

# 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.[1] 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, photo-sharing 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.[2] On an individual level, social media allow us to communicate with our friends and relatives, gain knowledge of new things, develop your interests, Social Media is an 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.

## **POPULAR SOCIAL MEDIA SITES:**

### **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.[3] 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.[3] Businesses can use Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences. Twitter was founded on March 21, 2006, and has its headquarters in San Francisco, California.

### **Google+**

Google+ is one of the popular social media sites in these days. Its SEO value alone makes it a must-use tool for any small business. Google+ was propelled on December 15, 2011, and has joined the major alliances enlisting 418 dynamic million clients as of December 2015.

### **YouTube**

YouTube : the biggest and most well known video-based online networking site was established on February 14, 2005, by three previous PayPal workers. It was later purchased by Google in November 2006 for \$1.65 billion. YouTube has more than 1 billion site guests for every month and is the second most well known internet searcher behind Google.[4]

### **Pinterest**

Pinterest is commonly a beginner in the online networking field. This stage comprises of computerized announcement sheets where organizations can stick their substance. Pinterest reported September 2015 that it had obtained 100 million clients.[3] Private ventures whose intended interest group is for the most part comprised of ladies should put resources into Pinterest as the greater parts of its guests are ladies.

### **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.

### **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.
- Monitoring teen's choices does not mean we ban them from watching media. It is just making them aware of the negative influences.
- We should also choose to ban some apps, shows and games. Explain why we are doing so.

### **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.[8] 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, some pointless sites can impact youth that can end up plainly savage and can take a few wrong activities. Last but not least , all the citizens are advised to adopt the positive aspects of social media and avoid negative effects,So that we can avail the benefits of these latest and emerging technologies.

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