

# Online Social Networking and Its Chronic Influence on the Actions and Links of Generations of Present Era

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## ABSTRACT

Social media has modernized the way we outlook ourselves, the way we perceive others and the way we mingle with the world around us. Although social media has many positive proposals, including advancing consciousness of specific causes, advertising businesses and encouraging friendships between individuals who may have never met without social networking, its uncontrollable usage can also lead to negative inferences. In the present era of technological and communication advancement, it is essential that each one of us should spend some time to analyze the unconstructive implications of online social media usage on the human experience. The exceeding usage of social media has become a global crisis impacting all generations, and if not controlled, this can lead to severe social concerns. In this digitized world, people of various age groups like to spend a lot of time on social media for personal, professional as well as irrelevant deeds. Since the acceptance and popularity of social media sites endlessly grows, networks such as Twitter, Facebook, Instagram, WhatsApp etc. continue to evolve. At this context, here, the paper tries to give an insight on the significance of social media and the influence of Online Social Networking (OSN) on the generations of

current epoch at various levels. The paper concludes by mentioning a few health issues related to over usage of social media and also by analyzing the presence of OSN as a boon or bane.

**Keywords:** Generations, Internet, Online Social Networking (OSN), Social media

## I. INTRODUCTION

[1] Online Social Networking (OSN) is an online platform which people use to build community networks or social associations with other people who share similar personal or career interests, activities, backgrounds, real-life connections etc. Currently, OSN are regularly used by billions of common users mainly to interact at an affordable cost. OSN are considered to be as key platforms for many people in content and outlook broadcasting, social and professional networking, references, exploration, vigilance, political campaigns etc. The use of social technologies has become a comprehensive, enlightening, social and fiscal experience to quite a few.

Even though OSN have altered the virtual as well as physical perception of life of many of its users a lot, we cannot close our eyes towards the fact that the genuine human experience of being able to communicate in person, meeting people in person and forming honest relationships with others prevail over social media. It is also important to remember that the number of likes or shares we receive does not define who we are or our self-esteem. Studies have revealed that Online Social Networking is one of the most disgusting communication platforms of the present era which has influenced different age groups of society in a drastic way. Each one of us should realize that, the less time we spend on social media in a day; we have a lot more to do in our lives. Yes, the time has come to rethink to set a clear boundary, which decides how we view Online Social Networking and how we allow social networking to advance instead of spoiling our lives.

## II. RELEVANCE OF SOCIAL MEDIA IN TODAY'S WORLD

Social media is easily available and is also the meeting point of today's digital as well as Internet savvy audience. Major portion of younger generation, teenagers and middle aged people; and a minor portion of elderly people comprises of the total social media user population. OSN opens up potentials of direct access to clients without any third party involvement. Advertising through social media is quite cost friendly as compared to costs incurred by print, TV or other traditional media. Social media also assists in search engine

optimization and rise in rankings of any company websites.

The three main positive implications of social media include advertising, networking, and self-expression. From an advertising point of view, social media offers a great channel for charities, businesses, and individuals in connection with promotion. OSN can be used as a means for worldwide organizations to bring consciousness to the causes they sustain and broaden constructive news that conventional media often doesn't cover. OSN have helped foster relationships and connect people around the world. Further benefit to social media includes following inspiring social media accounts, related to beauty, fitness, health etc. stimulated OSN accounts, which can be encouraging to followers.

Power of social media in today's market is quite noticeable. Social media with its viral videos, blogs and articles, has more than what could be called vigorous takings of pioneering ideas that keep customers occupied and continue to grab their attention. Many well established organizations use social media as platform to identify and reach out to their target audiences. Aiming customers globally helps to increase retailing and to meet sales targets. Service oriented businesses can particularly take benefit of the nearly cost free background of social media that can provide a global presence. [2] Supremacy and significance of social media in today's world is such that it has been included in the curriculum of almost any kind of Universities and Schools all over the globe. Singapore is a best

example for this. This transformation's objective is to help the learners of different levels to meet up the challenges of social media, how to benefit from this new medium of digital marketing and communication and also to understand the pros and cons of it.

Ecological boundaries cannot stop social media from reaching people, forecast, and customers across the globe. Anybody who has online existence can be approached. OSN are unavoidable to a great extent when the organizations want to keep up with current global trends. The online marketing strategies via social media have a great role in solving most of the issues related to business development. The two way rapid communication with the help of social media between the customers and vendors, to agree upon the transactions of products, has become a great challenge as well to the traditional small scale industries. Successful service stories, positive feedbacks and the visibility of satisfied customers have a higher possibility of spreading the business to a larger crowd. Online Social Networking sites inspire many people from different status to start up own business without heavy investment.

Above all, OSN facilitate people to stay connected virtually in a cost effective manner by overcoming the physical distances and boundaries. The same feature might have led to the main drawback of social media, which has become a threat to society of present era, when people spend time with OSN in an uncontrollable way forgetting the minimum standard to be kept.

### III. EFFECT OF OSN ON THE DEALINGS AND ASSOCIATIONS OF DIFFERENT AGE GROUPS

Intense technology usage often leads to obsession, especially in adolescence and in young adults. However, this addiction is not limited to the millennium generation, as progressively people from older generations are starting to use social networks to stay connected with their friends and families. Spending limitless hours on the social sites can divert the focus and interest from a particular task or assignment. OSN also cause many young adults to compare themselves to others and be jealous of a life that may not be attainable. We all should realize that many persons only share a small percentage of their lives online. [3] It is important to remember that this small percentage of shared information on Instagram or Twitter or Facebook or WhatsApp may just be a reflection of the most excellent parts of a person's life and is not a precise depiction of them as a whole. It is crucial to keep in mind that social media does not always portray the whole story and that having real contact skills is more vital than social media. We should be careful that the number of likes we get should not affect how we feel about something. Most of the users of OSN associate a part of their individuality or self-respect with the number of likes they receive on a post and forget that a post does not define who we are as a person and should not change the way we view ourselves. OSN allow for perspicuity and can serve as an innovative outlet for individuals to express themselves, share their artwork and share

their voice on specific topics. Being able to express ourselves in a healthy way is a very important part of the human experience, and most of the users of different age groups of present era consider social media as a great outlet for the same.

After having a general analysis about various types of users of OSN, as part of this paper work, I have mainly categorized them into five. The first category involves people who limit the usage of OSN for their professional purposes as well as for maintaining standard personal links within stipulated time. The second category uses social media as a tool of pleasure and self expression. The third category considers social media as a means to peep into others affairs. The fourth category concentrates on criticizing and disclosing interests on public matters. The fifth category comprises of those type of users who are forced to use OSN may be because of peer pressure, today's technological demands or some other reasons. The virtual experiences of all the categories except the first category are quite unsafe as such practices can lead to lifelong real time risks.

Today, majority among the different age groups are profoundly controlled by OSN, wherein, they can't complete a day's procedures without spending some time on social media. If we are not able to unplug from such an obsession, it is for sure that the technological advancement towards better connectivity and communication will make lives of its users miserable in the near future.

#### IV. HEALTH ISSUES IN CONNECTION WITH EXCESS USAGE OF OSN

It is quite surprising at first glance that social media can affect our health. But when we consider the time people of different age groups spend on OSN in a day, it really makes sense. Anything that takes up huge amounts of our time has some impact on our health. There are quite a number of ways that OSN can have an influence on our health. Social media obsession has become a real phenomenon. [4] People who are addicted to social media may experience negative side effects such as eye strain, social withdrawal or lack of sleep. If we spend our time researching problems or arguing with people, we may experience stress, which can have a negative impact on our health. We can find a large amount of health-related information on social media, which can be quite helpful. On the other hand, if we take random advice based on social media information, without doing proper research, it can also be harmful. Social media has such a pervasive influence on modern life so that it can cause both positive and negative effects depending on how we use it. Positive connections with people are important for our mental and even physical health. Socializing as part of online social media can cause emotional impacts in a favorable and in an adverse way. The excess practice of OSN has effects on both physical as well as mental health. It can cause lack of exercise, fatigue, distraction, lose of energy, eye – related issues, muscular strain etc. [5] Permitting social media in an unmanageable way prevent us from experiencing genuine human

experiences, such as spending time with our family or spending time outdoors, which in turn is very unhealthy. Research results have shown that, to stay attentive, when many people overuse OSN or use social media networks as their main form of communication without any proper schedule, will become more nervous and desolate as time passes. Indications of anxiety, depression and obsessive-compulsive disorder can be activated by the excess use of social media, as folks are constantly worried about their posts and also communicating with others.

## V. IS OSN A BOON OR BANE?

Over the last decade the attractiveness of OSN has risen to an enormous scale. [6] Public seem to love the idea of communicating with each other through pictures, videos, messages and voice mails than talking face to face. Before it was regularly adolescents and young adults who used the social media but now, even elderly people are catching it up with its new trends. Nowadays, our privacy has been assaulted by social media; there are very few things that others cannot find out about us with a click. OSN is a platform where the users can structure groups and converse upon globally on various topics in the world. It is also a prospect for new entrepreneurs to advertise their business ideas and promote them. Social media helps in building connections and opportunities related to career development. It has also become a panorama where anyone can showcase their talents as well.

Since most of the technological advancements have their own reverse that can cause harm to the lives of its inhabitants, there are some cons of using excessively the social networking sites too. The Internet is a place to network with new people and a way to interpret ourselves to strangers. One should be watchful while using social media which is especially connected with Internet. There are risks of our account being hacked by someone else and they can pretend to be us by stealing our identity in the virtual world. Individuals often create false profiles and put display pictures of famous personalities. Many predators and sexual offenders are also found using OSN sites. They trap others into believing that they are trustworthy but instead mislead innocent people who are easy targets, especially young children. This gives rise to offense and offers a chance for hackers to look for susceptible victims on the Internet. As most teenagers and young adults are looking to make new friends on social media, they are not exposed to the real world scenario. Most of them are unaware of the fact that we are living in such a world where people can often take advantage of others for their own benefits. Parents should be vigilant with regard to such matters and keep a check on what their children are doing on social media. Although social media has transfigured the world by bringing us closer than ever, it should also be used to stay connected with our family and friends especially for necessary discussions. The future of social networking sites look promising only if people deal with the problems associated

with it. The users of OSN should always ensure that it will never evolve as a curse on their lives since the control mechanism is in their hands.

## VI. CONCLUSION

The development of mobile technology has played an important role in shaping the impact of Online Social Networking media. Since mobile devices dominate across the globe, social media is reachable to anyone in this world at a feasible cost, at anytime and anywhere. Even though social media has a lot of scope in connection with politics, business, culture, charity, education, career, innovations and many more, the unceasing influence and challenges it brings in to the generations of present era are unavoidable. While social media activism conveys an increased awareness about societal issues, questions remain as to whether this consciousness is transforming into real change. In today's fast paced globe, we can stop complaining on efficiency in accomplishing our life objectives by avoiding staring at a screen all day long which takes our valuable time to the fantasy of virtual world.

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