



Social Media: It's Usage and Impact on Society

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ABSTRACT:

Social media plays a very imperative role in Society. Social media is the platform for people to discuss their views, opinions. Social media has brought revolution in the minds of people. Social media allows the users to share their images, videos, ideas, information through a tool. Social media is based on natural and genuine conversation between people about something of mutual interest. Social media these days control the minds of the Internet users worldwide. It has an influence on the minds of people of all age groups. Social Media is used for education, entertainment, business, shopping and various other fields. Social media applications include social networks, blogs, discussion forms, pod-casts, photo-audio and video sharing. Social media are electronic tools through which people can share or swap ideas, information's, videos, images and even more with each other through a particular network. Social media includes social networking sites such as Whatsapp, Facebook, Twitter, Linked In, Instagram, E-mail clients, Myspace which an impact on our

society. People do join social media to make new friends, share their thought process in public and sometimes join to do business over the social network they have developed. The first ever social networking tool was Email invented in the early 1970 used for sending information which is still necessary tool these days. In today's modern era the social media has become a part and a parcel of the human beings all over the world. The Social media is not only operated for personal use but for the professional work too. Unfortunately, Social media has both pros and cons for the people. By Using Social media, the world has become a smaller place but it has some negative effects such as social isolation, cyber-crime, cyber bullying and reduced social interaction in real life. Through this paper, various aspects of Social media would be presented including its benefits, serious repercussions, its popularity among the youngsters, Job hirings by Companies through tools like LinkedIn and its effect on the health of the computer users.

Keywords: Social media, health, business, society, youngsters, education, Social media addiction.

Cyber bullying is one of the risks, which means a type of harassment that is committed using social networking[4].

INTRODUCTION

In today's modern era social media plays a significant role of one's life from shopping to electronic mails, education and business tool. Social media includes social networking sites and blogs where people can communicate with each other[1]. In a survey conducted by previous research, 90% of college students use social networks[1]. It is clear that the importance of social media in our lives is increasing

day by day, and social media is able to make its impact globally and influence the situations. Not surprisingly, its impact on individuals, especially youth, is unavoidable [2]. Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each other through various social sites like Facebook, Orkut, and Instagram etc. It is also important for students to do some practical work instead of doing paper work [1]. Parents are worried about their wards as they spend enormous time on social media thereby giving less time towards academics which is of prime concern. The attraction of social media is also making them isolated by making them out of the reach of the society and also giving rise to mental disorders. [3]. As every coin has two sides. Seeing the positive perspective of this, social media acts as an invaluable tool for professionals. They accomplish this by supporting young professionals to enhance their skills and seek business/job opportunities. On the negative perspective, the social media is associated with some negative impacts on society such as cyber bullying.

SOCIAL MEDIA APPLICATIONS

It includes blogs, discussion forums, wikis, social networking sites, audio-video sharing.

BLOG

This is an Internet page where comments are asked and discussions are maintained through comments[8]. A blog is a discussion website published on the world wide web consisting of posts. Posts are displayed in reverse chronological order, so that the most recent post appears first at the top of web page[8],[9].

Wikis

Wikis are the websites that allow people to contribute or edit content on them[8]. Wikipedia is the most famous wiki. The basic idea toward wiki is that anyone can write one and anyone else can come to add in that.

Social Networking Sites

Social network is the platform provided to users to interact with people and share their ideas with them by chatting, audio-video call or write a post[9]. The most famous social networking site is Facebook, launched in 2009 with a aim to create a social platform to interact with each other [9]. An academic example of social network is LinkedIn which is used for building business and professional contacts among the people in an online network [9].

Photo, Audio and Video sharing

Youtube is a free distribution channel for videos where anyone can upload video materials. Users can post their reviews and comments on the videos thereby providing a feedback process. Flickr is similar to Youtube but one can post only photographs and not video. It is sole choice of the user to make view public or private[9].

Podcasting

Podcasting involves hosting of audio file on the web that is available to the users anytime[9].

SOCIAL MEDIA PROS AND CONS IN VARIOUS CATEGORIES

The health, education and business or jobs are the prime concern for a society, Social media affects these in both positive and negative manner[5]. Considering its positive aspects towards education, we include following points:

- Social media provides flexibility to students to reach out for assignments, tutorials and notes in their online accounts.
- Many of the students who do not take an interest consistently in class might

feel that they can express their thoughts easily on social media, it create

interest in students.

- Helps Teachers to post Notes, audio-video tutorials, Google sheets, latest research topics in the students Online account.

- Social media marketing prepares young workers to become successful marketers through internet
- The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productive purpose not for unproductive

On the Contrary, the negative effect of Social media on education includes [5]:

- The teacher cannot recognize the student who is creating distraction in online class.
- One of the biggest breakdown of social media in education is the privacy issues like posting personal information on online sites.
- In some of the scenario there were many inappropriate information posted which may lead the students to the wrong side.
- Excessive usage of social media creates loss of abilities to students for face to face interaction.
- Many of the bloggers and writers posts wrong information on social sites

The pros and cons of Social media on business are discussed below[1]:

Positive Effect of Social Media on Business[1],[4]

- It helps the business for promotional activities.
- Social networking sites helps to make new customers by providing useful facilities.
- Helps to enhance market insight and stretch out beyond your rivals with online networking.
- It creates awareness among people about the brands and budget planning.

Negative Effect of Social Media on Business[1],[4]

- Posting of any negative comments by the user can ruin the image of the company.
- Many of the large organization have fallen victim to the hackers.
- Most companies have difficulty measuring the results of social media advertising.
- Online shopping not gives satisfaction in terms of quality.what you see is not enough it.

SOCIAL MEDIA AND HEALTH

Social media provides Health Care Professionals with tools to share new information and to advance health behaviors, to connect with the people to inform and interact with patients, students, and colleagues [4]. Health Professionals can use social media to develop a professional network for better health results. Physicians can read new discoveries, research medical advancements, and medical guideline which provide

the new health information to the community[4]. They can explore and share ideas discuss practice management problems, make referrals, market their practices, disseminate their research, motivate patients or engage in another health advocacy [4].Excessive use of social media makes people less interactive even with their family members and eventually it has an adverse impact on the relations of family members [6],[7]. The result of social media addiction include loneliness,frustration and despair [6],[7]. Writing in detail, Carpal Tunnel Syndrome may be developed that is related to too much keying using fingers and eventually, can lead to strain in tendons of the fingers[1]. Other problems include eye strain, fatigue, lack of exercise,distraction[1].

CONCLUSION

Due to enhancement in science and technology,Social media has become a routine work for every individual.People are seen addicted to Social media. Social media has undoubtedly various benefits like it has brought the people on a single platform to interact all over the world thereby breaking the far away distance travel.But its negative aspects cannot be ignored at all for instance false information can lead to educational system failure, hackers can invade on personals users accounts and steal information.Some useless blogs cant trigger the minds of youths resulting in an anti social activity.Using a Social media is beneficial but it must be used without getting addicted.

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