

Impact of Social Media on Society

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Abstract

Media is the public mirror and its job is to reveal what society is and how the whole thing works. Social media has gained popularity as one of the most emerging technology as it is a forum for the worldwide public to address their concerns and opinions. It also helps entertain the community, instructs people about current events and make these people conscious of all everything around them. Today, social media has turn into our society's voice. Children cultivate up around mobile phones and online networking sites like Insta, TikTok, and Facebook, making it a crucial part of their lives. The social network transforms younger generations ' actions which then affects their parents, peers and the whole society in general.

The effects have two varying sides- on the plus side, social networking can act as invaluable tools for many, including students and professionals alike, as it is used to learn new things, meet new friends, generate leads and network efficiently. On the minus side, a number of risks associated with online communities are linked to the Internet. One of the greatest risks is cyberbullying, which is the type of harassment committed using electronic technology. With its positive and negative effects, this paper covers each and every aspect of social media. The focus is on health, business, education, community and young people in particular. In this post, we clarify how social media is and can have a wider impact on society..

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I. INTRODUCTION

One of the online platform is social media which is used by individuals and corporations alike to figure social relationships or social networks with others who share comparable & individual or career benefits, activities, backgrounds or real-life connections. With it having a significant impact on the younger generation from social networks. The fact that social network have become an integral part of the lives of everyone is becoming ever so clear. Many teenagers utilizes their computing devices such as laptops, tablet computers and smart phones to check their friends and family's tweets and status updates, to stay updated with their life happenings [1].

Because of this technological advancement, the general public is forced to adopt a variety of

lifestyles. Social networking can sometimes help young people to become more socially appropriate. Social media platforms enable users to connect, share information and create web content. Social media contains forums, blogs, video sharing sites, social networking sites, podcasts, photo sharing sites, instant messaging, and even a lot other things for people to explore [2], [3].

People, billions of them, share information and communicate through social broadcasting. It also let people to interact with our peers and relatives on an individual level, help process new information, cultivate different interests, and also help us, be entertained. It is also used by professionals, as they can connect with other individuals from the same field. Everyone can use this medium to expand one's intellect in their specific areas and create a

professional network by interacting with other professionals in our industry. Social media allows us to have a constructive dialog with our customers, to receive input from our clients and to develop our product.

The idea of social media is an inventive idea for ages with great potential for further advancement. Many organizations are using the medium to improve and showcase their practices with the advancement of social media. We can advertise or communicate more effectively with the employment of social networking. Similarly, people don't have to rely on the media or television to get their daily dose of news from a social networking site. Public around the world can track or arrange data [4], [5].

II. LITERATURE REVIEW

The younger generation is the future of the nation, but they are also growing up with the latest technology being on the palm of their hands. They are used to the state-of-the-art technology and the know-how to utilize it in different ways, including smartphones, PCs, cameras, portable pads, games, and various audio devices.

The research paper is based on data collected through other sources, including various online sources and other research papers.

In this paper, we study different areas of society in general (including Education, Health & Hygiene, Livelihood, etc.) where social media is widely used these days, with its positive effects and guidelines for dealing with the negative effects of social media on society. [6]–[8].

III. MAJOR SOCIAL MEDIA SITES

Facebook

It is one of the most famous and biggest online social media networking website, with a high number of daily users, thus establishing its brand. Facebook was started on February 4, 2004. Within 15 years, this social media website has been able to accumulate more than 2.38 billion dynamic users,

thus turning it to be one of the best ways to connect people from all over the world to one's business. It is expected that this platform is used by over 10 lakh SMEs to advertise their companies.

Twitter

One can presume that restricting the posts to 280 characters is no way to advertise a business, but Twitter proved it otherwise as there are around 126 million daily users. Businesses may utilize Twitter to cooperate with forthcoming customers, answer questions, publish latest newscast and use beleaguered ads with precise audiences at the same time.

Google+

Google+ is also one of these days 'prevalent social media sites. The SEO quality alone brands it a tool that any minor business wants to use. It was started in December 15, 2011.

YouTube

YouTube is the largest and most recognized online video-based interacting site which three previous PayPal workers set up on February 14, 2005. It was later bought for \$1.65 billion by Google in November 2006. For each month, YouTube has more than 1 billion website visitors.

Instagram

It is a stage where people share their pictures and videos. It has over 400 million dynamic customers and is owned by Facebook. It is used by a huge amount of its customers to post about different subjects through pictures and videos. The stage is also recognized by its remarkable channels along with the highlights of video and photography. In addition, around 95% of Instagram customers use Facebook.

Flickr

Flickr is a photo and a/v promoting stage created by Ludicorp on February 10, 2004, and acquired in

2005 by Yahoo. Flickr is well known for sharing and downloading images with clients. It has over 112 million customers.

Snapchat

Snapchat is a photo app, made at Stanford University by Reggie Brown, Evan Spiegel and Bobby Murphy. They have more than 100 million diverse customers every day. Snapchat is used by more than 18 percent of every social media individual.

WhatsApp

WhatsApp Messenger is a cross-platform instantaneous messaging app for mobile and portable devices such as smartphones, PCs and tablets. Through this app one can send texts, images, a/v messages to other users with others possessing the app. The app was launched in January 2010, on February 19, 2004, Facebook purchased WhatsApp Inc. for around 19 billion. Nowadays, more than 1 billion people have the app on their smartphones, which they use to chat with their peers, partners, colleagues, relatives, and even clients.

IV. EFFECTS IN REGARDS TO HEALTH

Through social media, professionals in the health care department are more exposed to various tools for sharing data, promoting good healthy behavior, engaging with the public, educating and interacting with their colleagues and students. Professionals in the health care industry can use media to their advantage as they can improve awareness in regards to health, build a network, improve research visibility, inspire young doctors, and provide community health information.

Usually doctors join forums where they are able to learn new developments, understand other experts, study advances in medicine, address patient problems with colleagues. They are able to explore and share ideas, discuss challenges, create references, spread around their research, and their practices, as well as advocate better health. High

number of doctors also use social media to talk to patients and improve health practices.

Clearly, social media has a unique impact on the system, and the relevant impact is effective in both developed and developing nations. Healthcare professionals give a greater number of citizens with better healthcare, as clients can use it to empower their loved ones including themselves [9]–[11].

Effects in regards to Health (Positive):

1. Sharing medications with family, families and colleagues for doctors. Doctors can be consulted anytime and anywhere through online.
2. Friends, relatives and colleagues can give suggestions on different diseases and symptoms.
3. In developing regions, there is more access to knowledge.
4. Digital wellness forums, encouragement and shared responsibility.
5. Various supporting factors related to health.
6. Prioritizing urgent situations regarding health services.
7. Increased consumer accountability.
8. Plethora of data is available on the internet.
9. Even the developing areas can have access to information.
10. Focusing on health and hygiene.

Effects in Regards to Health (Negative):

1. Problems in regard to diagnosing our self.
2. Privacy infringement.

V. EFFECTS IN REGARDS TO BUSINESS

The new age business sector combines businesses, partnerships and brands that make news, make friends, make communities and affect society by promoting social media. Business uses web-based social networking to smartly develop an

organization's output in diverse ways, such as achieving business aims, intensifying the annual income of the connotation. Web-based social networking offers the benefit of interacting at an early stage that facilitates a company's two-way communication with its stock owners.

Business can be progressive over setting communication in diverse areas of the world. A large assembly of the association is advancing their business by promoting online networking to attract major customers. Customers can subordinate and work in partnership with business at a more distinct level by using online networking. Extensive organizations can employ social media to develop their approach to endorse their business [12], [13].

Effects in Regards to Business (Positive):

1. Social media helps to promote the company worldwide.
2. Social media builds deals and brand service by way of generic communication and consumer advantage.
3. Social media offers a wealth of customer experience.
4. You can gain key data about your contestants through social media monitoring.
5. Sharing content about the business quicker and easier with the support of social media.
6. By providing various facilities, social networking sites support to create new customers.
7. It helps increase market insight and expand online networking beyond your rivals.
8. The use of social media makes it better to understand the requirements of the customer.

Effects in Regards to Business (Negative):

1. As we know that social media in business is not completely hazard-free in view of the fact that a significant number of fans and supporters are

allowed to post their feelings on a specific association; the negative remark may lead the association to bad reviews and leaves a negative impact among new customers.

2. The network is increasingly crowded with content.
3. It's hard to rectify a mistake made on social media.
4. Many of the programmers have succumbed to the substantial association with internet media.
5. The wrong online branding can decide the fate of an organization, putting it at a tremendous social disadvantage.
6. It is extremely time-consuming for a company to be indulged with social media.

VI. EFFECTS IN REGARDS TO EDUCATION

The technologies of social networking also enable one to share their thought process with another. It helps a man to interact and trade thoughts on one side of the world with a man on the other side. Using social media, students can easily communicate with each other or share information quickly through different social networking sites such as Facebook, Orkut, and Instagram etc.

Effects in Regards to Education (Positive):

1. **Socializing:** Growing up is an important part of making friends and socializing. Why does that matter? It's because it gives children the ability to exchange ideas and learn new things. As a result, in life they will gradually become more confident.
2. **Sharing knowledge:** It provides students with a fast and convenient way to share information. Students may simply connect, investigate, turn (if required) and share information. Consequently, knowledge flows smoothly.
3. **Updating oneself:** People can know new things as and when it happens. This forces them to

refresh their own base of specific information.

4. **Learning from various sources:** The online interpersonal communication is worked in such a way that understudies will have the ability to select the gathering, movement, or individual they would need to take after for everyday refreshments.

5. **Being Prepared:** The social networking technologies are all about showcasing the worldwide trends. Students can have established up a strategy of what might be predictable from them in the upcoming by observing changes on social networking sites that are being updated, shared or discussed.

6. **Enduring what they feel or think:** Students often do not have the proper stage to express their feelings. They are given the option of using social networking technologies to sound their thoughts. When students were allowed to share their thoughts and feelings, it was easy for them to know what is good and what is bad.

- Social media offers a route to undergraduate studies with regard to classes, team assignments or homework assignments.

- Many of the students that do not reliably take an intrigue in the classroom may feel they can effectively express their musings through web-based networking media.

- Teachers can post class activities, school occasions, and homework assignments through social networking sites that will be of exceptional value to them.

- Social media marketing, has even been developed as an alternative profession. Online advertising plans has been ending up with notably fruitful advertisers by young specialists.

- Exposure to online content provides educators with the opportunity to demonstrate competitiveness using the Internet.

Effects in Regards to Education (Negative):

1. **Reduced learning and research capabilities:** Although exposure to web-based social networking provides educators with the opportunity of learning various things but most of the times there is no effort put on by the researchers.

2. **Reduction in real human interaction:** The additional time students employ on these websites for online interaction, the fewer time they employ on connecting face to face with others. This reduces their capability to narrate. They will not be talented to sufficiently transfer their messages and interact face to face with one-another which ultimately leads to increase in dissatisfaction among companies with the recent graduates' interpersonal services.

3. **Reduces command over language, creative writing skills:** Students usually use slang words or abbreviated word types during interpersonal communication. Their communication starts with depending on the structure of the automated language and the spelling check. This reduces their incline towards using appropriate dialect and in turn experimenting with writing skills.

4. **Time wastage:** While searching and concentrating on the web, students are attracted to the use of social media websites and occasionally overlook why they use the internet. Students are sometimes unable to deliver their work as it wastes their precious time and thus affect their work.

5. **Low grades:** Due to the absence of uncovering data and composition skills, scholars get low assessments in school.

6. **Loss of motivation in students:** Due to the use of such long-range interpersonal communication method, the student's motivational rate decreases. Instead of thorough logical learning from the world outside, they depend on the virtual environment.

7. **Effect on health:** Both mental and physical health is affected by the needless utilization of these sites, as scholars don't take their meals on interval of time and relax properly.

VII. INFLUENCE OF SOCIAL MEDIA ON CULTURE

As we all know community media has an enormous impact on our civilization. Approximately social media websites have altered the way people carry and mix on the network. Some websites offer one-on-one communication, which give individuals the opportunity to connect up with their old companions, partners and comrades. This also effectively help people to influence others, exchange content, depictions, sounds, and footages in the middle of them. Web-based social networking also vicissitudes society's lifestyle.

Effects in Regards to Society (Positive):

1. **Connectivity** – Connectivity is an important aspect of social media, first and foremost. People are able to communicate from anywhere with others. Regardless of location and religion, as well as various other social benefits.
2. **Education** – By social networking, students and educators benefit from multiple benefits, as it is very easy to reach others and gain useful knowledge, including experts and professionals. One can educate and learn, regardless of our location and educational background, without necessarily paying for it.
3. **Help** – To get mental support, you can express your problems to the web community. Whether it helps in terms of cash or advice, you can get it from the community with which you are affiliated.
4. **Information and Updates** – The primary advantage of web-based social networking is to keep up-to-date with the latest events around the world. Nowadays, broadcast and print media are more often than not authoritarian and do not provide the truth. By doing some research, you can use web-based social networking to get the truth and real data.

Effects in Regards to Society (Negative):

1. **Cyber Harassing** – According to a study published by PewCenter.org, the majority of younger generation have made progress towards being survivors of online bullying. Since anyone can make a fake record and do anything without being tailed, spoken on the internet has ended up being extraordinarily straightforward. Dangers, terrorizing messages and bits of gossip can be sent to the majority to cause general public inconvenience and uproar.
2. **Hacking** – It is conceivable to hack and segment personal information and safeguard on the internet. In the past, several twitter and Facebook accounts were lacerated, and the hacker posted resources that has affected the lives of the victims.
3. **Addiction** – The addictive part of social interacting is dreadful and it may affect an person's life as well. It can also waste the individual's time as it could be spent on meaningful responsibilities and movements.
4. **Fraud and Scams** – There have been various instances where people have committed online networking fraud and scams.

VIII. CONCLUSION

Technology is constantly evolving as time moves on, web-based social networking has become a necessity for every last person living in this society; groups are consistently viewed as dependent on this technology. Through online networking, has increased students ' quality and rate of coordinated effort. Business uses online networking to upgrade the execution of an organization in various courses, such as meeting business goals, expanding the organization's annual offers. Every day, young individuals are in interaction with these media.

Social media has dissimilar benefits, but various individuals can be effected in a negative way because of few flaws that have an opposite effect on individuals. False data can lead to disappointment in

the training framework, incorrect promotion in organizations will have an impact on efficiency, networking can impact the general public by attacking the safety of individuals, some useless sites can affect young people who can end up in a wilderness and may take some wrong activities. But at the very least, it is recommended that all people embrace positive aspects of social media and try to evade the negative aspects so that we can take benefit of these innovative and developing technologies.

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