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SOCIAL MEDIA EFFECTS ON SOCIETY: A REVIEW

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ABSTRACT

Social media is a forum for public across the World to share their problems and views. Before understanding the actual features of social media individuals must have to know what does social media mean? Social media is a word used to describe the interaction between groups or people in which they create, share, and occasionally trade ideas, images, videos and many more via 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 part of their lives. Social network is changing the manner in which young people interact with their parents, peers, as well as how they make use of technology. The consequences of social networking are twofold. On the plus side, social networks may serve as essential tools for professionals. They accomplish this by helping young people to advertise their skills and seek commercial opportunities. Social networking platforms may also be utilized to network effectively. On the bad side, the internet is loaded with a variety of dangers connected with online communities. Cyber bullying, which implies a kind of harassment that is conducted through computer technology, is one of the dangers. In this article we examine every element of social media with its good and bad impacts. Focus is on the specific area like health, business, education, society and young. During this article we describe how these media will affect the society in a wide manner.

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

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