

# A Research Paper on Social Media Effects

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## Abstract

The topic of social media is interesting to talk about and is also related to learning about the human brain and how humans interact on social media. However, social media is most important for learning purposes. This is where everyone can share their daily tasks, activities, routines, etc on social media, also another use is that we can gain knowledge through these platforms for fulfilling our general knowledge.

Social media is like a weapon that can be used for our profit or also misused it can be useful constructively or destructively depending on people's psychology, nature, perspective, and ideology. Social media platforms have transcended their initial purpose of connecting individuals and have emerged as powerful tools for educational purposes. This research paper explores the educational potential of social media platforms, examining their effectiveness in enhancing learning experiences, facilitating collaboration among students and educators, and expanding access to educational resources. Review of relevant literature and case studies, this paper highlights the benefits, challenges, and best practices associated with integrating social media into educational settings. By understanding the opportunities and limitations of social media in education, educators and policymakers can harness its potential to create more engaging and inclusive learning environments.

Despite extensive research results, this paper can be useful in proposing an effective plan to enhance the academic performance of students by improving the use of social media sites. The use of social media has made rapid growth in the past decades. This growth makes it very popular for communication amongst university students, especially Tabuk University students. These social websites can be a good way to exchange information between students and even with their teachers. However, excessive social media can affect the student's academic performance and make this use

in question. Results of this paper can be useful in proposing an effective plan to enhance students' academic performance by improving the use of social media sites. These social websites can be a good manner to exchange information between students and their teachers. However, excessive social media can affect the student's academic performance and make this use in question.

## Chapter II:

### Introduction :

The use of social media has seen great growth since the increased evolution in internet technology. They become so popular and play an important role in all our lives, especially in education.

For this reason, in the last decade, researchers have paid more attention to the use and impact of social media on the educational operation.

In [1], authors prove that social media plays several roles such as sharing ideas between educational staff, aiding students to build their communities to collaborate, facilitating the art of learning, and reaching out to the students.

Use of social media as an educational tool. Social media is not going away: Social media is the latest in thing that is being used in the innovative way for education purpose. Students should be taught to use this tool in a better way in the educational classes that just being used for messaging or texting rather they should learn to use media for good.

### 2. When kids are engaged they learn better:

Students don't learn while writing on a piece of paper but it is also important to involve them in more practical work like blogging where they write forth teacher but for themselves to enhance their skills.

When they engaged better, they tend to learn more in practical classes by implementing their theory rules.

3. Safe social media tools are available: Kidblog.org is one of many free tools that allow teachers to control an online environment while still benefiting from social media. The teachers or the mentors should educate the students on how to use social media for better purposes.

### Chapter III.

#### Related Work -

This section presents an overview of the relevant pieces of literature on social media use in the educational society to gain a deep understanding of the research domain. Evolution of Social Media -

Social media are defined as web-based applications that allow people to create, share or exchange information, ideas and pictures or videos in virtual communication and networks. Among the most popular social media are Facebook, Twitter, You Tube and Instagram. The great growth of social media is proved by the statistics given where Facebook had 3-4 million reached monthly in average; Twitter had 700 million active users worldwide. The entire community of students is constantly connected to the social network sites. The teenagers and college students (age 18 - 29) are among the highest users of the online social media. They use these sites for interaction, entertainment, and even for information seeking which incite researchers to investigate the way of use that should be considered in order to such social media participate in enhancing the learning process.

#### Significance of the study:

Though social media, as the name suggests, is expected to keep people connected, this social connection is only superficial, and not adequately deep and meaningful to help individuals feel emotionally attached to others. The psychological effects of social media on student life need to be studied in more depth to see whether social media acts as a social support for students and whether students can use social media to cope with negative emotions and develop positive feelings or not. In other words, knowledge of the potential effects of the growing use of social media on students' emotional well-being can bridge the gap between the alleged promises of social media and what it has to offer to students in terms of self-concept, self-respect, social role, and coping strategies (for stress, anxiety, etc.).

Based on this theory, social media can play the role of a mediational means between learners and the real environment. Learners' understanding of this environment can be mediated by the image shaped via social media. This image can be either close to or different from the reality. In the case of the former, learners can develop their self-image and self-esteem. In the case of the latter, learners might develop unrealistic expectations of themselves by comparing themselves to others. As will be reviewed below among the affective variables that increased or decreased in students under the influence of the massive use of social media are anxiety, stress, depression, distress, rumination, and self-esteem. These effects have been explored more among school students in the age range of 13–18 than university students (above 18), but some studies were investigated among college students as well. Exemplary works of research on these affective variables are reviewed here.

#### Social media and society:

The review results of the 6th Annual International Social-Media and Society Conference, Toronto, Canada July 27–29, 2015 bring together leading researchers, thinkers, and social media from around the world. The conference focuses on the impact of social media programs on society by using best practices with the latest and ongoing studies from around the world. [3]

These programs have affected the health aspects of communities. The results show that communication programs allow and provide opportunities for cancer patients and other rare diseases to engage in chats and partnerships among their peers around the world to increase their chances of success. Encouraging a large number of doctors to participate with them has helped to flow health information from healthcare professionals to patients easily to be aware of how to deal with their diseases. Also, one of the expert during conference detect about large number of Fake accounts within social programs through study experiments. There are activities which work to provide a system to detect methods or tools to identify the message from Fake accounts to maintain social networking programs as platforms of high a valuable way to exchange experiences and fill them with real users.

## Chapter IV

### Objective of the study:

Considering the current trend of use of social media, the main objective is to check the cause and effects of increased use of social media. To explore the impact of social media on people's relationships, especially family and friendships. Current Scenario One of the most popular social media sites, Facebook, has 1.4 billion users around the world, nearly a fifth of the world's population, thus helping us to better understand, learn, and share information instantaneously. Social networks have removed all the communication and interaction barriers, and now one can communicate his/her

perception and thoughts over a variety of topics. Students and experts can share and communicate with like-minded people and can ask for input and opinions on a particular topic. Another positive impact of social networking sites is to unite people on a huge platform for the achievement of some specific objective. This is very important to bring positive change in society.

Social media are used to document memories, learn about and explore things, advertise oneself, and form friendships. For instance, they claim that communication through Internet-based services can be done more privately than in real life. A survey conducted (in 2011), by Pew Internet Research, discussed in Lee Rainie and Barry Wellman's *Networked – The New Social Operating System*, illustrates that 'networked individuals' are engaged to a further extent regarding numbers of content creation activities and that the 'networked individuals' are increasing over a larger age span. These are some of the content creation activities that networked individuals take part in: Writing material, such as text or online comments, on a social networking site such as • Facebook: 65% of Internet users do this • Sharing digital photos: 55% • Contributing rankings and reviews of products or services: 37% • Creating "tags" of content, such as tagging songs by genre: 33% • Posting comments on third-party websites or blogs: 26% • Taking online material and remixing it into a new creation: 15% of Internet users do this with photos, video, audio, or text • Creating or working on a blog: 14% Another survey conducted (in 2015) by Pew Internet Research shows that the Internet users among American adults who use at least one social networking site has increased from 10% to 76% since 2005. Pew Internet Research illustrates furthermore that Nowadays, there is no real gender difference among

Americans when it comes to social media usage. Women were even more active on social media a couple of years ago, however today's numbers point at women: 68%, and men: 62%.

According to the report, India will have 402 million Internet users by December 2015 and its user base has increased by 49 percent compared to last year. In October, 317 million Indian users accessed the Internet. China has the largest Internet user base, with over 600 million users. It is not surprising anymore that mobile is responsible for a big chunk of this growth. In Urban India, the mobile Internet user base grew by 65 percent over last year to reach 197 million in October 2015. In Rural India, The mobile Internet user base is expected to reach 87 million by December 2015 and 109 million by June 2016. Ninety-four percent of users access the Internet on their mobile phones in India. However, 64 percent also use a desktop or laptop to access the Internet. But 90 percent of those who use mobile to access the Internet consider it their primary browsing device.

## Chapter V

**The New Form of Community: Online Community** The internet, as a kind of social media, could offer a crucial platform, for sustainable and holistic heritage conservation. It fosters an open atmosphere such that all the motivated participants can become involved in cultural heritage protection easily with access to the internet. Furthermore, ICTs offer an open participatory platform, in which citizens can play an active role, to a broader range of stakeholders across scales, classes, races, genders, and ages, which is crucial for collaborative planning and conservation [21,22]. Online communities, Formed with specific cultural practices or gathered by a common topic based on heritage sites or other forms of cultural heritage, have emerged recently accompanied by the arrival of the Web 2.0 era [18,23,24]. Compared with offline community engagement, online community communication is geo-free, thus, it can promote mutual understanding between people with different cultural backgrounds [25]. People can share their memories or feelings which could be part of the "sense of place" with geographically close people with a crowd on the other side of the earth [26]. Moreover, it creates more opportunities and breaks the occupational boundary for collaboration between local communities and professionals [27–29]. Taking part in this kind of online community, people can share their knowledge of any

aspects of cultural heritage with specialists in the field [30,31], and also gain more opportunities for education outreach [32]. In addition, communications among online communities showcase a far more efficient way of being informed and getting feedback easier and faster [33]. They could also leave a comment or chat in real-time with journalists or concerned authorities who are involved in this collaboration Digital Tools to Promote Community Collaboration :

Over time, frontier scholars have shown their interest in studying various ways (co-production, E-education, digital archive, location-based games) that ICTs (e.g., AR, 3D modeling, VR, GIS) including social media have fostered community engagement and collaboration in urban planning and heritage conservation [35,36]. Digital interactive applications have been widely used in cultural heritage sites and have concentrated on community engagement, Equity of multi-voices, and community empowerment. Following technological progress, the integration of digitized presentation and crowdsourcing technology In terms of communication and collaboration for cultural heritage has become a necessary trend. Co-production, (also known as co-design, or co-creation), as a way of collaborative participation, has become increasingly popular in multiple activities, including product design for museums, libraries, and heritage planning [30,31]. Aligned with it, open collections can be used in both formal and informal educational contexts (known as E-education) to share findings and exchange perceptions with stakeholders [38,39]. Furthermore, citizens who gathered as an online community are empowered to create their own digital heritage landscapes, museums, and archives by photo sharing, video-audio records, and narratives [40–42]. In addition, location-based mobile games are utilized to foster in young visitors a larger extent of motivation to explore museums and facilitate their meaning-making process

## Chapter VI.

## Conclusion

To summarize, despite the positive benefit of rapid information sharing, social media enables people to create false identities and superficial connections, causing depression.

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