruption against public officials.

### **3.6 Lokpal**

The anti-corruption organization which was initiated by Anna Hazare's mostly with a goal for maintaining a powerful Lokpal. The United Progressive Alliance (UPA) commanded by Manmohan Singh government, which was confronting corruption accusations, was rocked to

its core by this campaign. Since its commencement, the Lokpal has handled 1,426 complaints. (Xu; Et Al, 2012). One thousand and two hundred of them have been investigated and convicted. The majority of the proceedings have been about safety issues. The Lokpal has spent Rs 2.93 crore on compensation and Rs 6.23 crore on property in the meantime. (Mishaal; Et Al; 2015). The Lokpal Bill empowers the Lokpal to request that its investigative branch investigate any violation under the 1988 Prevention of Corruption Act. It can then carry out an investigation. If an offence has been committed, the Lokpal might propose enforcement procedures or initiate a petition in the Special Court.

### **Measures To Curb Corruption**

1. Measurement of corruption at all levels is critical for executing efficient local and inter corruption cleanups. Only then will reforms be successful, areas of corruption will be addressed, and the foundation of international society will be mended.
2. Numerous groups perform surveys and questionnaire on various elements of corruption, but conducting surveys alone isn't enough. In order to raise public awareness, the survey findings and results must be made public.
3. Government agencies, professionals, and non-governmental organizations (NGOs) from across the world are already holding conferences and creating collaborative efforts to explore interdisciplinary methods to developing a good governance agenda and long-term anti-corruption standards and safeguards.
4. To reduce points of vulnerability that might lead to cross-border corruption, cross-border policies and reform efforts must be properly coordinated with national policies of corruption.
5. The World Bank and the United Nations Development Programme (UNDP) are two of the most popular sources of anti-corruption technical assistance and advice.
6. Strengthening Grievance Redressal Forum will also play very effective role in curbing corruption.
7. Effective and ferocious punishment is the most crucial aspect in combating corruption. The legal system has failed, and we will have to explore other options for enacting adequate punishment. It has been discovered that departments are inefficient or sluggish in departmental action due to a desire to protect corrupt personnel.

### **Conclusion**

Despite India's economy is strong and stable, it has yet to reach its full potential since corruption has hampered and undermined not just economic progress but also the smooth functioning of democracy in the current environment. Corruption, as a societal hazard, has tarnished our country's reputation across the world. Corruption has been a significant issue for Indian society in recent years. To combat the evil of corruption, the government has enacted numerous anti-corruption laws and established a number of commissions, including the Central Vigilance Commission (CVC), the Central Bureau of Investigation (CBI), and the Anti-Corruption Bureau, to enforce anti-corruption laws across the country. Undoubtedly, there are a number of anti-corruption organizations and NGOs working on to combat the corruption but the bitter truth in this 21<sup>st</sup> century is that the corruption is upswinging. Social Media platforms enabling users to become vulnerable to cyber-crimes like hacking, identity



theft, phishing crimes, etc. In summation, social media offers both positives and negatives. But, in the end, it's up to the user. The social media users in particular, must establish a balance between physical activity and social media. Excessive usage of anything is harmful, and this includes social media use also. As a result, we must begin to promote a positive mindset that is well-balanced.

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