



# Educrat IAS ACADEMY

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## ESSAY TEST

|                       |                  |          |          |
|-----------------------|------------------|----------|----------|
| Name of the Candidate | Paramita Malakar |          |          |
| Email ID              |                  | Roll No. |          |
| Mobile No.            |                  | Date     | 03/09/23 |

| INDEX TABLE |           |                | COMMENTS OF EVALUATORS                                                                                                                                                                                                                             |                                                                             |
|-------------|-----------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Q.No        | Max.Marks | Marks Obtained |                                                                                                                                                                                                                                                    |                                                                             |
| 1           |           |                | <p>You have a great potential to score high. Write with clarity of expression, connect with the topic, and show diversity of your content. You will make it. All the Best.</p>                                                                     |                                                                             |
| 2           |           |                |                                                                                                                                                                                                                                                    |                                                                             |
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| 4           |           |                |                                                                                                                                                                                                                                                    |                                                                             |
| 5           |           |                |                                                                                                                                                                                                                                                    |                                                                             |
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| 7           |           |                |                                                                                                                                                                                                                                                    |                                                                             |
| 8           |           |                |                                                                                                                                                                                                                                                    |                                                                             |
| 9           |           |                | <p>Any specific message from Educrat IAS Mentors/Evaluators with respect to your copy?<br/>Mentor's Remarks:</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> |                                                                             |
| 10          |           |                |                                                                                                                                                                                                                                                    |                                                                             |
| 11          |           |                |                                                                                                                                                                                                                                                    |                                                                             |
| 12          |           |                |                                                                                                                                                                                                                                                    |                                                                             |
| 13          |           |                |                                                                                                                                                                                                                                                    |                                                                             |
| 14          |           |                |                                                                                                                                                                                                                                                    |                                                                             |
| 15          |           |                |                                                                                                                                                                                                                                                    |                                                                             |
| 16          |           |                |                                                                                                                                                                                                                                                    |                                                                             |
| 17          |           |                |                                                                                                                                                                                                                                                    |                                                                             |
| 18          |           |                |                                                                                                                                                                                                                                                    |                                                                             |
| 19          |           |                | Start Time: 9:00                                                                                                                                                                                                                                   | End Time: 10:30                                                             |
| 20          |           |                | Mode of Examination:                                                                                                                                                                                                                               | Online <input type="checkbox"/> Offline <input checked="" type="checkbox"/> |
| Total Marks |           |                | TEST CODE:                                                                                                                                                                                                                                         | Medium of Examination:                                                      |

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Write an essay, choosing one from Section A in about 1000-1200 words.

Section A

1. Social media is more about psychology than technology.
2. The greatest threat to our planet is the belief that someone else will save it.
3. It is always the simple that produces marvelous.
4. The measure of a man is what he does with Power.

1. Social Media is more about psychology than technology

About 70 years ago, Sir Edmund Hillary and Tenzing Norgay created history by stepping their first on Mt Everest — world's highest peak. But who did it first? Was it Hillary and or was it Norgay? — The question remains unanswered, to this date. Not because nobody asked it earlier — but because the two men chose



not to answer it - ever. In both their autobiographies, they mention, 'we, stepped onto Everest that morning.' Tenzing Norgay's son writes in his book that Hillary had a camera with him and Norgay offered to click a photo of him but Hillary refused saying he doesnot want one as it was not possible to click a photo of both of them together.

Cut to 2022, a famous social media influencer who used to post photos of her from high mountain cliffs dies after a fall.

Interestingly, the first story amazes us more. How can two men, knowing that they have created history, consciously chose <sup>not</sup> to reveal who did it first? Was it because they had no Facebook or Twitter or Instagram account?



But there were print media to print those photos - so clearly, it was not about the technology - they concealed the information simply because they did not want that only one of them gets the credit - it was about the psychology.

Now coming to the second story. What is the difference between this social media influencer who had a unfortunate fall from the cliff? from other professional mountaineers? Most mountaineers do it for the sheer joy and satisfaction of climbing but a social media influencer essentially does it for fame and public attention. There must have been lesser safety arrangements than most mountaineers - because she wanted to portray herself as brave on social media - Again, it is about the psychology.



Sudha Murthy, in her book 'Wise and otherwise' talks about the almirah in her mother's house wherein she hides all the unnecessary and <sup>dirty,</sup> ~~ugly~~ items when a guest visits home. She argues, and we agree, that we do the same when we present ourselves on social media. We tend to hide our flaws, our sorrows and failures and celebrate the success and happiness. This psychology of showing our happy side to the world is ~~not~~ what fuels the technology behind social media.

To explain, most of us 'check in' to a renowned hotel or restaurant on social media. 'check in' is a social media 'tag' to let others know that I entered this place. Second, when the food arrives or the room is opened for



us, we first click a picture 'Instagram-worthy' picture of the food, or the room or probably make a short video called 'reel' for it to be posted on social media. But why? why is it that we do not feel it is enough for us to just enjoy the company of ourselves and enjoy the food? Some may argue people click photos and videos to show it to their near ones - but that can be sent personally too. <sup>(atleast many of us)</sup> We intentionally put it as a whatsapp status or Instagram or Facebook story for all people to see - to <sup>show</sup> ~~see~~ that I am living a good life - a successful life. But what is the need for this portrayal? The answer again is - psychology.

Social Media  
~~It~~ was a technological invention by software experts to create platforms where many people can

co-exist like a virtual society and share information - that made it a media for social interaction. But as time evolved, it became a media for many other purposes based on the same ~~tech~~ technology - of sharing information. For example, it became a media for buying and selling things on ~~groups~~ <sup>groups</sup> - there are thousands of such ~~goods~~ and platforms giving rise to 'social media commerce' - a low cost alternative of having to build a website to have a digital presence.

It gave rise to newer ways of creative expressions - many amateur writers ~~started~~ and creators started posting their creation eg. literature, music or dance videos, videos about indoor decoration, gardening, culinary skills or stand up comedy on social media. It



serves as a great low cost platform with international outreach and help people to monetise on their skills.

The backbone of it is technology, indeed, but the ~~pscho~~ psychology of sharing or showcasing one's talent or products runs as the flesh, blood and veins of the system of social media.

Actually, it runs like a feedback loop. Psychology of people creates the demand on one hand and technology supplies the methodologies to achieve it on the other. ~~One~~ But this is only one side of the coin.

On the other side, technology giants decide what they want to achieve and device technology to ~~achieve~~ influence user psychology to act in a certain way.



Having elaborated the first part of psychology controlling technology in enough detail, Let us now see how technology is used to control our psychology.

Have you ever noticed that once you search for some product, ~~it~~ <sup>you</sup> immediately start getting multiple advertisements relating to the same?

Have you ever wondered why everytime you enter an e-commerce site it shows how many other people are trying to buy the same item that you are watching? Have you ever wondered how everytime you book a movie ticket it suggests you cabs to reach to the theatre too. Moreover, have you wondered why all the social media apps are free? Like the old adage goes, there is



no free lunch. ~~You are the~~ When ~~the~~  
~~apps are~~ something is free, you are  
the commodity. ~~Why~~ The apps are free  
because you are paying with your  
data.

The social media employs  
technology to play with the psychological  
needs and desires of people. Technology  
feeds on our desire to look like a  
celebrity we admire and advertises  
products based on that. It uses technology  
like Artificial Intelligence and Big data  
to predict our needs and desires to  
be loved, to look and feel good.

For example, technology understands  
the need of human relations and  
the psychology behind it - hence it  
prompts us the birthdays of our  
near ones? How ~~do~~ they find out



Who are the near ones? We tell them. By tagging them in our photos ~~are~~ and videos — or by declaring our relationship status.

Hence, it is important that we understand how social media works on our psychology — it is only then <sup>that</sup> we will be able to make sure that we are using the media to our discretion and satisfaction and the social media is not using us by manipulating our psychology by means of technology.

For this to happen, I hope the next time we open social media, it is us who decide how much time we spend on it. I hope the next <sup>online</sup> purchase we make is driven



by our needs for the product and not by the advertisement it pops out. I hope the next time we show love to our mother, ~~be~~ it is through a gesture of respect and care, ~~an~~ a tight hug or a video call may be, but not for the sake of pasting a 'mother's day picture'.

And I hope, even if had Tenzing and Edmund conquered Everest in 2023, they had the same humility, fraternity, composure and psychological strength to keep ~~it~~ the answer of 'who first' concealed from social media — like they did then.

—x—

Social M      psych      tech

Int ed, tenzing →

→ use multitask use words

○ How psychology drives SM

- better → happy
- ~~data~~ interpersonal
- e-commerce
- data threat

○ How tech drives SM

- AI
- Big data.

○ There must be a feedback loop

- Search engine optimization
- ~~social media~~ addition engineers
- click bait



How to control SM & not let it control us.

There's no free lunch <sup>ged.</sup> <sub>edgy</sub>

ed tenzing