

**AN ANALYSIS OF THE CONTRIBUTIONS, BOTH GOOD AND BAD,
OF SOCIAL MEDIA TO SOCIETY****Mohan Kumar Gope**

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Research Guide

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Abstract- *The people may express their ideas and debate their concerns on social media. People must understand what social media is before learning about its real features. The phrase "social media" refers to the interaction between groups or people that create, distribute, and sometimes exchange ideas, photographs, videos, and many other types of content online and in virtual communities. Mobile devices and interactive social networking sites like Twitter, MySpace, Facebook, and Orkut are all around children as they grow up, making social media an essential part of their lives. The way that young people interact with their parents, friends, and technology is changing as a result of social networks. There are two outcomes from social networking. Positively, social networks may serve as priceless resources for professionals [1]. They do this by helping recent graduates promote their abilities and look for job possibilities. Social networking websites may also be utilized effectively for networking. On the down side, there are a lot of threats on the internet that are connected to online groups. One of the concerns is cyberbullying, which is a kind of harassment carried out via the use of technology. We discuss every facet of social networking in this essay, including both its advantages and disadvantages. The emphasis is on a certain area, such as health, business, education, society, and youth. In this essay, we discuss how these media will have a wide impact on society.*

Keywords: *Social Media, Society, Mobile Devices.*

INTRODUCTION

A social media is an online platform that individuals use to develop social networks or social relationships with others who have comparable personal or professional interests, hobbies, lifestyles, or connections in real life. Social networks have a big effect on young people. It is becoming more evident that social networks have become part of people's lives. Teenagers often check the Tweets and status updates from their friends and family on their laptops, tablets, and smartphones. People are under pressure to adopt new lifestyles as a result of technological innovation. Social networking websites may help young individuals develop their social skills. A web-based method of data transmission is social media. Users may engage in discussions, exchange information, and produce content for the web via social media platforms. There are many various types of social media, including blogs, microblogs, wikis, social networking sites, picture and video sharing websites, instant messaging, podcasts, widgets, virtual worlds, and more. Social media is used by billions of people worldwide to connect and exchange information. [2]

Social media gives us the personal freedom to interact with friends and family, learn new things, pursue our hobbies, and be amused. On a professional level, social media may be used to increase or widen one's expertise in a specific sector and develop one's professional network by establishing connections with other people working in the same field. Social media gives us the opportunity to interact with our audience on a professional level, get feedback from customers, and strengthen your brand.

Social media is a creative concept with a fantastic possibility and more room for development. Several organizations are using social media to improve their processes as a result of its development. Social networking allows us to communicate or market more effectively. Similarly, individuals no longer need to depend on the media or television to receive their daily fix of news; instead, they can get it all through social networking websites. Worldwide tracking and information access are both possible.

The paper is introduced in Section I, followed by Section II's Literature Review and Research Methodology, Section III's list of popular social media websites, Section IV's discussion of the effects of social media on medical and health, Section V's discussion of the effects of social media on business, Section VI's discussion of the effects of social media on education, Section VII's discussion of the effects of social media on society, and Section VIII's conclusion.

REVIEW OF LITERATURE

While youth and teens are the nation's builders, they have grown up in this time as members of the Net Generation. They have no trouble using modern devices like smart phones, mp3 players, digital cameras, video games, iPads, electronic readers, and laptops. Social media offers both advantages and disadvantages.

The secondary data used in this research work was gathered through web sources, other research papers, and the Google search engine. We employed questionnaires, interviews, and on-site observations as data collection strategies to learn more about how people use social media generally.

In this essay, we examine a variety of social networking sites, a range of industries (such as business and commerce, education, health, and medical education), as well as the positive and negative aspects of social media use today. We also discuss strategies for addressing social media's detrimental effects on society.

POPULAR SOCIAL MEDIA SITES:

Facebook

Both in terms of the overall number of users and brand awareness, this is the biggest social networking platform on the Internet. Since its founding on February 4, 2004, Facebook has amassed more than 1.59 billion monthly active users, making it one of the finest platforms for bringing customers from across the globe into contact with your company. [3] More than 1 million small and medium-sized enterprises utilize the platform to market their brands, which is to be expected.

Twitter

When we learn that this social media platform has more than 320 million active monthly users who may make use of the 140 character restriction to spread information, we will be astonished. We may be of the opinion that limiting our postings to 140 characters is not the best method to promote our brand. [3] Companies may use Twitter to communicate with potential customers, respond to inquiries, provide the latest information, and employ targeted advertising with certain audiences. The headquarters of Twitter, which was established on March 21, 2006, are in San Francisco, California.

YouTube

YouTube: Three former PayPal employees founded the largest and most well-known video-based online networking service on February 14, 2005. Google subsequently paid \$1.65 billion to acquire it in November 2006. More over 1 billion people use YouTube's website each month, making it the second most popular internet search engine behind Google. [4]

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.[2] The stage is likewise recognized by its remarkable channels together with video and photograph altering highlights. Right around 95 percent of Instagram clients additionally utilize Facebook.

Snapchat

While they were Stanford University students, Reggie Brown, Evan Spiegel, and Bobby Murphy created Snapchat, an image-sharing application training tool. [5] The program was first released in September 2011, and within a short period of focus, they had grown significantly, officially registering an average of 100 million active users per day as of May 2015. Snapchat is used by more than 18% of social media users overall.

WhatsApp

A cross-platform instant messaging app for cellphones, computers, and tablets is called WhatsApp Messenger. To send messages to other users who have the program installed on their devices, this application requires an Internet connection in order to communicate photos, texts, documents, audio, and video. [5] WhatsApp Inc. was established in January 2010 and was bought by Facebook on February 19, 2004, for about \$19.3 billion. More than 1 billion people utilize the service now to communicate with their friends, families, and even customers.

IMPACT OF SOCIAL MEDIA ON MEDICAL AND HEALTH

Social media gives health care professionals the means to connect with the public, spread knowledge, encourage healthy habits, and communicate with patients, students, and coworkers. HCPs may utilize social media to inspire patients, build a professional network, boost personal knowledge of news and breakthroughs, and enlighten the public about health issues.

The websites where doctors may read news stories, listen to experts, investigate medical developments, chat with colleagues about patient difficulties, and network are the ones they join most regularly. They may address practice management issues, provide referrals, distribute their research, promote their practices, and participate in health advocacy, among other things. [4] In order to improve clinical treatment, many doctors use utilize social media to have direct conversations with patients. It is obvious that social media has a specific influence on healthcare systems, and that both developed and poor countries are affected by this impact. [5] More people get better treatment thanks to healthcare consultants, and clients may utilize it to strengthen their own identities, those of their families, and those of their communities.

A. Positive Effects of Social Media on Health

- Giving prescriptions from doctors to friends, family, and coworkers.
- Accessing doctors at any time and from anywhere online.

- Sharing Recommendations among friends, families and coworkers about different illnesses and its signs.
 - Information availability in underdeveloped areas.
 - Mutual responsibility and support in online health forums.
 - Support for causes pertaining to health.
 - Assisting health services with the prioritization of urgent situations.
 - More consumer responsibility.
- Researchers studying health now have more data.

B. Negative Effects of Social Media on Health

- Incorrect self-diagnosis
- Potential breach of privacy

IMPACT OF SOCIAL MEDIA ON EDUCATION

A guy on one half of the globe may communicate with a man on the other side of the world and exchange opinions via social networking tools. [2] Students may readily interact or share information with one other using numerous social networking sites like Facebook, Orkut, and Instagram, among others, by using social media.

A. Positive Effect of Social Media on Education

One might utilize its advantages to achieve excellent outcomes in schooling.

Socializing: Socializing and forming friendships are crucial components of growing up. Why is this significant? [2] That is because it enables the kids to converse and pick up fresh information. They will inevitably gain greater self-assurance as a consequence.

Sharing knowledge: It offers pupils a quick and efficient means to exchange information. It is simple for students to acquire the knowledge, analyze it, alter it as necessary, and share it. As a result, knowledge flows more easily.

Updating one-self: They will be able to keep up with new information as it emerges. They are forced to update their own knowledge base as a result.

Learning from various sources: The long-range interpersonal communication advancements are designed in such a manner that students will be able to choose the group, movement, or person they would want to follow for daily updates. There are several methods to learn.

Being Prepared: The main purpose of social networking technology is to display global trends. By watching the changes that are being updated, shared, debated, or talked about on the social networking sites, students may draw up a plan of what would be required of them in the future.

Sharing what they feel or think: Pupils usually lack the appropriate platform to express their emotions. They have the chance to voice their opinions thanks to social networking tools. It would be easier for kids to determine what is good and what is terrible if they were allowed to express their thoughts and feelings.

- Social media provides a way for students to effectively connect with one another for class excursions, group projects, or homework assistance. [5]
- Many students who don't participate in class discussions regularly may believe that they can communicate their ideas clearly via online social networking sites.

- Instructors may publish information on homework assignments, school events, and class activities on social networking websites that will be very helpful to their students. [3]
- It is clear that online social networking advertising is becoming a viable career option. Young professionals are expected to become significantly successful marketers using web-based social networking advertising.
- Instructors have the opportunity to demonstrate excellent digital citizenship and the effective use of the Internet for business thanks to the availability of web-based social networking.

B. Negative effect of Social Media on Education

Reduced learning and research capabilities

Students now rely more on the web and the material that is readily available on these social networking sites. Their capacity for learning and study is so diminished.

Reduction in real human contact

The more time kids spend on these online networking sites, the less time they will spend interacting with others in person. This weakens their interpersonal skills. They won't be able to interact and communicate well in person. Because of this, employers are becoming more and more dissatisfied with the interpersonal skills of recent graduates. [1] The compelling relational abilities are critical to achievement in reality.

Reduces command over language use age and creative writing skills

Slang or shortened word forms are often used by students in long-distance interpersonal communication settings. They start out relying on the spelling check and PC language highlighting. This lessens their influence on the dialect and their capacity for creative writing.

Time wastage

When searching and concentrating online, students are sometimes drawn into using social networking sites and forget why they are using the internet. Sometimes students' time wastes prevent them from completing their assignments within the deadline.

Low grades

Pupils who lack the required information and writing skills get negative assessments in school.

Loss of motivation in students

The employment of these long-distance interpersonal contact sites lowers the student's motivation level. Instead of growing appropriate learning from this current reality, they rely on the virtual state.

Effect on health

Both mental and physical health are impacted by the unnecessary usage of these websites. Students fail to eat meals on time or get enough rest.

Students' physical and psychological health suffer from the overuse of these locations once a day, which makes them sluggish and uninspired to interact with the general public face-to-face. Parents should monitor and correct their children's online behavior. Whether they are using it for the appropriate time or not, they should be skeptical. [2] The friends and teachers should also provide them the opportunity to explain the drawbacks of using these long-distance communication sites and what they are really losing by doing so.

IMPACT OF SOCIAL MEDIA ON SOCIETY

We are all aware that social media may have a significant influence on our society. The ways in which people interact and communicate online have altered as a result of certain social media platforms. Person to person communication platforms provide opportunities for people to get in touch with former friends, partners, and lovers. Person to person communication platforms provide opportunity for people to get in touch with former friends, partners, and lovers. [3] Also, it encourages people to make new friends and to exchange information, including as videos, photos, and audio files, with them. Also, social networking on the internet is changing how people live.

A. Positive Effect of Social Media on Society

Connectivity – Connectivity is the primary advantage of social networking. Everyone may connect with anybody from anyplace. Without regard to the nation or faith. Social media is lovely since it allows you to connect with anybody to learn and express your ideas.

Education – The main benefit of social networking is connection. Everyone can connect with anyone, anywhere. regardless of nationality or religion. Social media is wonderful since it enables you to communicate with anybody to learn and share your thoughts.

Help – To obtain support and energy, you may share your problems with the community. You may seek assistance from the organisation you are a part of, whether it be in the form of financial aid or counseling.

Information and Updates – The main benefit of online social networking is that it allows you to keep up with the most current events taking place in the world. Nowadays, print and television media are often biased and do not convey the true message. [2] You may receive the facts and real information by performing some research with the help of online social networking.

Advertising – We can advertise to the broadest possible audience. The whole globe is at your disposal, and you can market to it. It will assist in boosting profitability and achieving business goals.

Noble Cause – Social media may be used for good reasons as well. Social media is being used by the public to aid those in need, and it may be a rapid method to do so.

Helps in Building Communities – People from diverse groups may interact to debate and exchange relevant topics since our planet is home to a variety of faiths and beliefs.

- Traditional marketing channels like radio, TV advertising, and print advertisements are now wholly outmoded and cost thousands of dollars. The only expenses for firms using social media are their time and energy to interact with their target clients.

- As social networks like Twitter, Facebook, and LinkedIn expand in popularity, they are becoming recognized as the most practical form of communication for bloggers, authors of articles, and other content producers.

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All bloggers now have the opportunity to connect with their knowledgeable audience and share their experience and articles. Your audience will then spread the word about your articles, blog, or area of expertise to their social networks, expanding your networks of followers.

[1]

- Both students and professionals are capable of exchanging information with others who share their interests and may solicit advice and opinion on a specific subject.
 - Social media facilitates the introduction of strangers to one another.
- Social media facilitates the exchange of ideas across geographic borders.
- It offers everyone who writes or blogs the chance to engage with their audience.
- It brings people together on a large stage to accomplish certain objectives. This transforms society for the better.

B. Negative Effect of Social Media on Society

Cyber Harassing – According to a survey provided by PewCenter.org the greater part of the youngsters have advanced toward being victims of the digital bullying over the past. It has become quite simple for anybody to scare people online since anyone can create a fake record and do anything without being watched. It is possible to send threats, terrifying messages, and rumors to the majority in order to annoy and upset the public.

Hacking – On the Internet, security and private information are both vulnerable to hacking. [5] In the past, programmers have hacked into Twitter and Facebook accounts and released content that has affected the users' lives.

Addiction – Online networking's addictive component is terrible and may make individual lives more difficult. Also, it might waste time that could have been spent on productive activities and duties.

Fraud and Scams – There are several examples of individuals using internet networking to conduct fraud and frauds.

Reputation – By creating a bogus tale and disseminating it around the internet networking, social media may easily ruin someone's reputation.

- It encourages obsession. Spending countless hours on social sites might divert attention from and thought for a certain task. As opposed to absorbing the practical knowledge and skills of everyday life, they mostly rely on innovation and the internet.
- On the odd chance that they are allowed to use them, these direct messaging platforms may have a profound impact on children. The reason is because sometimes people transmit images of savagery and sex via online networking sites, which may negatively affect children's and young people's behavior. [6]
- Another problem with web-based social networking is that users tend to give information too freely, putting themselves in risk. Indeed, even with strict security measures, your personal information may leak onto social media sites. Copying your status and downloading your recordings or images is an easy task that should be feasible in a few seconds.

IMPACT OF SOCIAL MEDIA ON KID AND TEENS

Teenagers nowadays are greatly influenced by the media. It has a significant influence on every element of a teen's life, whether it is television, computers, video games, or social networking sites. The media is not inherently harmful. Media may change young people's life for the better if handled properly. This article focuses on adolescent media impact, both good and bad.

A. Positive Effect of Social Media on Kid and Teens

Help Develop Awareness:

Teenagers generally lead sheltered lives. Nonetheless, kids may become more conscious of society and the outside world by being exposed to a variety of media channels. Youth may comprehend that there is more to the world than simply what is occurring in their neighborhood thanks to news channels, periodicals, and social networking sites that constantly broadcast global events.

Help Develop Social Skills:

Teenagers sometimes struggle with unpleasant social situations. Also, social media increases their chances of expanding their social network and making new acquaintances. [7] Additional advantages include increased social support, media literacy, and social assurance. Teenagers' social skills are expanded by social media, which in turn enables them to function well in contemporary society.

Inspire Them:

Don't just sit there and complain about the violence that our teenager sees in action movies. With close adult supervision, adolescent viewers may use the film as a source of inspiration, motivation, and encouragement in their lives. It's possible that seeing a movie starring Bruce Lee may persuade our teenager to start training in martial arts. The majority of young people have the illusion that they are renowned; hence, if a famous person advises them to stay away from drugs, they could just listen to them.

Help Develop Reading And Writing Skills:

A young person may feel compelled to pick up a book after hearing a celebrity discuss her preferred reading material.

B. Positive Effect of Social Media on Kid and Teens**Distorted Body Image:**

Today's world is filled with ideal individuals. A lot of teens have distorted body images as a result of the widespread usage of Photoshop and its photos. This body image issue has led to anorexia and bulimia.

Risky Sexual Behavior:

Simply put, young people are discovering their sexuality. They are really used to being preoccupied with anything sexual. A teenager may be confused by the way sex is shown in today's media, however. Sex without responsibility is, by all accounts, the message being sent to teenagers. This may lead to dishonest sexual behavior and undesired pregnancies.

Score Low In School:

Teenagers who watch much television do worse on tests. According to a research, people with high degree scores watch less television as children and teenagers. According to a separate research, various media have distinct effects on academic performance. [6] Today's media is strong and pervasive. You just can't get away from its grasp. You don't have to, either! Keep in mind that media is now a tool, and just like any other tool, how you utilize it is up to you.

HANDLING INFLUENCE OF SOCIAL MEDIA ON YOUTH AND TEENS:

Here are some ways to handle the influence of social media on teenagers:

- Look into the media your kid enjoys, including music, movies, TV programs, games, and celebrities. We can identify the images and messages that are impacting people once we understand what interests them.

- Our teenagers may view YouTube videos on their phones relatively easily, making it possible for us to be unaware of what he is seeing. Parents should attempt to keep an eye on what their adolescent is seeing on TV or the internet and try to set some boundaries and restrictions. Talking about messaging is one of the finest methods to assist teenagers in navigating media impacts. [4] For instance, if the adolescent is attracted to females, we might discuss female friendships, career possibilities, self-esteem, and sexuality with them.
- Watching over teenagers' decisions does not include forbidding them from consuming media. They are only being made aware of the harmful impacts.
- We need to decide to prohibit certain applications, programs, and games. Why are we doing this?
- By posing some questions for them to consider, we may also encourage our adolescent to analyze media. Ask the adolescent about a particular TV commercial or magazine article, such as the person behind it, their motive, how it makes them feel, what they need from it, etc.
- With the role model for our adolescent, we can accomplish the same. Urge your adolescent to ask him questions such, "Why do you appreciate this celebrity? Do you follow him in real life? What ideals of his appeal to our teens?"

CONCLUSION

Web-based social networking has become a common practice for every person and organization, and as technology advances, this dependence is becoming more pronounced. Student collaboration has improved in both quality and quantity because to online networking. [8] Business employs internet networking to improve an organization's performance in a variety of areas, such as achieving corporate objectives and increasing the organization's annual offerings. Kids often come into touch with these media. Social media offers many advantages, but it also has certain drawbacks that negatively affect people. False information can make training programs ineffective, improper promotion in businesses can lower productivity, online networking can abuse the public by invading their privacy, some pointless websites can have an adverse effect on children who may grow up to be uncivilized, and they may engage in some wrong activities. Last but not least, all people are urged to embrace social media's beneficial elements and avoid its bad ones so that we might profit from its cutting-edge and developing technology.

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