

Social Media: Effects on Society

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ABSTRACT

A platform where ordinary people around the world can discuss their opinions and issues is called social media. Before knowing the adverse effects of social media, one should understand what is meant by the keyword social media. The term social media is used to describe the exchange of ideas or interactions between like-minded individuals or groups with whom they can share images and videos and respond to them, and much more in the Internet and virtual community. The coming generation is surrounded by portable devices such as mobile and many social networking websites and apps including Facebook, Instagram, Twitter and Snapchat which have made social media a valuable and important part of their lives. Social media has changed and perpetuated the behavior of young people and how they relate to their friends and family and how they are using technology. The effects of social media have two sides to the coin [1]. On the bright side, professional social networks are an invaluable tool, they can share their skills and take business opportunities, many brands use social networks to increase their reach to potential customers. Networking can be done efficiently on social networking sites / applications. On the dark side, there are a number of risks associated with social / online communities. One of the most common types of cyber bullying associated with social media is harassment using electronic technology. In this study, we will cover all types of social media with their bright and dark sides, focusing on specific areas such as business, education, health, youth and society.

Keyword : - Cyberbullying, influencing, social media, society, education, mobile devices.

1. INTRODUCTION

An online forum where people can build social networks or forums with other like-minded people or groups sharing the same activities or interests, tend to do the same activities or share similar domains, or have real communication is a social network. Social media is affecting the new generation in a significant way. It has become increasingly clear that social media has become an important part of people's lives. Many teens use their cell phones, tablets, and laptops to keep track of updates from family and friends. As a result of advances in technology, people are subject to peer pressure to adapt to different lifestyles. Social networking is a web-based form of data communication. These forums or apps allow people to create content, chat with their peers, and share information between themselves and the world. The social media platform in this modern era is so advanced that there are many of its variants such as watches, blogs, social networking sites / instant messaging, instant messaging, video sharing forums, photo sharing forums, podcasts, virtual world, and much more. Millions of people around the world use the social network to access and share information [2]. On a personal level, it allows us to be close and helpful in communicating with our relatives and friends, to understand new things happening around the world, to develop new interests, and most importantly to have fun. At the professional level, a social media platform can be used to expand one's knowledge of a particular field of interest and a network of professionals can be built with other professionals in the industry. At the trade / business level, the social media platform allows for new audience conversations and critical customer feedback as there is a personal interaction with customers and helps the business grow the product / business. Social media is an exciting concept with many opportunities and a huge space for development. With the development of social media platforms, more businesses and organizations are using social media platforms to find more businesses and to communicate with their employees and customers. The ad also saw new ways of using these social media

stories and could communicate effectively. And with the development of people now they do not rely on television or media to get news as all of that can be found on the go while using social networking sites and apps. People can find valuable information around the world and keep up-to-date with the latest developments. This paper is divided into the following sections, Phase I contains an introduction, Phase II contains a review of the literature and research methodology, Phase III contains various sites that fall under the auspices of communication, and Section IV discusses the implications of social media forums, and VI contains the impact on education, Section VII deals with the impact on society, Section VIII contains implications for impacts on youth and children, Section IX shows how to deal with everything. the issues discussed, Section X has an end.

2. LITERATURE REVIEW

The younger generations are the pillars of nation-building, and in this age of technology, they can also be called the Internet Generation. They can easily use the latest technology in a variety of ways, including laptops, tablets, cameras, video games, iPods, electronic readers, and smartphones. The social media platform has a two-dimensional coin that combines light and dark. This paper is based on data collected from various online sources, various research papers, and search engines such as Google. Other data collection tools are also used (interviews, questionnaires and location tracking) to collect data on how people use different social media platforms on a daily basis. This research paper discusses the research of different social networks and uses, different areas (trade, health, education, business etc.) where the most popular social media platforms are used these days with bright and dark sides and tips for dealing with the dark side of social media.

2.1 SOCIAL MEDIA SITES

Facebook

Facebook is the largest online social media platform today, both in terms of name recognition and user base or the total number of registered users. Facebook launched on February 4, 2004, the company over 18 years of management has exceeded 307.34 million purchases and has an estimated 2.85 billion active users. This makes it a great way to connect with people and businesses around the world [3]. Estimates of businesses that use Facebook ads in their business are over 50 million worldwide.

Twitter

Twitter is a popular social media platform that allows the user to have 280 characters The average user should think that this is not a good way to advertise a business but the results will shock you that 217million active daily users can create 280 characters information and share it. with a broad audience [3]. Twitter was launched on March 21, 2006 with its headquarters in San Francisco, California. Organizations and businesses can use this platform to interact with their customers and answer their questions and to communicate with potential customers and to review audiences for deals and discounts through targeted ads.

YouTube

YouTube was released on February 14, 2005 by former PayPal employees. YouTube is a video-based social networking site. It was purchased by Google in November 2006 for \$ 1.65 billion and currently has a value of \$ 190 billion, the second highest search engine after Google [4] with 866 million active users per month.

Pinterest

Pinterest is a highly interactive online social networking site. Pinterest is a search engine where people can find new ideas, style inspiration, recipes, and much more, with its pin-up feature you can pin ideas on boards in a systematic way. It can also link back to websites which is why, making it a perfect tool for driving traffic and business marketing. It is estimated that it will serve 459million monthly active users worldwide making it the largest social networking site.

Instagram

Instagram is the most important social network right now, purchased by Facebook with over 500 million daily users making it the most widely used social networking app worldwide. Most users use this network to send data about their daily activities, travel, and activities, businesses can use the store feature to sell their products directly to multiple viewers [2]. Users can post great videos and photos, news and photos of their daily activities or achievements.

Tumblr

Tumblr is a social media and blogging tool or can be described as a forum for sharing short blog posts. Tumblr does not restrict its use to posting certain types of media such as photos or videos, instead, it is naturally free and users can customize their pages to make it more attractive to users. The media format can be anything from videos, photos to blogs, chat posts, and audio posts so users are never forced to share what and what. Tumblr was launched back in 2007, by David Karp. Users on Tumblr post about 12.8 million blogs daily and the forum has a unique visit of 327 million people worldwide

Reddit

It is a social media platform and website where content is publicly selected and the content created is enhanced by site members by casting promotional or lower votes, content with high votes will be displayed on the front page. The site name is a game play that means "I have read it" is used by users to keep them up to date with the latest trends, memes and news, and much more.

Snapchat

It was developed by three undergraduate students at Stanford University namely, Booby Murphy, Evan Spiegel, and Robert Brown. Users use this forum because of its unique features and attractive environment, its feature includes sharing short-term photos, chatting with friends, playing around with filters and lenses, and sharing short videos. Snapchat has more than 319 million active users per month, with an estimated 28% of users of all other social networks using Snapchat.

WhatsApp

WhatsApp messenger is a popular instant messaging service with a naturally different platform and can be used on smartphones, tablets, and PCs. WhatsApp only needs an internet connection to send and receive text, videos, photos, audio, and texts with other users, they must install the WhatsApp program on their devices [5]. WhatsApp was launched back in 2009 and was later bought by Facebook for a whopping \$ 19.3 billion that drew the attention of the entire Silicon Valley. More than 2 billion people use this instant messaging service to communicate with their family and friends, friends, and customers.

BizSugar

It is a person in the space of each platform and an important asset for business and business visionaries. Provides you with high quality content that you can trust, there are real users involved who are constantly reviewing and managing content and determining spam. This forum allows users to share blogs, podcasts, and articles. Additionally, users can suggest their favorite content as an individual.

3. IMPACT OF SOCIAL MEDIA ON PHYSICAL AND MENTAL HEALTH

Social Media can be used as a tool for health care professionals as an effective physician to promote well-being, collaboration and educating patients, colleagues and students, it can be used to engage with the general public to share information. Health Care Professional can improve the network of professionals, improve health outcomes, raise awareness, encourage patients, and provide health-related advice in the community.

Specialists and Doctors often join websites that discuss the latest news, where they can listen to specialists, search for medical advances, join discussions with colleagues about a patient problem, or network of specialists. HCPs can explore new forums where they can share and evaluate ideas, sell their practice forms, disseminate research and engage with health-related counseling [4].

A wide range of HCP audiences use social media tools to communicate directly with patients like whatsapp to enhance clinical care. HCPs can provide improved health care systems to more viewers, while clients can take advantage and gain knowledge and share it with their family, friends and communities for example a dietitian can make food available to those who want to lose weight and share it in the community. media, a nutritionist can add or remove and share their information and general audiences can benefit from using that food and share results and encourage their friends and family to do the same.

3.1 Brighter Side of Social Media on Health

- Sharing medicines with doctors from relatives, families and colleagues.
- Tele-medicine: consultation with doctors is available online.
- Shared accountability and support from health-related forums [6].
- Improved accountability for consumers.
- Consult with peers, colleagues and relatives about the symptoms and associated diseases.
- Allowing health services to improve prioritization of serious cases.
- Data available in bulk from health researchers.
- Easy access to information in developed and developing areas.
- Developing health-related problems. The Black Side of the Communication Forum in the health sector
- Violation of privacy.
- Self-examination may be incorrect.
- Cyber bullying.
- Loss of personal health information or data.

4. EFFECTS OF SOCIAL MEDIA ON BUSINESS

Social Media is a new phenomenon in the field of advertising that integrates organization, business and products that build relationships with the younger audience and create teams within the influential economy, keeping an eye on the competition using the internet. Web-based social networking sites are used by businesses in a variety of ways such as targeted completion, giving the audience annual subscriptions. Web-based social networks provide an opportunity for two-way communication between an organization and its shareholders. A large number of organizations are improving their online presence and access by empowering their business through the advertising network of these social networking sites. Customers / customers can interact and connect with their organization / business at the same level through the internet. Many businesses use their business strategies through social media to gain momentum from potential customers / clients / buyers.

- The bright side of businesses that use social media
- The social media platform raises product awareness among consumers.

- It helps to understand the business their understanding and can provide tough competition for competitors
- It helps to find a new customer base by providing a variety of services.
- Using business-related social media platform sharing has become simpler and faster.
- By using monitoring tools such as analytics one can gain valuable information about their competition
- Provides an open customer platform, which enhances customer experience.
- It helps you develop your business idea or business strategy around the world.
- By using a social media platform, businesses can better understand customer needs and can get valuable feedback from them.
- The Black side of businesses that use social media
- Negative customer reviews can be dangerous.
- The web is constantly flooding with content.
- Any mistake made on social media is hard to change.
- Managing social media platforms one has to invest a lot of time.
- Negative action on social media can have an impact on business in terms of dignity and financial loss.
- Many businesses use promotions but over time they can only survive on the basis of promotions and ads.

5. EFFECTS OF SOCIAL MEDIA ON EDUCATION

Social networking sites allow a person to share his thoughts with another person. It helps the user to build one side of the globe to trade his vision with the other side of the world [2]. Through social media the reader can share information and communicate faster through various social media platforms such as Instagram, Facebook and Quora. The bright side of the educational communication platform

The student can use these to get good results in education.

Socializing:

The most important part of old age is making friends and having fun. Why is it important [2]? As important as it is, it allows children to gain confidence in life by exchanging new ideas and learning new things.

Knowledge Sharing:

Students can use social media as easily and effectively as they can share their knowledge and if needed they can access the information directly on their smartphones, if in doubt they can contact and resolve it. Therefore, to make the information flow smoothly.

Updation:

Students can receive the latest news and research from around the world through a social networking site, with the ability to learn new things and when. They can build and update their knowledge bases.

Various sources to learn from:

With the advent of social media and technology, learning methods are limitless, one can learn from a friend or teacher who is millions of miles away at the click of a button.

Being prepared for the future:

Social networking sites are all about displaying the latest trends in world domination. Students can plan for the future by recognizing that trend or where they should go to ensure a bright and secure future.

Expressing what they think or feel:

Often the reader does not find the right platform to express themselves or to speak freely, through the media they have the opportunity to do so and expose themselves to millions and millions of people around the world. When students get a chance to talk about what they are hearing or thinking, it is easier to decide what to do or not to do

Darker side of social media on education

Decreased research skills and learning ability. Students are now relying on the information they receive on social media and online. This has greatly reduced their reading and research skills.

Reduced human contact:

With the development of social media these forums are becoming more interdependent and that is why students tend to spend more time in these forums than interacting with others. They have no confidence in meeting others. Businesses are dissatisfied with recent graduates because they lack the confidence to communicate with clients / clients [1]. Decreasing literacy skills and instruction on language use:

Students these days try to use abbreviations or slangs often because of the cool thing associated with social media. They rely on spelling testers and PC language structures. Therefore, it reduces command over language and early writing skills.

Wastage of time:

Students while working on the Internet search for information are fascinated when they receive a notice on these social networking sites. Sometimes for this reason students are unable to deliver their work on time because they have spent time scrolling through social media.

Lower Academic Results:

Student academic performance is declining steadily as they spend more time on these social media platforms and spend their valuable time than studying, another reason being that they have all the data available online and have low basic skills.

Lower motivation:

Student motivation is greatly reduced due to the long-term use of these social media platforms. They are more dependent on the physical environment than on the actual learning.

Health issues:

Both mental and physical health are affected by the long-term use of social media. They scoop up community feeds at night and disrupt their sleep cycle and use their smart phones while eating. The social networking site has many negative effects on students' mental and physical behavior, including the lack of motivation and laziness to interact and improve interpersonal relationships.

6. SOCIAL MEDIA AFFECTING THE SOCIETY

We are all well aware that social media is affecting our society to a great extent. Some social networks have completely changed the way people use the Internet. These forums open the channel to reconnect with our old friends and acquaintances and in addition open another channel to contribute to many new connections by sharing photos, videos, and content between them. Not just a saying but yes, social media is changing the way we live.

Brighter side of social media on society

Connectivity

People in any part of the world can connect with these forums regardless of the distance between them, which is the first and foremost advantage of social media. The best part is that you can connect with anyone around the world and share your thoughts and learn from them.

Education

This field is very useful if we use social media properly, students and teachers do not have to be physically present to learn or share information, one can expand one's knowledge in any field regardless of the background or place of the student, one can teach without paying.

Help

Anyone can share their story with the group you are in contact with and the group can help the person with the problem, not only financially but also with the advice you can get from a professional or member of the groups you are in contact with.

Updates and information

Web-based forums are designed to deliver updates and information much faster than traditional TV and print media, now turned to one side or the other and not conveying real or real news but through social media one can refresh oneself. by events unfolding around the world.

Advertisement

A business on social media can promote the products it sells to as large an audience as possible. This makes the business available to all gloves and can help increase sales, profits and targeted completion.

Causes that are Noble

The community uses social media to help the poor and needy, which is a quick way to help them.

Darker side of social media on society

Cyber Bullying

The vast majority of young people and the new generation are looking to become victims of cyberbullying as reported by PewCenter. As all calls and videos can be recorded without your knowledge so anyone can do this. Lips of gossip means something that can be misinterpreted and can be used to cause discomfort to the general public.

Hacking

Security, personal information and banking information can be hacked and shared on social media, some social media accounts have been hacked and criminals have posted life-threatening content.

Addiction

Anything done in large numbers is dangerous as well as the addition of social media, which can sometimes be frustrating. A person can kill a lot of time he could spend on exercise and work.

Scam and Fraud

The internet network is the best pool of fraudulent liability and bank fraud-related scams.

7. SOCIAL MEDIA EFFECTS ON TEENS AND KIDS

Young people are greatly influenced by social media these days. Regardless of the media such as social networking sites, video games have a profound effect on young people's lives. Everything is not bad with the media. Used properly, social media can transform young people from good to better and can change people's lives for the better.

Brighter side of social media on teens and kids

Awareness

Young people can improve their knowledge of society. With a variety of social media platforms they can keep up-to-date with what is happening around the world and not just what is happening locally.

Development of social skills

Many children lack self-confidence and do not feel welcome in the community. The social networking site gives them the opportunity to develop friendships and social networks [7]. Additional benefits include community support, information about the media and community confidence.

Inspiration

When young people watch action movies or series, they do not watch violence but can find motivation and motivation to take up karate or judo training, for the series or movie. The new generation not only looks at celebrities but is also inspired by their struggle. Development of literacy skills when a celebrity talks about a favorite book, a teenager or a child will likely find it. The dark side of social media for youth and children

Body Structure The social media platform is full of perfect people today, with the advent of photo editing software people are attracted to photos created in Photoshop and teens do not always have physical embarrassment.

Adult Content

Teens are often attracted to sex. They may find themselves busy with adult content. Teens may be confused about the foods that are involved in adultery on social media. This can expose them to unprotected sex and pregnancy which is undesirable.

Primary School Scholars

Children and adolescents who regularly watch television and who regularly work on social media experience fewer tests. Research has shown that different types of media affect the school in different ways. Man cannot escape it, and neither should we. We must constantly remind ourselves that social media is a tool and that its use depends on us.

8. HANDLING THE ISSUES RELATED TO SOCIAL MEDIA

Using the following methods, we can deal with problems related to the social media platform and its dominance in the younger generation: A parent should check which movies, music, games, and celebrities his or her children enjoy. When a parent sees it, he or she can find quality content that can influence his or her child in a positive way.

As much of the information available is very easy for children to watch YouTube videos on smartphones and without knowing what to watch, parents should monitor the videos the children watched and the length of time they watched and should make certain rules and restrictions. Talking to teens is a great way to find out what they like and dislike, what their influences are on social media and what content they regularly watch. For example, if a teenager likes to interact with girls, we can talk openly with them about life choices, friendships with women, self-esteem etc.

Keeping an eye on young people does not mean preventing them from watching a particular type of media, but making them understand its negative influence. Ask them about their examples. Asking why they follow them and whether they follow them in real life, which is a valuable asset to bring celebrities to them and so on.

Encouraging young people to explain the content they watch on television or on social media, by asking them a few questions such as how this film or magazine made them feel, what they learned from it and what motivation they found in this and more.

9. CONCLUSION

With the advancement of technology and web-based social media and applications, social media has become an integral part of the lives of individuals, groups and individuals. We have become accustomed to it and have begun to rely on social media. For students online communication opens up new doors for learning opportunities and explores different learning areas [8]. Businesses use the platform of communication and online communication for a variety of subjects, such as promotions offered, advertising and achieving goals. Teens connect with social media every day. With the benefits of social networking, there are likely to be some harmful and potentially life-threatening effects. Promotion of fake data can also lead to disappointment. In any organization false data sharing can lead to negative consequences for production, social media can deceive the public by undermining its privacy and security, some aimless websites can lead to negative impact on young people and can get lost and end up participating. wrong activities. Lastly, it is recommended that all embrace the bright side of the social media platform and avoid its dark side.

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