A Study on Positive and Negative Effects of Social Media on Society

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Abstract: Social media is a platform for public around the World to discuss their issues and opinions. Before knowing the actual aspects of social media people must have to know what does social media mean? Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas, images, videos and many more over 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 aspect of their life. Social network is transforming the behavior in which youthful people relate with their parents, peers, as well as how they make use of technology. The effects of social networking are twofold. On the positive side, social networks can act as invaluable tools for professionals. They achieve this by assisting young professionals to market their skills and seek business opportunities. Social networking sites may also be used to network efficiently. On the negative side, the internet is laden with a number of risks associated with online communities. Cyber bullying, which means a type of harassment that is perpetrated using electronic technology, is one of the risks. In this paper we cover every aspect of social media with its positive and negative effects. Focus is on the particular field like health, business, education, society and youth. During this paper we explain how these media will influence the society in a broad way.

INTRODUCTION

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The impact of social networks on young people is significant. 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 pressured to accept different lifestyles. Social networking sites can assist young people to become more socially capable. Social media is a web-based form of data communication. Social media platforms allow users to have conversations, share information and create web content. Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photosharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections .On an individual level, social media allow us to communicate with our friends and relatives, gain knowledge of new things, develop your interests, and be entertained. On a professional level, we can make use of social media to expand or broaden our knowledge in a particular field and build our professional network by connecting with other professionals in our industry. At the business level, social media allows us to have a conversation with our audience, gain customer feedback, and elevate your brand.

Social Media is a innovative idea with a very brilliant opportunity with additional scope for advancements. With the advancement of social media many organizations are making use of this medium to better their practices. With the use of social networking we can advertise or communicate in a more efficient way. Likewise people don't have to rely on the media or TV to get their daily dose of news it can all be obtained from a social networking site. People can track or get information from all over the world. 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.

REVIEW OF LITERATURE

As Youth and Teens are the builder of nation, and in this era they are grown up as part of the Net Generation. They can easily use the latest technology in various forms, including smart phones, mp3 players, digital cameras, video games, iPads, electronic readers, and personal computers. Social Media has its both positive and negative effects.

This research paper is based on secondary data collected from the online sources, different research papers and from the Google search engine. We also used some data gathering tools (On Site Observations, Interviews, and Questionnaires) for gathering information about the usage of social media in general.

In this paper we study various social networking sites, various areas (Business and Commerce, Education, Health and medical Education etc) in which social media is extensively used in these days with its positive and negatives aspects and guidelines for handling the negative effects of social media on society.

Facebook

This is the largest social media network on the Internet, both in terms of total number of users and name recognition. Facebook came into existence on February 4, 2004, Facebook has within 12 years managed to collect more than 1.59 billion monthly active users and this automatically makes it one of the best mediums for connecting people from all over the world with your business. It is predictable that more than 1 million small and medium-sized businesses use the platform to advertise their business.

Twitter

We might be thinking that restrictive our posts to 140 characters is no way to advertise our business, but we will be shocked to know that this social media stage has more than 320 million active monthly users who can build use of the 140 character limit to pass on information.

YouTube

YouTube : the biggest and most well known video-based online networking site — was established on February 14, 2005, by three previous PayPal workers.

Instagram

Instagram is a visual online networking stage. The site has more than 400 million dynamic clients and is possessed by Facebook. A significant number of its clients utilize it to post data about travel, form, sustenance, workmanship and comparable subjects.

Snapchat

Snapchat is a image informing application training item that was made by Reggie
Brown, Evan Spiegel and Bobby Murphy when they were understudies at Stanford University. The application was authoritatively discharged in September 2011, and inside a limited ability to focus time they have become hugely enrolling a normal of 100 million every day dynamic clients as of May 2015. More than 18 percent of every social medium client utilizes Snapchat.

WhatsApp

WhatsApp Messenger is a cross-platform instant messaging client for smartphones, PCs and tablets. This application needs Internet connection to send images, texts, documents, audio and video messages to other users that have the app installed on their devices. Launched in January 2010, WhatsApp Inc. was purchased by Facebook on February 19, 2004, for about $19.3 billion. Today, more than 1 billion persons make use of the administration to speak with their companions, friends and family and even clients

IMPACT OF SOCIAL MEDIA ON MEDICAL AND HEALTH

Social media provide Health Care Professionals with tools to share information and to promote health behaviors, to engage with the public, and to educate and interact with patients, students, and colleagues. HCPs can use social media to potentially improve health outcomes, develop a professional network, increase personal awareness of news and discoveries, motivate patients, and provide health information to the community. Physicians most frequently join online websites where they can read news articles, listen to experts, research medical advancements, discuss with colleagues concerning patient issues, and network. They can explore and share ideas discuss practice management challenges, make referrals, disseminate their research, market their practices, or engage in health advocacy.

Positive Effects of Social Media on Health □
Doctors prescriptions to friends, relatives and colleagues.

□Consulting Doctors online anywhere and anytime.
□Sharing Suggestions among friends, relatives and colleagues about various diseases and its symptoms.
□Access to information in developing regions.
□Support and mutual accountability on online health forums.

Negative Effects of Social Media on Health
□**Incorrect self-diagnosis**
□Potential breach of privacy

IMPACT OF SOCIAL MEDIA ON BUSINESS

Social Media is the new buzz sector in promoting that incorporates business, associations and brands which make news, influence companions, to make relations and make groups. Business utilize web-based social networking to upgrade an association's execution in different ways, for example, to achieve business targets, expanding yearly offers of the association. Web-based social networking gives the advantage as a correspondence stage that encourages two way communications between an organization and their stock holders. Business can be advanced through different long range informal communication destinations.

Positive Effect of Social Media on Business
□With the use of Social Media, It is better to understand the customer requirements

Socializing:
An important part of growing up, is to socialize and make friends. Why this is important?[2] It is because, it allows the children to exchange ideas and learn new things. This will invariably result in them becoming more confident in life.

Sharing knowledge:
It provides an easy and an effective way in which students can share knowledge. Students can simply access the information, study, transform (if needed) and share. Hence, the flow of knowledge becomes smooth.
Updating oneself:

They will have the capacity to know new things as and when it happens. This causes them refresh their own particular information base.
Learning from various sources:

The long range interpersonal communication advances are worked in such a way, to the point that understudies will have the capacity to pick the gathering, movement or the individual they would need to take after for every day refreshes. The ways of learning is plenty.

Being Prepared:
The social networking technologies are all about showcasing the trends that run around the world. Students can setup a plan of what might be expected out of them in the future by observing the changes that are being updated, shared, discussed or spoken about on the social networking sites.

Negative Effect of Social Media on Society
Cyber Harassing –

According to a report distributed by PewCenter.org the greater part of the youngsters have progressed toward becoming casualties of the digital bulling over the past. Since anyone can make a phony record and do anything without being tailed, it has ended up being exceptionally straightforward for anyone to spook on the Internet. Dangers, terrorizing messages and bits of gossip can be sent to the majority to make inconvenience and uproar in the general public

IMPACT OF SOCIAL MEDIA ON KID AND TEENS

Media today has a huge influence on teenagers. Be it television, computers, video games, social networking sites – it hugely impacts all aspects of a teen's life. Everything is not bad with the media. If used in right way, media can transform lives of the youth from good to better. This post highlights both positive and negative media influence on teens.

A. Positive Effect of Social Media on Kid and Teens
Help Develop Awareness:
Most teens live a sheltered life. But with exposure to various media outlets, they can develop awareness about society and the world. With news channels, magazines, social networking sites blaring about world happenings

HANDLING INFLUENCE OF SOCIAL MEDIA ON YOUTH AND TEENS:
Here are some ways to handle the influence of social media on teenagers:
☐Check out the music, movies, TV shows, games and celebrities your child likes. Once we know what is interesting to them, we can spot the pictures and messages that are influencing them.
☐It is quite easy for our teens to watch YouTube videos on mobiles so that we may not know what he is watching. Parents must try monitoring the teenager on what he is watching on TV or the internet and try to discuss some limits and rules.
☐One of the best ways to help the teens navigate the influences on media is to talk about messages.[4] For instance, if the teen love girls, we can talk to them about female friendships, life choices, self-esteem and sexuality.

Inspire Them:
When our teen watches an action flick, don't just despair about the violence. With a minute control on teens, they can use the movie as encouragement, motivation and inspiration! Maybe our teen will decide to take up martial arts training, all thanks to a Bruce Lee movie! Mostly youngsters give the impression of being celebrities, and when a celebrity tells them to stay off drugs, they just might listen.

Help Develop Reading And Writing Skills:
When a celebrity talks of her favorite book, a teenager might be tempted to grab a book too.

CONCLUSION

As the technology is developing, the web-based social networking has turned into the routine for every last individual, people; groups are seen dependent with this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students. Business uses online networking to upgrade an organizations execution in different courses, for example, to fulfill business goals, expanding yearly offers of the organization. Youths are found in contact with these media every day .Social media has different merits yet it likewise has a few faults which influence individuals 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.

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