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Impact of Social Media – A study in Karimnagar and Jagtiyal Districts

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Abstract- Social media such as Whatsapp, Twitter, Facebook, Instagram, etc., are the primary sources of information which is totally computer-based technology. It facilitates the sharing of ideas, thoughts, and information to discuss their issues and opinions. They build virtual networks and communities to produce, share, and sometimes exchange ideas, images, videos and many more over the internet via computer, tablet or smartphone via web-based software or web application. People are surrounded by mobile devices and interactive social networking sites such as Twitter, Telegram, Messenger, Facebook, Whatsapp which has made the social media a vital aspect of their life. In this paper, an attempt is made to understand the impact of social media in Karimnagar and Jagtiyal districts of Telangana State by collecting data from 140 respondents using convenient sampling. The results show that there is difference between various variables of their demographic profile and the social media.

Keywords: Social Media, virtual networks, social network

I. INTRODUCTION

A social media is an online platform and a web-based form of data communication which not only help people to build social networks but also social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The impact of social media and social networks on people is significantly growing. Social networking is the use of dedicated websites and applications to interact with other users, or to find people with similar interests to one's own. 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 forced to accept different lifestyles. Social networking sites and Social media platforms are assisting people to become more socially capable by way of conversations, sharing information and creating web content. Social media with its various forms like blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more are connecting, communicating, entertaining and developing interest in and among people.

The advantages of Social media can be better understood at individual level, professional level and business level. At an individual level, social media allow us to communicate with our friends and relatives, gain knowledge of new things, develop hobbies and interests, and always be entertained. At a professional level, social media helps us to expand or broaden our knowledge in our respective discipline/field and build our professional network by connecting with other professionals in our industry. At the business level, social media helps us to connect with our audience, gain customer feedback, and build brand loyalty.

Social Media is a innovative platform wherein there are plenty of opportunities to utilize and there is an additional scope for advancements too. That is the reason why many organizations are making this medium to better their managerial and organizational practices. They, with the use of social networking, are using in advertising or communicating about their products or services in a more efficient way. People too, don't have to rely on the media or TV to get their daily dose of news or any information. It can all be obtained from a social networking site.

REVIEW OF LITERATURE

Waseem Akram (2018) studied on the positive and negative effects of social media on society. He concluded that youth are found in contact with these media every day. Social media has may mislead individuals and organizations if false data is posted which may lead the training framework to disappointment, ineligible candidates' wrong promotion, misleading the productivity, individuals' security at risk and so on. He advised people to adopt positive aspects and leave negative aspects of social media.

Tarek A. El-Badawy et al. (2015) studied on the impact of social media on the academic development of school students. The study concluded that the social media does not impact their academic performance in any way. Though they spend lot of their time on social media, they manage to get good academic grades.

The article in Knowledge@Wharton in 2019 on the impact of Social Media: Is it replaceable? He had discussed that social media has taken the long way from being entertaining to part & parcel of one's life. The fact that too much use of anything is unhealthy including social media, which is highly addictive in our society. This article essentially asks the question as to whether social media could become potentially dangerous for mental health.

RESEARCH METHODOLOGY

This research paper is based on primary data by administering questionnaire and secondary data collected from the online sources, different research papers and from the Google search engine. The data is collected using convenient sampling from the Karimnagar and Jagtiyal districts. The data is analyzed using SPSS package.

DATA ANALYSIS AND INTERPRETATION

The demographic profile of the respondents using SPSS is analyzed and the same is placed in a single table for clear understanding.

Demographic Profile of the Respondents

Sl.No	Variable		Frequency	Percentage
01	Gender	Male	72	51.4
		Female	68	48.6
02	Age	18-20	24	17.1
		21-29	38	27.1
		30-35	40	28.6
		36-40	20	14.3
		Above 40	18	12.9
03	Education	School level	34	24.3
		Under graduate	42	30.0
		Post Graduate	32	22.9
		M.Phil/Ph.D Scholar	18	12.9
		other	14	10.0
04	Occupation	Private	32	22.9
		Government	32	22.9
		student	18	12.9
		Home maker	18	12.9
		business	22	15.7
		other	18	12.9
05	Type of Family	Nuclear	94	67.1
		Joint family	46	32.9
06	Marital Status	Married	54	38.6
		Unmarried	42	30.0
		Widow/widower	16	11.4
		Separated	10	7.1
		Other	18	12.9
07	Income	Upto 20000	28	20.0
		20001-30000	56	40.0
		30001-40000	30	21.4
		Above 40000	26	18.6
08	Type of House	own	32	22.9
		rented	54	38.6
		donated	26	18.6
		leasehold	12	8.6
		other	16	11.4
09	Family Members	Up to 2	48	34.3
		3-5	56	40.0
		Above 5	36	25.7
10	Place of Living	rural	42	30.0
		urban	30	21.4
		semi-urban	44	31.4
		other	24	17.1
11	District	Karimnagar	92	65.7
		Jagtiyal	48	34.3
	Total Respondents		140	100

Source: Questionnaire

The majority of the respondents are male i.e. 51.4 percent followed by female i.e. 48.6 percent of age group 30 to 35 years. Many of them are undergraduates. Their occupation is that they are working in private and government organizations. Most of them have nuclear families. Most of them are married. Majority of the respondents are earning between Rs 20001 to 30000 per month. Most of them they live in rented house. They have 3 to 5 family members. Most of them belong to semi-urban areas. Most of the respondents are from Karimnagar district followed by Jagtial.

Table showing Users of Various Social Media platforms by gender

		MALE			FEMALE		
		Count	Column %	N	Count	Column %	N
Social Media	FB	60	83.3%		38	55.9%	
	Whatsapp	60	83.3%		68	100.0%	
	Instagram	26	36.1%		26	38.2%	
	Youtube	68	94.4%		68	100.0%	
	LinkedIN	20	27.8%		18	26.5%	
	Messenger	20	27.8%		14	20.6%	
	Telegram	42	58.3%		36	52.9%	
	Twitter	52	72.2%		40	58.8%	
	Snapchat	34	47.2%		34	50.0%	

Pearson Chi-Square Tests

		Gender
Social Media	Chi-square	33.221
	df	9
	Sig.	.000*

*. The Chi-square statistic is significant at the .05 level.

Majority of the female respondents are using Whatsapp and Youtube i.e. 100 percent whereas male members are using Youtube i.e. 94.4 percent, Facebook and Whatsapp i.e. 83.3 percent respectively. The Pearson Chi-square test is calculated. The result is that –

There is a significant difference between male and female regarding social media often used by them.

Table showing Users of Various Social Media platforms by Age

Age/Social Media	18-20 years		21-29 years		30-35 years		36-40 years		Above 40 years	
FB	12	50.0%	22	57.9%	32	80.0%	18	90.0%	14	77.8%
Whatsapp	24	100.0%	38	100.0%	30	75.0%	18	90.0%	18	100.0%
Instagram	6	25.0%	10	26.3%	18	45.0%	8	40.0%	10	55.6%
Youtube	24	100.0%	38	100.0%	36	90.0%	20	100.0%	18	100.0%
LinkedIN	4	16.7%	6	15.8%	10	25.0%	10	50.0%	8	44.4%
Messenger	6	25.0%	2	5.3%	10	25.0%	8	40.0%	8	44.4%
Telegram	14	58.3%	24	63.2%	18	45.0%	6	30.0%	16	88.9%
Twitter	10	41.7%	28	73.7%	30	75.0%	14	70.0%	10	55.6%
Snapchat	6	25.0%	20	52.6%	20	50.0%	12	60.0%	10	55.6%

Pearson Chi-Square Tests

		Age
Social Media	Chi-square	111.252
	df	36
	Sig.	.000*

*. The Chi-square statistic is significant at the .05 level.

Majority of the respondents of age groups 18-20, 21-29 and above 40 years are using Whatsapp to 100 percent whereas the age groups 18-20, 21-29, 36-40 and above 40 years are using Youtube to 100 percent. The Pearson Chi-square test is calculated. The result is that -

There is a significant difference between different age groups regarding social media often used by them.

Table showing Users of Various Social Media platforms by Education

Education/Social Media	School Education		Under graduation		Post graduation		M.phil/Ph.D Scholar		Other	
FB	28	82.4%	26	61.9%	20	62.5%	14	77.8%	10	71.4%
Whatsapp	34	100.0%	38	90.5%	24	75.0%	18	100.0%	14	100.0%
Instagram	18	52.9%	12	28.6%	14	43.8%	6	33.3%	2	14.3%
Youtube	34	100.0%	40	95.2%	30	93.8%	18	100.0%	14	100.0%
LinkedIN	4	11.8%	12	28.6%	8	25.0%	10	55.6%	4	28.6%
Messenger	10	29.4%	10	23.8%	6	18.8%	4	22.2%	4	28.6%
Telegram	22	64.7%	22	52.4%	16	50.0%	12	66.7%	6	42.9%
Twitter	24	70.6%	28	66.7%	18	56.3%	14	77.8%	8	57.1%
Snapchat	22	64.7%	20	47.6%	12	37.5%	10	55.6%	4	28.6%

Pearson Chi-Square Tests

		Education
Social Media	Chi-square	62.325
	df	36
	Sig.	.004*

*. The Chi-square statistic is significant at the .05 level.

Majority of the respondents who possessed school education, M.phil / Ph.D scholars and who have other educational qualifications like diploma, Ph.D etc., are using Whatsapp and Youtube to 100 percent. The Pearson Chi-square test is calculated. The result is that -

There is a significant difference between different educational background groups regarding social media often used by them.

Table showing Users of Various Social Media platforms by Occupation

Occupation/Social Media	Private		Government		Student		Home maker		Business		Other	
FB	26	81.3%	22	68.8%	12	66.7%	8	44.4%	18	81.8%	12	66.7%
Whatsapp	32	100.0%	30	93.8%	16	88.9%	18	100.0%	18	81.8%	14	77.8%
Instagram	14	43.8%	12	37.5%	6	33.3%	4	22.2%	10	45.5%	6	33.3%
Youtube	32	100.0%	30	93.8%	16	88.9%	18	100.0%	22	100.0%	18	100.0%
LinkedIN	12	37.5%	8	25.0%	4	22.2%	0	0.0%	8	36.4%	6	33.3%
Messenger	12	37.5%	6	18.8%	4	22.2%	2	11.1%	6	27.3%	4	22.2%
Telegram	22	68.8%	20	62.5%	10	55.6%	6	33.3%	12	54.5%	8	44.4%

Pearson Chi-Square Tests

Social Media	Occupation	
	Chi-square	71.939
	df	45
	Sig.	.007*

*. The Chi-square statistic is significant at the .05 level.

Majority of the respondents who are working in private sector, home makers are using Whatsapp and Youtube to 100 percent and apart from mentioned occupations, business people and other occupations are using Youtube to 100 percent. The Pearson Chi-square test is calculated. The result is that -

There is a significant difference between different occupations regarding social media often used by them.

Table showing Users of Various Social Media platforms by Type of family

		Nuclear			Joint family		
		Count	Column %	N	Count	Column %	N
Social Media	FB	68	72.3%		30	65.2%	
	Whatsapp	84	89.4%		44	95.7%	
	Instagram	46	48.9%		6	13.0%	
	Youtube	92	97.9%		44	95.7%	
	LinkedIN	30	31.9%		8	17.4%	
	Messenger	22	23.4%		12	26.1%	
	Telegram	58	61.7%		20	43.5%	
	Twitter	64	68.1%		28	60.9%	
	Snapchat	44	46.8%		24	52.2%	

Pearson Chi-Square Tests

Social Media	Chi-square	Type of family
	df	9
	Sig.	.001*

*. The Chi-square statistic is significant at the .05 level.

Nuclear families are using Youtube i.e. 97.9 percent whereas Joint families are using Whatsapp and Youtube i.e. 95.7 percent. The Pearson Chi-square test is calculated. The result is that -

There is a significant difference between different types of family regarding social media often used by them.

Table showing Users of Various Social Media platforms by Marital Status

Marital Status/Social Media	Married		Unmarried		Widow/Widower		Separated		Other	
FB	36	66.7%	24	57.1%	12	75.0%	8	80.0%	18	100.0%
Whatsapp	54	100.0%	34	81.0%	16	100.0%	8	80.0%	16	88.9%
Instagram	22	40.7%	16	38.1%	4	25.0%	2	20.0%	8	44.4%
Youtube	54	100.0%	38	90.5%	16	100.0%	10	100.0%	18	100.0%
LinkedIN	18	33.3%	10	23.8%	4	25.0%	2	20.0%	4	22.2%
Messenger	20	37.0%	6	14.3%	4	25.0%	0	0.0%	4	22.2%
Telegram	34	63.0%	26	61.9%	10	62.5%	4	40.0%	4	22.2%
Twitter	42	77.8%	26	61.9%	8	50.0%	6	60.0%	10	55.6%
Snapchat	28	51.9%	18	42.9%	10	62.5%	4	40.0%	8	44.4%

Pearson Chi-Square Tests

Social Media	Marital status	
	Chi-square	71.154
	df	36
	Sig.	.000*

*. The Chi-square statistic is significant at the .05 level.

Majority of the respondents who are married and widow/widower are using Whatsapp, who are falling in other category like living together etc., are using Facebook and those who are married, widow/widower and other are using Youtube i.e. 100 percent. The Pearson Chi-square test is calculated. The result is that - There is a significant difference between marital status regarding social media often used by them.

Table showing Users of Various Social Media platforms by Income

Income/Social Media	Up to 20000		20001-30000		30001-40000		Above 40000	
FB	24	85.7%	40	71.4%	18	60.0%	16	61.5%
Whatsapp	28	100.0%	50	89.3%	26	86.7%	24	92.3%
Instagram	10	35.7%	14	25.0%	18	60.0%	10	38.5%
Youtube	28	100.0%	52	92.9%	30	100.0%	26	100.0%
LinkedIN	8	28.6%	16	28.6%	10	33.3%	4	15.4%
Messenger	4	14.3%	16	28.6%	8	26.7%	6	23.1%
Telegram	16	57.1%	36	64.3%	16	53.3%	10	38.5%
Twitter	18	64.3%	34	60.7%	24	80.0%	16	61.5%
Snapchat	12	42.9%	28	50.0%	18	60.0%	10	38.5%

Pearson Chi-Square Tests

Social Media	Income	
	Chi-square	42.166
	df	27
	Sig.	.032*

*. The Chi-square statistic is significant at the .05 level.

Majority of the respondents who are earning Rs up to 20000 are using Whatsapp to 100 percent whereas who are earning up to Rs 20000, 31000-40000 and above 40000 are using YouTube to 100 percent. The Pearson Chi-square test is calculated. The result is that -

There is a significant difference between Income level regarding social media often used by them.

Table showing Users of Various Social Media platforms by Type of House

Type of house/social media	own		rented		donated		leasehold		other	
FB	28	87.5%	40	74.1%	14	53.8%	8	66.7%	8	50.0%
Whatsapp	30	93.8%	50	92.6%	20	76.9%	12	100.0%	16	100.0%
Instagram	12	37.5%	22	40.7%	12	46.2%	4	33.3%	2	12.5%
Youtube	32	100.0%	54	100.0%	22	84.6%	12	100.0%	16	100.0%
LinkedIn	6	18.8%	24	44.4%	4	15.4%	0	0.0%	4	25.0%
Messenger	10	31.3%	20	37.0%	4	15.4%	0	0.0%	0	0.0%
Telegram	22	68.8%	34	63.0%	8	30.8%	6	50.0%	8	50.0%
Twitter	18	56.3%	44	81.5%	12	46.2%	8	66.7%	10	62.5%
Snapchat	16	50.0%	34	63.0%	8	30.8%	4	33.3%	6	37.5%
FB	28	87.5%	40	74.1%	14	53.8%	8	66.7%	8	50.0%

Pearson Chi-Square Tests

Social Media	Type of house	
	Chi-square	107.919
	df	36
	Sig.	.000*

*. The Chi-square statistic is significant at the .05 level.

Majority of the respondents who live in leasehold house and other like villas, ancestral house etc., are using Whatsapp to 100 percent whereas who are living in their own house, rented, leasehold and other are using

YouTube to 100 percent. The Pearson Chi-square test is calculated. The result is that - There is a significant difference between types of house regarding social media often used by them.

Table showing Users of Various Social Media platforms by Family Members

		upto 2		3-5		Above 5	
		Count	Column %	Count	Column %	Count	Column %
Social Media	FB	32	66.7%	40	71.4%	26	72.2%
	Whatsapp	40	83.3%	52	92.9%	36	100.0%
	Instagram	22	45.8%	22	39.3%	8	22.2%
	Youtube	46	95.8%	54	96.4%	36	100.0%
	LinkedIN	22	45.8%	14	25.0%	2	5.6%
	Messenger	18	37.5%	10	17.9%	6	16.7%
	Telegram	26	54.2%	30	53.6%	22	61.1%
	Twitter	34	70.8%	40	71.4%	18	50.0%
	Snapchat	28	58.3%	24	42.9%	16	44.4%

Pearson Chi-Square Tests

		Family members
Social Media	Chi-square	47.228
	df	18
	Sig.	.000*

*. The Chi-square statistic is significant at the .05 level.

Majority of the respondents who are having more five members are using Whatsapp and YouTube to 100 percent. The Pearson Chi-square test is calculated. The result is that - There is a significant difference between family members regarding social media often used by them.

Table showing Users of Various Social Media platforms by Place of living

Place of living/Social Media	rural		urban		Semi-urban		other	
FB	28	66.7%	18	60.0%	34	77.3%	18	75.0%
Whatsapp	34	81.0%	30	100.0%	42	95.5%	22	91.7%
Instagram	20	47.6%	12	40.0%	16	36.4%	4	16.7%
Youtube	38	90.5%	30	100.0%	44	100.0%	24	100.0%
LinkedIN	18	42.9%	8	26.7%	12	27.3%	0	0.0%
Messenger	10	23.8%	8	26.7%	16	36.4%	0	0.0%
Telegram	24	57.1%	16	53.3%	26	59.1%	12	50.0%
Twitter	26	61.9%	24	80.0%	24	54.5%	18	75.0%
Snapchat	24	57.1%	16	53.3%	22	50.0%	6	25.0%

Pearson Chi-Square Tests

Social Media	Place of living	
	Chi-square	67.984
	df	27
	Sig.	.000*

*. The Chi-square statistic is significant at the .05 level.

Majority of the respondents who are living in urban area are using Whatsapp to 100 percent and those living in Urban, semi-urban and other like tribal areas etc., are using YouTube to 100 percent. The Pearson Chi-square test is calculated. The result is that - There is a significant difference between places of living regarding social media often used by them.

**Table showing Users of Various Social Media
platforms by District**

		karimnagar		Jagtiyal	
		Count	Column %	Count	Column %
Social Media	FB	64	69.6%	34	70.8%
	Whatsapp	84	91.3%	44	91.7%
	Instagram	28	30.4%	24	50.0%
	Youtube	88	95.7%	48	100.0%
	LinkedIN	20	21.7%	18	37.5%
	Messenger	18	19.6%	16	33.3%
	Telegram	58	63.0%	20	41.7%
	Twitter	56	60.9%	36	75.0%
	Snapchat	38	41.3%	30	62.5%

Pearson Chi-Square Tests

		District
Social Media	Chi-square	28.874
	df	9
	Sig.	.001*

*. The Chi-square statistic is significant at the .05 level.

Majority of the respondents who are living in Jagtiyal are using YouTube to 100 percent and Whatsapp to 91.7 percent and those who are living in Karimnagar are using Youtube to 95.7 percent and Whatsapp to 91.3 percent. The Pearson Chi-square test is calculated. The result is that - There is a significant difference between district regarding social media often used by them.

Number of social media actively used

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	40	28.6	28.6	28.6
	3	28	20.0	20.0	48.6
	4	30	21.4	21.4	70.0
	5	14	10.0	10.0	80.0
	>5	28	20.0	20.0	100.0
	Total	140	100.0	100.0	

Majority of the respondents are using up to 2 social media platforms i.e. 28.6 percent.

Frequency of use per day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 2 times	40	28.6	28.6	28.6
	3-5 times	60	42.9	42.9	71.4
	> 5 times	40	28.6	28.6	100.0
	Total	140	100.0	100.0	

Majority of the respondents are using social media platforms for 3-5 times per day.

Know Social media ethics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	34	24.3	24.3	24.3
	no	48	34.3	34.3	58.6
	may be	58	41.4	41.4	100.0
	Total	140	100.0	100.0	

Majority of the respondents say when asked whether they know social media ethics they said they may be i.e. 41.4 per cent.

Table showing the reasons for posting in Social Media by Gender

		MALE			FEMALE		
		Count	Column %	N	Count	Column %	N
Posting Reasons	Creating Awareness	58	89.2%		57	98.3%	
	fun	53	81.5%		57	98.3%	
	Time pass	56	86.2%		56	96.6%	
	bad Impression	18	27.7%		7	12.1%	
	For people to hate	15	23.1%		5	8.6%	
	other	58	89.2%		57	98.3%	

Pearson Chi-Square Tests

		Gender
Posting Reasons	Chi-square	30.725
	df	6
	Sig.	.000*

*. The Chi-square statistic is significant at the .05 level.

Majority of the female respondents post in social media for creating awareness and fun i.e. 98.3 per cent followed by time pass i.e. 96.6 per cent whereas male respondents post in social media for creating awareness i.e. 89 per cent followed by for time pass i.e. 86.2 per cent and for fun i.e. 81.5 per cent. The Pearson Chi-square test is calculated. The result is that - There is a significant difference between gender and reasons for posting in social media often used by them.

Table showing the Social Media often used for by Gender

			MALE			FEMALE		
			Count	Column %	N	Count	Column %	N
Often For	Used	Status update	63	87.5%		61	89.7%	
		Photos	60	83.3%		61	89.7%	
		Videos sharing	60	83.3%		61	89.7%	
		chats	57	79.2%		43	63.2%	
		Comments/wall posts	55	76.4%		41	60.3%	
		Communicating with friends	58	80.6%		57	83.8%	
		Playing games	58	80.6%		57	83.8%	
		pictures sharing	53	73.6%		57	83.8%	
		getting updates	56	77.8%		56	82.4%	
		Searching information about products or services	37	51.4%		24	35.3%	
		memes creation	51	70.8%		35	51.5%	
		event planning	58	80.6%		57	83.8%	
		buying & selling	58	80.6%		57	83.8%	
		to meet new friends	53	73.6%		57	83.8%	
		to find employment	56	77.8%		56	82.4%	
		browse & waste time social media	38	52.8%		26	38.2%	

Pearson Chi-Square Tests

Often For	Used	Gender	
		Chi-square	29.607
		df	16
		Sig.	.020*

*. The Chi-square statistic is significant at the .05 level.

Majority of the female respondents often use social media for status update, photos and video sharing i.e. 89.7 per cent followed by communicating with friends/relatives, pictures sharing and playing games i.e. 83.8 per cent whereas Majority of the male respondents often use social media for status update i.e. 87.5 per cent, photos i.e. 83.3 per cent and video sharing i.e. 83.3 per cent followed by communicating with friends/relatives and playing games i.e. 80.6 per cent. The Pearson Chi-square test is calculated. The result is that - There is a significant difference between gender and social media often used for by the respondents.

CONCLUSION AND SUGGESTIONS

The period of COVID-19 pandemic forced everyone to move dramatically towards online channels and the web-based social media and social networking. They have turned into the routine for every last individual. Online networking has expanded the quality of life of people. All are found in contact with these media every day.

The research paper concluded that there is significant difference between various demographic profiles and the use of social media. Most of them are using Whatsapp and YouTube. They are not sure that they know social media ethics. Most of the respondents are mostly using social media for general purposes like creating awareness, fun, pictures & videos sharing and so on but not for business purpose or academic purpose. The frequency of use of social media is also limited to 3 to 5 times per day.

Last but not least, all the people are advised to adopt the social media not only for general purposes but also for academic and business purposes. We can avail the benefits of these latest and emerging technologies to maximum extent by increasing the frequency of usage and the number of social media platforms. They have to know major social media ethics so that their privacy is secured.

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