

The Impact of Social Media on Society

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Abstract

Social media has transformed the way we communicate, share information, and consume media. The publics surveyed believe the internet and social media are affecting societies..With social media, communication has become more interactive and immediate. People can now share their thoughts and experiences with a global audience in real-time, and receive instant feedback. This has led to a more connected world, where people can engage with one another on a scale never before possible. Social media has also transformed the way we consume media. In the past, people relied on traditional media channels such as newspapers and television to stay informed. Social media has had a profound impact on modern society. While it has brought about many positive changes, such as the democratization of information and increased connectivity, it has also had negative effects, such as the spread of misinformation and the amplification of hate speech. The effects of social networking are twofold. On the positive side, social networks can act as invaluable tools for professionals. They achieve this by assisting young professionals to market their skills and seek business opportunities. Social networking sites may also be used to network efficiently. On the negative side, the internet is laden with a number of risks associated with online communities. Cyber bullying, which means a type of harassment that is perpetrated using electronic technology, is one of the risks. In this paper we cover every aspect of social media with its positive and negative effects. . In this article, we will explore the impact of social media on society and the various ways in which it has shaped our lives.

Keywords: *Social Media, Business, Society, Mobile Devices, Education, Cyber Bullying.*

I. INTRODUCTION

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Social media comprises a number of internet-based applications that enable unprecedented inter-user connectivity. The impact of social networks on young people is significant. It is becoming increasingly clear that social networks have become part of people's lives. Many adolescent people are using their laptops, tablet computers and smart phones to check Tweets and status updates from their friends and family. Due to the advancement in technology, people are pressured to accept different lifestyles. Social networking sites can assist young people to become more socially capable. Social media is a web-based form of data communication. Social media platforms allow users to have conversations, share information and create web content. Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use

social media to share information and make connections.[2] On an individual level, social media allow us to communicate with our friends and relatives, gain knowledge of new things, develop your interests, and be entertained. On a professional level, we can make use of social media to expand or broaden our knowledge in a particular field and build our professional network by connecting with other professionals in our industry. At the business level, social media allows us to have a conversation with our audience, gain customer feedback, and elevate your brand.

Social Media is a innovative idea with a very brilliant opportunity with additional scope for advancements. With the advancement of social media many organizations are making use of this medium to better their practices. With the use of social networking we can advertise or communicate

in a more efficient way. Likewise people don't have to rely on the media or TV to get their daily dose of news it can all be obtained from a social networking site. People can track or get information from all over the world.

II. REVIEW OF LITERATURE

As Youth and Teens are the builder of nation, and in this era they are grown up as part of the Net Generation. They can easily use the latest technology in various forms, including smart phones, mp3 players, digital cameras, video games, iPads, electronic readers, and personal computers. Social Media has its both positive and negative effects. This research paper is based on secondary data collected from the online sources, different research papers and from the Google search engine. We also used some data gathering tools (On Site Observations, Interviews, and Questionnaires) for gathering information about the usage of social media in general. In this paper we study various social networking sites, various areas (Business and Commerce, Education, Health and medical Education etc) in which social media is extensively used in these days with its positive and negatives aspects and guidelines for handling the negative effects of social media on society.

III. POPULAR SOCIAL MEDIA SITES:

Facebook

This is the largest social media network on the Internet, both in terms of total number of users and name recognition. Facebook came into existence on February 4, 2004, Facebook has within 12 years managed to collect more than 1.59 billion monthly active users and this automatically makes it one of the best mediums for connecting people from all over the world with your business.[3] It is predictable that more than 1 million small and medium-sized businesses use the platform to advertise their business.

Twitter

We might be thinking that restrictive our posts to 140 characters is no way to advertise our business, but we will be shocked to know that this social media stage has more than 320 million active monthly users who can build use of the 140 character limit to pass on information.[3] Businesses can use Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences. Twitter was founded on March 21, 2006, and has its headquarters in San Francisco, California.

Google+

Google+ is one of the popular social media sites in these days. Its SEO value alone makes it a must-use tool for any small business. Google+ was propelled on December 15, 2011, and has joined the major alliances enlisting 418 dynamic million clients as of December 2015.

YouTube

YouTube : the biggest and most well known video-based online networking site — was established on February 14, 2005, by three previous PayPal workers. It was later purchased by Google in November 2006 for \$1.65 billion. YouTube has more than 1 billion site guests for every month and is the second most well known internet searcher behind Google.[4]

Pinterest

Pinterest is commonly a beginner in the online networking field. This stage comprises of computerized announcement sheets where organizations can stick their substance. Pinterest reported September 2015 that it had obtained 100 million clients.[3] Private ventures whose intended interest group is for the most part comprised of ladies should put resources into Pinterest as the greater parts of its guests are ladies.

Instagram

Instagram is a visual online networking stage. The site has more than 400 million dynamic clients and is possessed by Facebook. A significant number of its clients utilize it to post data about travel, form, sustenance, workmanship and comparable subjects.[2] The stage is likewise recognized by its remarkable channels together with video and photograph altering highlights. Right around 95 percent of Instagram clients additionally utilize Facebook.

Tumblr

Tumblr is a standout amongst the most hard to utilize informal communication stages, but at the same time it's a standout amongst the most fascinating locales. The stage permits a few diverse post groups, including cite posts, talk posts, video and photograph posts and in addition sound posts, so you are never constrained in the kind of substance that you can share.[4] Like Twitter, reblogging, which is more similar to retweeting, is speedy and simple. The long range informal communication site was established by David Karp in February 2007 and at present has more than 200 million sites.

Flickr

Flickr, articulated "Glint," is an online picture and video facilitating stage that was made by the then Vancouver-construct Ludicorp in light of February 10, 2004, and later obtained by Yahoo in 2005. The stage is well known with clients who share and install photos.[5] Flickr had more than 112 million clients and had its impression in more than 63 nations. Million of photographs are shared day by day on Flickr.

Reddit

This is social news and excitement organizing site where enlisted clients can submit substance, for example, coordinate connections and content posts. Clients are likewise ready to arrange and decide their position on the site's pages by voting entries up or down. Entries with the best votes show up in the best classification or primary page. International Journal of Computer Sciences and Engineering Vol.5(10), Oct 2017, E-ISSN: 2347-2693 © 2017, IJCSE All Rights Reserved 349

Snapchat

Snapchat is a image informing application training item that was made by Reggie Brown, Evan Spiegel and Bobby Murphy when they were understudies at Stanford University.[5] The application was authoritatively discharged in September 2011, and inside a limited ability to focus time they have become hugely enrolling a normal of 100 million every day dynamic clients as of May 2015. More than 18 percent of every social medium client utilizes Snapchat.

WhatsApp

WhatsApp Messenger is a cross-platform instant messaging client for smartphones, PCs and tablets. This application needs Internet connection to send images, texts, documents, audio and video messages to other users that have the app installed on their devices.[5] Launched in January 2010,

WhatsApp Inc. was purchased by Facebook on February 19, 2014, for about \$19.3 billion. Today, more than 1 billion persons make use of the administration to speak with their companions, friends and family and even clients.

BizSugar

BizSugar is a person to person communication stage and specialty asset for entrepreneurs, business visionaries and directors. The site was made in 2007 by DBH Communications, Inc., a supplier of honor winning business distributions, and later obtained by Small Business Trends LLC, in 2009.[4] The stage enables clients to share recordings, articles, blog entries, podcast among other substance. It additionally enables clients to view and vote on entries by different individuals.

Delicious

This site was established by Peter Gadjokov and JoshuaSchachter in 2003 and obtained in 2005 by Yahoo. Before the finish of 2008, Delicious guaranteed that it had bookmarked 180 million URLs and procured more than 5.3 million clients. In January this year, Delicious Media said that it had obtained the administration.

IV. IMPACT OF SOCIAL MEDIA ON MEDICAL AND HEALTH

Social media provide Health Care Professionals with tools to share information and to promote health behaviors, to engage with the public, and to educate and interact with patients, students, and colleagues. HCPs can use social media

to potentially improve health outcomes, develop a professional network, increase personal awareness of news and discoveries, motivate patients, and provide health

information to the community. Physicians most frequently join online websites where they can read news articles, listen to experts, research medical advancements, discuss with colleagues concerning patient issues, and network. They can explore and share ideas, discuss practice management challenges, make referrals, disseminate their research, market their practices, or engage in health advocacy.[4] A large number of physicians also use social media to converse directly with patients to

enhance clinical care. It is clear that social media is having a distinct consequence on healthcare systems, and that its impact is relevant both in the developed and developing worlds.[5] Healthcare consultants provide improved healthcare to a larger number of citizens, while clients are able to use it to empower themselves, their families and their communities.

A. Positive Effects of Social Media on Health

- Sharing of Doctors prescriptions to friends, relatives and colleagues.
- Consulting Doctors online anywhere and anytime.
- Sharing Suggestions among friends, relatives and colleagues about various diseases and its symptoms.
- Access to information in developing regions.
- Support and mutual accountability on online health forums.[6]
- Support for health-related causes.
- Helping health services to prioritize critical cases.
- Increased accountability to consumers.
- More data available to health researchers.

B. Negative Effects of Social Media on Health

- Incorrect self-diagnosis
- Potential breach of privacy

IMPACT OF SOCIAL MEDIA ON BUSINESS

Social Media is the new buzz sector in promoting that incorporates business, associations and brands which make news, influence companions, to make relations and make groups. Business utilize web-based social networking to upgrade an association's execution in different ways, for example, to achieve business targets, expanding yearly offers of the association. Web-based social networking gives the advantage as a correspondence stage that encourages two way communications between an organization and their stock holders. Business can be advanced through different long range informal communication destinations.[6] A considerable group of the organization advances their business by giving promotion on the online networking with a specific end goal to draw in greatest clients. Clients can associate and collaborate with business on a more individual level by utilizing online networking. Many organizations with the use of social media can make their strategy to promote their Business.

A. Positive Effect of Social Media on Business

- With the use of Social Media, It is better to understand the customer requirements. International Journal of Computer Sciences and Engineering Vol.5(10), Oct 2017, E-ISSN: 2347-2693 © 2017, IJCSE All Rights Reserved 350
- Social Media helps in promoting the Business all over the World.
- Social Media builds deals and client maintenance through standard connection and auspicious client benefit.

- Social Media provides rich customer experiences.
- With Social media monitoring you can gain key information about your competitors.
- With the help of social media, Sharing contents about the Business faster and easier.
- Social networking sites helps to make new customers by providing various facilities.
- It helps to increase market insight and expand out beyond your rivals with online networking.
- It also helps to increase awareness among customers for better understanding of products.

B. Negative Effect of Social Media on Business

- In business, Social Media isn't totally hazard free in light of the fact that a significant number of the fans and supporters are allowed to post their feeling on a specific association; the negative remark can lead the association to disappointment.
- Negative customer reviews are harmful.
- Highly time consuming.
- The web is crowded with more and more content.
- A mistake made on social media is hard to rectify.
- Many of the substantial association have succumbed to the programmers.
- The wrong online brand system can fate an organization, and put at a tremendous viral social drawback.
- Getting included with Social Media is extremely time consuming. As an association you ought to appoint a man to dependably support your pages and profile with noteworthy substance.
- Most organizations experience issues measuring the consequences of web-based social networking Promoting

IMPACT OF SOCIAL MEDIA ON EDUCATION

Social networking technologies also allow one to share a thought with another. It helps a man toward one side of the world to interface and trade thoughts with a man at the other side.[2] With the use of social media students can easily communicate or share information quickly with each other through various social networking sites like Facebook, Orkut, and Instagram etc.

A. Positive Effect of Social Media on Education

One can adopt its benefits to gain positive results in education.

Socializing:

An important part of growing up, is to socialize and make friends. Why this is important? [2] It is because, it allows the children to exchange ideas and learn new things. This will invariably result in them becoming more confident in life.

Sharing knowledge:

It provides an easy and an effective way in which students can share knowledge. Students can simply access the information, study, transform (if needed) and share. Hence, the flow of knowledge becomes smooth.

Updating oneself:

They will have the capacity to know new things as and when it happens. This causes them refresh their own particular information base.

Learning from various sources:

The long range interpersonal communication advances are worked in such a way, to the point that understudies will have the capacity to pick the gathering, movement or the individual they would need to take after for every day refreshes. The ways of learning is plenty.

Being Prepared:

The social networking technologies are all about showcasing the trends that run around the world. Students can setup a plan of what might be expected out of them in the future by observing the changes that are being updated, shared, discussed or spoken about on the social networking sites.

Sharing what they feel or think:

Students frequently don't get the right stage to share their feelings. Through social networking technologies they are given an option to sound their thoughts. If students were permitted to share what they think and feel, it becomes simple for them to decide what is good and what is bad.

Social media gives a path to the understudies to adequately achieve each other with respect to class wanders, group assignments or for help on homework assignments.[5]

Many of the understudies who don't take an intrigue reliably in class may feel that they can express their musings effectively via web-based networking media.

Teachers may post via web-based networking media about class exercises, school occasions, and homework assignments which will be exceptionally valuable to them.[3]

It is seen that web-based social networking advertising has been developing in profession alternative. Web- based social networking advertising plans youthful specialists to end up noticeably fruitful advertisers. International Journal of Computer Sciences and Engineering Vol.5(10), Oct 2017, E-ISSN: 2347-2693 © 2017, IJCSE All Rights Reserved 351

The access of web-based social networking gives the chance to instructors to show great computerized citizenship and the utilization of Internet for profitability.

B. Negative effect of Social Media on Education**Reduced learning and research capabilities**

Students are depending more on the information reachable easily on these social networking sites and the web. This reduces their learning and research capabilities.

Reduction in real human contact

The additional time the students spend on these online networking destinations, the less time they will go through associating face to face with others. This decreases their relational abilities. They won't have the capacity to convey and mingle adequately face to face with others. The businesses are getting increasingly unsatisfied with the relational abilities of the new graduates because of this reason.[1] The compelling relational abilities are critical to achievement in reality.

Reduces command over language use age and creative writing skills

Students generally utilize slang words or abbreviated types of words on long range interpersonal communication locales. They begin depending on the PC language structure and spelling check highlights. This decreases their charge over the dialect and their experimental writing abilities.

Time wastage Students, while seeking and concentrate on the web, get pulled in to utilizing online networking locales and once in a while they overlook why they are using internet. Sometimes students are not able to deliver their work in the specified time frame as their time wastes.

IMPACT OF SOCIAL MEDIA ON SOCIETY

As we all are well aware of social media to facilitate a massive impact on our society. Some social media destinations have changed the way where individuals convey and mingle on the web. Person to person communication destinations render the open door for individuals to reconnect with their old companions, partners and mates. Person to person communication destinations render the opportunities for individuals to reconnect with their old companions, partners and mates.[3] It additionally causes individuals to influence new companions, to share content, pictures, sounds, recordings among them. Web-based social networking moreover changes the life style of society.

A. Positive Effect of Social Media on Society

Connectivity – The first and foremost benefit of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The prettiness of social media is that you can attach with anyone to learn and share your thoughts.

Education – Social networking provide various benefits to the students and teachers. It is very easy to educate from others who are experts and professionals via the social media. One can follow anyone to learn from him/her and enhance his knowledge about any field. Regardless of our location and education background we can educate ourself, without paying for it.

Help – You can impart your issues to the group to get help and energy. Regardless of whether it is helping in term of cash or in term of advices, you can get it from the group you are associated with.

Information and Updates – The primary favorable position of the web-based social networking is that you refresh yourself from the most recent happenings around on the planet. More often than not, Television and print media nowadays are one-sided and does not pass on the genuine message.[2] With the assistance of web-based social networking you can get the actualities and genuine data by doing some exploration. International Journal of Computer Sciences and Engineering Vol.5(10), Oct 2017, E-ISSN: 2347-2693 © 2017, IJCSE All Rights Reserved 352

Advertising – We can promote our business to the largest audience. The whole world is open for you, and can promote to them. It will help in increase the profits and achieves the targets of Business.

Noble Cause – Social media can also be used for the noble causes. The public is making use of social media for contribution for needy people and it can be a quick way to help such people.

Helps in Building Communities – Since our world has different religions and beliefs, so people of different communities can connect to discuss and share related stuffs

.□ Conventional marketing mediums such as the radio, TV commercials and print ads are completely obsolete now and demand for thousands of dollars. With the use of social media the businesses can connect with their targeted customers for free, the only cost is energy and time.

□ The increasing popularity of social sites like Twitter, Facebook and LinkedIn, social networks has gained attention as the most viable communication choice for the bloggers, article writers and content creators.

□ These long range informal communication destinations have opened the open door for every one of the bloggers to associate with their well informed customers to share your ability and articles your viewers will share your articles, blog or expertise in their social circle which further enhance your networks of the followers.[1]

□ Students and experts are competent to share and exchange information with like-minded people and can ask for the input and opinion on a particular topic.

□ Social Media helps to meet people who have not met outside the social media forums.

□ Social Media helps to share ideas beyond geographical boundaries.

□ It provides open opportunity for all writers and bloggers to connect with their clients.

□ It unites people on a huge platform for the achievement of specific goals. This brings positive change in the society.

B. Negative Effect of Social Media on Society

Cyber Harassing – According to a report distributed by PewCenter.org the greater part of the youngsters have progressed toward becoming casualties of the digital bullying over the past. Since anyone can make a phony record and do anything without being tailed, it has ended up being

exceptionally straightforward for anyone to spook on the Internet. Dangers, terrorizing messages and bits of gossip can be sent to the majority to make inconvenience and uproar in the general public.

Hacking – Personal information and security can be hacked and shared on the Internet.[5] Some twitter and Facebook accounts have been hacked in the past and the programmer had posted materials that have influenced the person's lives.

Addiction – The addictive piece of the online networking is awful and can exasperate individual lives also. It can likewise squander individual's time that could have been used by profitable tasks and exercises.

Fraud and Scams – Several cases are available where people have committed fraud and scams through the online networking.

Reputation – Social media can without much of a stretch destroy somebody's notoriety just by making a false story and spreading over the online networking.

□ It prompts fixation. Spending endless hours on the social destinations can occupy the concentration and consideration from a specific errand. They principally depend on innovation and the web as opposed to taking in the down to earth information and skill of the regular day to day existence.

□ Kids can be extraordinarily influenced by these person to person communication locales on the off chance that they are permitted to utilize them. The reason is that occasionally individuals share photographs via web-based networking media that contains savagery and sex, which can harm the conduct of children and youngsters.[6]

□ Another drawback of the web-based social networking is that the client shares excessively data which may posture dangers to them. Indeed, even with the tight security settings your own data may spill on the social locales. Downloading your recordings or pictures and copying your status is a simple assignment and should be possible inside couple of snaps.

V. CONCLUSION

As the technology is developing, the web-based social networking has turned into the routine for every last individual, people; groups are seen dependent with this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students. Business uses online networking to upgrade an organizations execution in different courses, Youths are found in contact with these media every day .Social media has different merits yet it likewise has a few faults which influence individuals contrarily. False data can lead the training framework to disappointment, organizations wrong promotion will influence the productivity, online networking can manhandle the general public by attacking on individuals' security, some pointless sites can impact youth that can end up plainly savage and can take a few wrong activities. Last but not least , all the citizens are advised to adopt the positive aspects of social media

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