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*

1. INTRODUCTION

A social media is an online platform which individuals use to build social networks or social interactions with other people who have similar personal or professional interests, activities, backgrounds or real-life connections. The effect of social networks on young people is considerable. It is becoming increasingly apparent that social networks have become part of people's lives. Many young people are using their laptops, tablet computers and smart phones to monitor Tweets and status updates from their friends and relatives. Due to the advancement of technology, individuals are pushed to accept different lifestyles. Social networking platforms may help young people to become more socially competent. Social

media is a web-based type of data transmission. Social media platforms enable users to conduct discussions, share information and produce online content. Social media has different forms, along 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 across the globe use social media to exchange knowledge and establish relationships. On an individual level, social media enable us to communicate with our friends and family, acquire knowledge of new things, develop your hobbies, and be amused. On a professional level, we may make use of social media to expand or extend our expertise in a specific area and build our professional network by interacting with other professionals in our business. At the company level, social media enables us to have a dialogue with our audience, gain consumer feedback, and enhance your brand[1].

Social Media is a revolutionary concept with a really brilliant opportunity with extra space for advances. With the development of social media many companies are making use of this medium to improve their operations. With the use of social networking we may promote or communicate in a more effective manner. Likewise individuals don't have to rely on the media or TV to receive their daily dose of news it can all be acquired through a social networking site. People may track or receive information from all around the globe.

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[2].

1.1Popular Social Media Sites:

1.1.1 Facebook:

This is the biggest social media network on the Internet, both in terms of overall number of users and name recognition. Facebook came into being on February 4, 2004, Facebook has within 12 years managed to collect more than 1.59 billion monthly active members and this automatically makes it one of the greatest mediums for connecting people from all around the globe with your business. It is predicted that more than 1 million small and medium-sized companies utilize the platform to advertise their company.

1.1.2 Twitter:

We may be thinking that limiting our posts to 140 characters is no method to promote our company, but we will be surprised to discover that this social media stage has more than 320 million active monthly users who can make use of the 140 character restriction to pass on information. Businesses can use Twitter to engage with potential customers, answer questions, release current news and at the same time utilize the targeted advertising with particular audiences. Twitter was founded on March 21, 2006, and maintains its headquarters in San Francisco, California.

1.1.3 Google+:

Google+ is one of the prominent social networking platforms in these days. Its SEO value alone makes it a must-use tool for any small company. Google+ was introduced on December 15, 2011, and has joined the main alliances enrolling 418 dynamic million customers as of December 2015.

1.1.4 Youtube:

The largest and most widely recognized video-based online networking service — was founded on February 14, 2005, by three former PayPal employees. It was later purchased by

Google in November 2006 for $1.65 billion. YouTube has more than 1 billion site visitors for every month and is the second most well-known internet searcher behind Google.

1.1.5 Pinterest:

Pinterest is usually a beginning in the internet networking field. This stage consists of computerized announcement sheets where businesses may attach their content. Pinterest announced September 2015 that it has acquired 100 million customers. Private enterprises whose intended interestgroup is for the most part composed of women should put resources into Pinterest since the larger parts of its visitors are ladies.

1.1.6 Instagram:

Instagram is a visual internet networking stage. The site has more than 400 million dynamic customers and is owned by Facebook. A considerable portion of its customers use it to \spostdata concerning vacation, form, sustenance, craftsmanship and comparable topics. The stage is also known by its amazing channels along with video and photograph altering features. Right about 95 percent of Instagram clients also use Facebook.

1.1.7 Tumblr:

Tumblr is a standout amongst the most hard to utilize informal communication stages, yet at the same time it's a standout amongst the most interesting locations. The stage permits a few different post groups, including citation posts, talk posts, video and picture posts and in addition sound posts, so you are never restricted in the type of substance that you may offer. Like Twitter, reblogging, which is more akin to retweeting, is fast and easy. The long range informal communication site was created by David Karp in February 2007 and at now has more than 200 million sites.

1.1.8 Flickr:

Flickr, called "Glint," is an online image and video facilitating stage that was created by the then VancouverconstructLudicorp in light of February 10, 2004, and later obtained by Yahoo in 2005. The stage is widely recognized with clients who exchange and install pictures. Flickr has more than 112 million customers and had its impact in more than 63 nations. Million of photos are posted day by day on Flickr.

1.1.9 Reddit:

This is social news and excitement organizing site where enlisted customers may contribute substance, for example, coordinate connections and content postings. Clients are likewise able to organize and select their place on the pages site's by voting entries up or down. Entries with the greatest votes show up in the best categorization or primary page.

1.1.10 Snapchat:

Snapchat is a picture informing application training item that was developed by Reggie Brown, Evan Spiegel and Bobby Murphy while they were understudies at Stanford University. The application was authoritatively discharged in September 2011, and inside a restricted ability to concentrate period they have grown enormously enrolling a normal of 100 million every day dynamic customers as of May 2015. More than 18 percent of every social media customer utilizes Snapchat.

1.1.11 Whatsapp:

WhatsApp Messenger is a cross-platform instant messaging client for cellphones, PCs and tablets. This application needs Internet connection to transmit pictures, texts, documents, audio and video communications to other users who have the app installed on their devices. Launched in January 2010, WhatsApp Inc. was acquired by Facebook on February 19, \s2004, for approximately $19.3 billion. Today, more than 1 billion persons make use of the administration to talk with their companions, acquaintances and family and even customers.

1.1.12 BizSugar:

BizSugar is a person to person communication stage and specialty asset for entrepreneurs, company visionaries and directors. The site was created in 2007 by DBH Communications, Inc., a provider of award winning business distributions, and subsequently acquired by Small Business Trends LLC, in 2009. The stage allows customers to share recordings, essays, blog entries, podcast among other substance. It also allows customers to examine and vote on entries by different people.

1.1.13 Delicious:

This site was created by Peter Gadjokov and Joshua Schachter in 2003 and acquired in 2005 by Yahoo. Before the conclusion of 2008, Delicious promised that it had bookmarked 180 million URLs and acquired more than 5.3 million customers. In January this year, Delicious Media said that it had acquired the administration[3].

2. LITERATURE REVIEW

D. Santhiya in his study discusses about all elements of social media with its good and bad impact. it is predicted that the future social media technology would progressively emerge from practically infinite exchanges between company produced material and user/user generated content. Competition and information clutter is also expected to grow significantly in the future. Therefore the businesses will have to get into the lucrative social media channels in order to actively advertise to target customers. This article provides a short explanation of what media is and what are the impacts of media on society. During the course of this work different kinds of Impacts of media on the person, his family and society are emphasized[4].

Shabnoor Siddiqui in his study discloses all elements of social media with its good and bad impact. Focus is on the specific area like business, education, society and young. During this article we explain how these media will influence society in a wide manner[5].

Bin Zhao in yet another study discloses about, completely unsupervised dynamic sparse coding method for identifying uncommon occurrences in movies based on online sparse reconstructibility of query signals using an atomically learned event dictionary, which creates a sparse coding bases. Based on an intuition that usual events in a video are more likely to be reconstructible from an event dictionary, whereas unusual events are not, our algorithm employs a principled convex optimization formulation that allows both a sparse reconstruction code, and an online dictionary to be jointly inferred and updated. The algorithm is entirely unsupervised, having no previous assumptions about what unusual events may look like and the settings of the cameras. The fact that the bases dictionary is updated in an online manner as the system observes new data, prevents any issues with idea drift. Experimental findings on hours of real world surveillance footage and numerous Youtube videos show that the suggested algorithm could consistently identify the odd occurrences in the video sequence, surpassing the current state-of-the-art techniques[6].

3. DISCUSSION

3.1 Impact of Social Media On Education:

Social networking technology also enable one to share a thought with anotherIt allows a guy at one side of the world to interact and exchange ideas with a man at the other side. With the usage of social media students may easily communicate or exchange information rapidly with one other through different social networking sites like Facebook, Orkut, and Instagram etc. Good Effect of Social Media on Education One may embrace its advantages to achieve positive outcomes in education.

3.1.1 Socializing: An essential aspect of growing up, is to mingle and make friends. Why this is important? It is because, it allows the youngsters to share ideas and discover new things. This will inevitably result in their being more confident in life.

3.1.2 Sharing knowledge: It offers a simple and an effective method in which students may exchange information. Students may simply access the material, learn, alter (if required) and share. Hence, the flow of information becomes seamless.

3.1.3 Updating oneself: They will have the ability to know new things as and when \sit occurs. This leads them update their own particular information base.

3.1.4 Learning from different sources:

The long range interpersonal communication advancements are worked in such a manner, to the point that understudies will have the ability to choose the gathering, movement or the individual they would need to take after for every day refreshes. The methods of learning is numerous.

3.1.5 Being Prepared: The social networking technologies are all about showcasing the trends that flow throughout the globe. Students can establish a strategy of what could be anticipated out of them in the future by monitoring the modifications that are being updated, shared, debated or talked about on the social networking sites.

3.1.6 Sharing what they feel or think: Students often don't obtain the appropriate platform to express their feelings. Through social networking technology people are given an opportunity to voice their views. If pupils were permitted to express what they think and feel, it becomes simple for them to determine what is good and what is wrong.

- Social media offers a route to the understudies to adequately accomplish each other with regard to class wanders, group tasks or for assistance on homework assignments.

- Many of the understudies who don't take an intrigue reliably in class may believe that they may communicate their musings successfully through web-based networking media.

- Teachers may publish through web-based networking media about class activities, school events, and homework assignments which will be particularly useful to them.

- It is observed that web-based social networking advertising has been growing in profession alternative. Webbased social networking advertising intends youthful specialists to wind up notably successful marketers[7].

3.2 Negative impact of Social Media on Education:

3.2.1 Reduced learning and research capacities:

Students are relying more on the information reachable easily on these social networking sites and the web. This reduces their learning and research skills.

3.2.2 Reduction in actual human interaction:

The more time the pupils spend on these online networking locations, the less time they will go through associating face to face with others. This lowers their relational skills. They won't have the ability to convey \sand interact properly face to face with people. The businesses are becoming more dissatisfied with the relational skills of the fresh graduates because of this reason. The persuasive relationship skills are essential to achievement in reality.

3.2.3 Reduces mastery over language usage age and creative writing skills:

Students usually use slang terms or shortened types of phrases on long range interpersonal communication locales. They begin relying on the PC language structure and spelling check highlights. This lowers their charge over the dialect and their experimental writing skills.

3.2.4 Time wasting;

Students, when searching and concentrating on the web, get pulled in to using online networking locations and once in a while they forget why they are using internet. Sometimes students are not able to submit their work in the specified time limit as their time drains.

3.2.5 Low grades:

Students receive poor evaluations in school because of absence of the desired data and producing skills.

3.2.6 Loss of motivation in pupils:

The student's motivating level decreases because of the utilization of these long range interpersonal communication locales. They rely on the virtual state as opposed to increasing appropriate learning from this current actuality. Influence on health The unnecessary usage of these sites has an effect on the mental as well as physical health. Students do not eat their meals on time and have adequate rest. The misuse of these locations once a day has many adverse effects on the physical and psychological wellness of pupils making them lethargic and uninspired to make contact with the general public face to face. The guardians should check and modify on their youngsters when they utilize the web. They need to be cautious if they are using it for suitable time period or not. The companions and instructors ought to also enable understudies to make them conscious of the bad impacts and explain what they are missing in actuality by sticking to these long range interpersonal connection locations[8].

3.3 Impact Of Social Media On Society:

As we all are fully aware of social media to enable a massive effect on our society. Some social media destinations have altered the manner where individuals convey and mingle on the web. Person to person communication locations offer the open door for individuals to reunite with their former companions, partners and mates. Person to person communication destinations render the possibilities for people to reunite with their former companions, lovers and mates. It additionally causes people to impact new companions, to share content, photos, sounds, recordings among them. Web based social networking furthermore affects the living style of society[9].

3.3.1 Positive Effect of Social Media on Society Connectivity:

The first and greatest advantage of the social media is connection. People from everywhere may connect with anybody. Regardless of the geography and faith. The prettiness of social media is that you may connect with anyone to study and share your ideas.

- *Education* - Social networking offer different advantages to the students and instructors. It is extremely simple to educate from others who are experts and professionals through the social media. One may follow anybody to learn from him/her and enhance his knowledge about any subject. Regardless of our location and academic background we may educate our self, without paying for it.

- *Help* - You may transmit your problems to the group to receive help and energy. Regardless of whether it is assisting in term of cash or in term of advices, you may receive it from the organization you are involved with.

- *Information and Updates* – The main advantageous position of the web-based social networking is that you refresh yourself from the most recent occurrences around on the planet. More often than not, Television and print media nowadays are one-sided and does not carry on the genuine message. With the aid of web-based social networking you may acquire the actualities and authentic facts by doing some investigation.

- *Advertising* - We can market our company to the largest audience. The entire globe is available for you, and can promote to them. It will assist in increasing the earnings and achieves the goals of Business.

- *Noble Cause* - Social media may also be utilized for the noble causes. The public is making use of social media for contribution for poor individuals and it may be a fast method to help such folks.

- *Helps in Building Communities* - Since our globe has different faiths and beliefs, therefore individuals of different communities may connect to talk and exchange relevant stuffs. Conventional marketing channels such as the radio, TV commercials and print advertising are totally outdated now and demand for thousands of dollars. With the usage of social media the companies may interact with their targeted consumers for free, the only expense is energy and time. The growing popularity of social sites like Twitter, Facebook and LinkedIn, social networks has gained attention as the most feasible communication option for the bloggers, article writers and content producers. 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. Students and experts are capable to discuss and exchange knowledge with like-minded individuals and can ask for the advice and opinion on a specific subject. Social Media helps to meet individuals who have not met outside the social media platforms. Social Media helps to communicate ideas across geographical boundaries. It offers open chance for all writers and bloggers to interact with their clients. It connects individuals on a large platform for the achievement of particular objectives. This creates good transformation in the society[10].

3.3.2 Negative Effect of Social Media on Society:

- *Cyber Harassing* – According to a study released by PewCenter.org the greater part of the youngsters have progressed toward being victims of the digital bulling over the past. Since anybody may create a fake record and do anything without being trailed, it has ended up being exceptionally simple for anyone to scare on the Internet. Dangers, frightening messages and pieces of gossip can be conveyed to the majority to create inconvenience and uproar among the general population.

- *Hacking* - Personal information and security may be hacked and disseminated on the Internet. Some twitter and Facebook accounts have been hacked in the past and the programmer had uploaded things that have affected the person's life.

- *Addiction* - The addicting component of the internet networking is awful and may exasperate individual lives also. It can likewise waste individual's time that might have been used by lucrative activities and workouts.

- *Fraud and Scams* - Several instances are known where people have perpetrated fraud and scams via the online networking.

- *Reputation* - Social media may without much of a stretch destroy somebody's reputation simply by creating a fake story and distributing over the internet networking. It encourages fixation. Spending limitless hours on the social destinations may occupy the attention and consideration from a particular task. They principally depend on innovation and the web as opposed to taking in the down to earth knowledge and expertise of the regular day to day lifestyle. Kids may be exceptionally influenced by these person to person connection locations on the off chance that they are allowed to use them. The reason is that occasionally people exchange pictures through webbased networking media that includes savagery and sex, which may damage the behavior of toddlers and youngsters. Another disadvantage of the web-based social networking is that the customer

shares excessively info which may posture risks to them. Indeed, even with the tight security settings your own info may leak on the social locales. Downloading your records or photos and copying your status is a straightforward task that should be doable within handful of snaps[4].

4. CONCLUSION

As the technology is growing, the web-based social networking has changed into the habit for every last individual, individuals; groupings are observed reliant on this technology regularly. Online networking has expanded the quality and pace of coordinated effort for students. Company utilizes internet networking to improve an organizations performance in various courses, for example, to fulfill business objectives, increasing annual offerings of the organization. Youths are found in touch with this media every day. Social media has various advantages but it likewise includes a few flaws which affect people 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 \sup plainly savage and can take a few wrong activities. Last but not least, all the people are encouraged to embrace the positive elements of social media and prevent bad impacts As the technology is growing, the web-based social networking has changed into the habit for every last individual, individuals; groupings are observed reliant on this technology regularly. Online networking has expanded the quality and pace of coordinated effort for students.

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