

The Impact of Social Media on Society

Bindu.T. Asst.Professor of Commerce,

CSI Institute of Legal Studies, Cheruvarekkanam, Parassala, Thiruvananthapuram, Kerala

Abstract

Social media has transformed the way we communicate, share information, and consume media. The public 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.[1] 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.[3] 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. 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. 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. 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. 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. 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. 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. 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. 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 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. 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. 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.

□ 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.

□ 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.

Career Opportunities and Job Market for Social Media Marketers

The career opportunities and the current job market for social media professionals are thriving and diverse because of the growth of digital presence in businesses. Social media professionals can reap the benefits of social media and pursue various roles, from social media manager, where they oversee the strategic direction and execution of a company's social media presence, to social media specialist, focusing on specific platforms and performance metrics.

On the other hand, content manger and community managers are also in high demand for their skills in developing engaging content and fostering online communities. The market is also ripe for digital marketing specialists integrating social media strategies into broader marketing efforts. With all the new-age dependency on social media, brand building, and customer engagement, the demand for skilled social media professionals continues to rise.

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 and avoid negative aspects.

References:

- 1) S.Shabnoor,S.Tajinder,Social Media its Impact with Positive and NegativeAspects IJCATR, Volume 5– Issue 2, 71 - 75, 2016
- 2) Gaurav Raju , Digital Mrketing -“Impact of Social Media” 2024
- 3) BN Rao V Klyani, Journal of Science and Technology (JST) 2022
- 4) Bin Zhao et al., “Online Detection of Unusual Events in Multimedia via Dynamic Sparse Coding”, 2011.
- 5) Nagar, Himanshu, Chetna Dabas, and J. P. Gupta. "Navie Bayes and K-Means Hybrid Analysis for Extracting Extremist Tweets", ACM Conference, pp 27-32.
- 6) S. Willium, “Network Security and Communication”, IEEE Transaction, Vol.31, Issue.4, pp.123-141, 2012.
- 7) A.T.M Shahjahan, K.Chisty, “Social Media research and its effect on our society” International journal of Information 7 communication Engineering , Vol:8, No:6,2014
- 8) W.Tariq, M.Mehboob, M.A.Khan, F.Ullah “The Impact of social Media and Social Networking on education and Students of Pakistan” international Journal of Computer sciences issues, Vol:9,No:3,July 2012