



## Research Article

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### A Study and Analysis of Social Media on Society

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**Abstract:** Social media is a platform for public around the World to discuss their issues and opinions. Before knowing the actual aspects of social media people must have to know what does social media mean. Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas, images, videos and many more over the internet and in virtual communities. Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, MySpace, and Facebook, Orkut which has made the social media a vital aspect of their life. Social network is transforming the behavior in which youthful people relate with their parents, peers, as well as how they make use of technology. 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. [2] 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. Focus is on the particular field like health, business, education, society and youth. During this paper we explain how these media will influence the society in a broad way.

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

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## 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. 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 an 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.

The introduction of the paper is given in Section I and Section II contains the Literature review and research methodology used, Section III contains various popular sites which comes under social media, Section IV contains the Impact of Social Media on Medical and Health, Section V contains the Impact of Social Media on Business, Section VI contains the Impact of Social Media on Education, Section VII contains the Impact of Social Media on Society, Section VIII contains the Impact of Social Media on Kids and Teens, Section IX describes How to handle the Social Media issues and Section X contains the Conclusion.

## 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.

## **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.

### **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.

### **Snapchat**

Snapchat is a image informing application training item that was made by Reggie Brown, Evan

Spiegel and Bobby Murphy when they were undergraduates 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 Joshua Schachter 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.

## **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.

### **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.
- Increased accountability to consumers.
- More data available to health researchers.
- Support for health-related causes.

### **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.

### **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.

### **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 student's can share knowledge. Students can simply access the information, study, transform (if needed) and share. Hence, the flow of knowledge becomes smooth.

### **Updating one self**

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.

### **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.

### **Low grades**

Students get low evaluations in school because of absence of the coveted data and composing abilities.

### **Loss of motivation in students**

The student's motivational level lessens because of the utilization of these long range interpersonal communication locales. They depend on the virtual condition as opposed to increasing reasonable learning from this present reality.

### **Effect on health**

The unnecessary use of these sites has an effect on the mental as well as physical health. Students do not take their meals on time and take proper rest. The abuse of these destinations once a day has many adverse impacts on the physical and psychological wellness of students making them lazy and unmotivated to make contact with the general population face to face. The guardians should check and adjust on their kids when they utilize the web. They ought to be suspicious whether they are utilizing it for fitting time period or not.[2]The companions and educators ought to likewise enable understudies to make them mindful of the negative impacts and clarify what they are losing in reality by adhering to these long range interpersonal communication locales.

### **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.

#### **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.
- **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.
- 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.

#### **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.

#### **IMPACT OF SOCIAL MEDIA ON KID AND TEENS**

Media today has a huge influence on teenagers. Be it television, computers, video games, social networking sites– it hugely impacts all aspects of a teen's life. Everything is not bad with the media. If used in right way, media can transform lives of the youth from good to better. This post highlights both positive and negative media influence on teens.

#### **Positive Effect of Social Media on Kid and Teens Help Develop Awareness:**

Most teens live a sheltered life. But with exposure to various media outlets, they can develop awareness about society and the world. With news channels, magazines, social networking sites blaring about world happenings, youth can understand that there

is more to the world than just what is happening in the 'hood.

### **Help Develop Social Skills:**

Many teens are socially awkward. Social Media also gives them the probability to develop their social circle and develop new friendships.[7] Other benefits include social confidence, heightened literacy in the media, and more social support. Social media diversifies teen's social skills, which in turn helps them navigate successfully through modern society.

### **Inspire Them**

When our teen watches an action flick, don't just despair about the violence. With a minute control on teens, they can use the movie as encouragement, motivation and inspiration! Maybe our teen will decide to take up martial arts training, all thanks to a Bruce Lee movie! Mostly youngsters give the impression of being celebrities, and when a celebrity tells them to stay off drugs, they just might listen.

### **Help Develop Reading and Writing Skills**

When a celebrity talks of her favorite book, a teenager might be tempted to grab a book too.

### **Positive Effect of Social Media on Kid and Teens Distorted Body Image**

The world is full of perfect people today. With the use of Photoshop the images are everywhere and lead to distorted body image among a number of teenagers. Anorexia and bulimia are a fall out of this body image crisis.

### **Risky Sexual Behavior**

Young people are simply finding their sexuality. It is exceptionally typical for them to be occupied with everything sexual. However, the measure of sex in media today can make an adolescent befuddled. Sex without duty – that is by all accounts the message being radiated at adolescents. This can prompt untrustworthy sexual conduct and undesirable pregnancies.

### **Score Low In School**

Teens who watch too much television have lower scores in exams. During a study it is mentioned that persons with high degree scores watch less television in their childhood and teenage. Another study reveals that different media affects school work differently.[6] The media today is powerful and omnipresent. You just can't escape its tentacles. And you don't need to! Retain this information in mind, media is presently a tool and like any other tool, how you use it depends on you.

### **HANDLING INFLUENCE OF SOCIAL MEDIA ON YOUTH AND TEENS**

Here are some ways to handle the influence of social media on teenagers:

- Check out the music, movies, TV shows, games and celebrities your child likes. Once we know what is interesting to them, we can spot the pictures and messages that are influencing them.
- It is quite easy for our teens to watch YouTube videos on mobiles so that we may not know what he is watching. Parents must try monitoring the teenager on what he is watching on TV or the internet and try to discuss some limits and rules.
- One of the best ways to help the teens navigate the influences on media is to talk about messages.[4] For instance, if the teen love girls, we can talk to them about female friendships, life choices, self-esteem and sexuality.
- Monitoring teen's choices does not mean we ban them from watching media. It is just making them aware of the negative influences.
- We should also choose to ban some apps, shows and games. Explain why we are doing so.
- We can also encourage our teen to interpret media by putting forward some questions they can ask. Pick out a TV ad or a magazine and ask the teen: who's behind it, what is their motivation, how does it make them feel, what they needs from it, and so on.
- We can do the same with our teen's role model. Encourage our teen to ask him like why does they like that celebrity, does they follow him in real life, what values of the celebrity interest our teens and so on.

## **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.[8] Business uses online networking to upgrade an organizations execution in different courses, for example, to fulfill business goals, expanding yearly offers of the organization. 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, in 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 effects.

So that we can avail the benefits of these latest and emerging technologies.

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