



Social Media: A Massive Impact on Society

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ABSTRACT

Social media is an assembly of communication channels assigned to society, collaboration and interaction among people. It becomes easier to make friends online where we can chat with one another, interact with individuals virtually by video conferencing. A lot of positive and negative aspects of Social Media have been found in studies. In general, the appropriate usage of Social Media proved to be positive and reverse for the negative. Now, we are able to know the person's profile and their lifestyle on different social media sites properly. The general purpose of this paper is to cover every aspect of Social Media with its positive and negative aspects. Some of the positive aspects are: sharing of information, Socialization whereas some negative aspects are increased rates of anxiety, depression and poor sleep. Social Media has now become a part of an individual's routine. It is affecting health and youth in different manners. The influence of Social Media has proved essential for business promotions too.

Keywords: Socialization, Collaboration, Social Media, Assemble, Interaction etc

INTRODUCTION

At present, today's generation can't live without social media. According to the 2019 global digital report, the social media users were found to be 3.484 billion 9% year . Before going further discussion firstly we must have to know **what does social media mean?** Social media is the web based online tool that allow people to share ideas, thoughts, discuss their issues and opinion, interact with their friends or new people and stay connected with what is going on in world .It provides a path where we can easily stay connect with our friends from any part of the world ,we can share pictures, videos, data etc. It is a good platform for those people who use social media as an invaluable tool. It has some positive and some negative impacts.

Nowadays, it has been seen that the children are getting smarter than their parents in aspect of technology. They know to make their accounts on social media sites like- Face book, twitter, Insta gram ,etc. They spend hours on these sites chatting with their friends instead of studying . Whenever we're distressed, we don't turn to people anymore we turn to our phone screens and it's a cycle you're a bit emotional and distressed maybe a little bored we check your phones we feel better and we get addicted to it.

SOCIAL MEDIA TREND

We see in our day-to-day life that social media has become a part of our daily routine activity. Everyone across the world spends at least 3 to 4 hours on social media where we check interesting posts, interact with different people, check news or tweets etc. and because of this excessive use of these sites by the people it becomes a crowd sourcing for social media where various ideas are shared among the different peoples and this crowdsourcing is profitable to business marketing by allowing an organization to grasp the creativity and resources of its own audience in order to promote and growing the company . We see social media change the world in many ways like we can stay updated towards the world , provide a better platform for the companies to promote their product among audiences via advertisement and how we organize to demand change in policy. The trend of social media is started from 2004 where the first social media sites reaches which is the beginning of social media then one by one new sites are invented where YouTube comes out in 2005 which gradually gained its popularity then in 2006 face book and twitter come up for users which later on become a most popular sites on web. But today there are many social media sites that have come up for the users and we can choose one of them according to our interest. Face book became the largest social media platform in the world. If we see the monthly active user's number of 2018 then there are 2.23 billion across a world where YouTube is also getting closer to face book with 1.9 billion active users.

BUSINESS MINDSET USING SOCIAL MEDIA

Social media is a good and effective way for the small business companies because it is cost effective and less expensive than advertising through local media like newspapers and T.V , social media is a crowd sourcing network so e-commerce businesses can easily increase their demand for their products through advertising on different sites. 95% of companies use social media to promote their products because they know that the huge audience is present in social media and by sharing their products information to each other . It is the form of online internetwork marketing where we have to

create and share content on social media sites in order to engage the audience and to achieve the goal of marketing. It only requires the crowd of audience on your page that companies can label the ads of their products and pay for the ads on your page. For starting a marketing through social media we have to find a local business that don't actually specialize in marketing and you take care of marketing for that because what is one thing that all business need a new customer and all business want more profitable new customers to actually continue to pay them money so that they can make a profit that's what all business is need. And as the world starts to change and become more and more digitally oriented it becomes much more important to actually have an online presence to have an account on social media sites for their business to appear in Google search to have an online presence so that people can find your business. Probably most importantly of which is paid advertising to put your brand name and business in front of potential customers and once you're able to actually create ads and create traffic for these businesses and bring them targeted leads, you become more valuable to the marketplace.

Classification of social media tools for marketing:

1- Social publishing: In this platform we publish or upload the content like textual contents, links or videos etc. Blogs and you tube are the mostly used apps by people for social publishing.

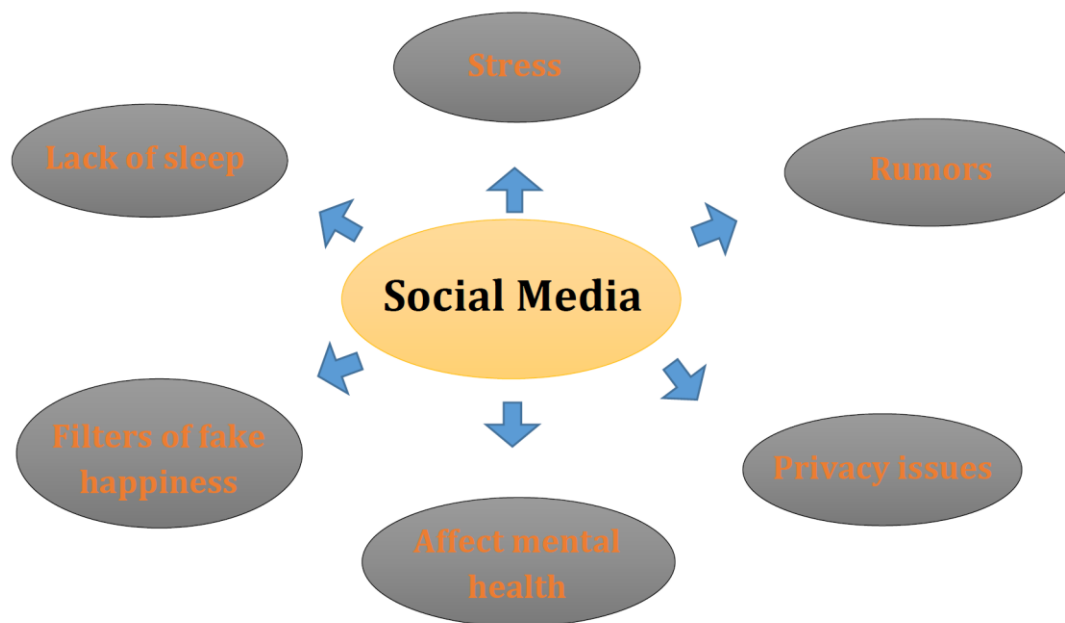
2-Social Networking: In this platform we create a conversation with different people and our goal is to connect with most of the audience to promote our products and directly connect with customers. LinkedIn, Twitter, Face book are the mostly used social networking apps.

3- Photo based social networking : Here we share the content through photos or small videos .Snap chat ,interest ,Insta gram ,face book are some popular photo based social networking tools.

Crowdsourcing:

Firstly, it is defined as utilizing a large voluntary population to do smaller tasks in order to accomplish an overall larger goal. It is often used when small individual tasks cannot easily be accomplished by computers or algorithms but can easily be done manually by humans. Crowdsourcing is generally done by social media because this is the best platform for gathering the audiences and making communications between them. The internet and social media brought organizations closer to their stakeholders, Crowdsourcing changes the way we work, hire research and market govt. take help of crowdsourcing to empower the people and give the platform where we give our ideas and information to many other people.

I. EFFECT OF SOCIAL MEDIA ON YOUTH AND HEALTH



II.

Social Media incorporates a ton of negative effects. These square measures are fairly extreme, horrifying and gruesome. Social Media has an effect on health and also on the youth adversely.

Social Media is an associate degree addiction for today's generation. A survey showed that 77% of the people in today's generation from 18 - 24 , reach out for their phones whenever they need any free time. And this free time together becomes the chunk of our day we tend to spend on our phones.

We have detected a couple of fascinating developments with smartphone uses .We have detected that the average attention span of human beings has now gone all the way down to 9 seconds . After we suppose it's as a result of its linkage to a phenomenon called INSTANT GRATIFICATION or INSTANT HAPPINESS. Well there is a chemical called DOPAMINE that's released in the brain whenever we tend to experience this instant burst of happiness . Once there attacks on your phone . It vibrates and acquires a notification and you get a bit excited, that momentary happiness (i.e. you are excited to see who it is and become a bit curious). So maybe dopamine is released in your brain.

Dopamine is that very same chemical that is released when you drink alcohol , smoke cigarettes, take drugs , gamble. In different words, it shows highly addictive behavior and we see similar trends for smartphone usage.

In fact half of the 18 - 24 year old mentioned that they check their phones in the middle of the night.

A Third of UK adults check their phones at intervals of the 5 minutes of rousing.

And this addiction is no coincidence, it is no surprise as a result of all of those apps: Face book, Instagram, Snap chat, Whatsapp etc these all have very carefully tailored algorithms which ensures that we tend to square measure hooked to our phones. Why? Because each minute that you simply pay on these applications, these firms build bundles through advertising.

Facebook's earliest mission was : "How do we consume as much of your time and conscious attention as according to our possibility." He also said "we were exploiting the vulnerability of human psychology ."

In all these applications , their purpose was never to connect you to one another, it was solely to make you addicted and to form cash on your backs. We are able to see it is happening everywhere all around us. We all are addicted , we all are trapped and this affects our mental health in ways that we just don't realize.

A report showed that "social media is connected with inflated rates of anxiety and depression has gone up by 70% within the recent past. So social media is linked with depression and it is not that stunning because social media is great at providing that one factor that we all tend to love i.e.'Filter'. And I don't mean those footage fill up filters for our footage , not those cute snap chat dog filters that we all send each other. I mean something deeper, we filter our very lives before protruding them to the globe. We tend to show the happiest, the most effective versions of ourselves, sometimes the faux versions of ourselves out on social media. We don't put stories of us cramming the day before the exam, having nervous breakdowns, we don't try this! We show to the world that we are having fun, enjoying life, having a great time, our life is perfect, it is sorted.

Example:- You are bored sitting in a room and you choose to open snap chat to check what everyone is up to and everyone you see are simply stories of individuals having a great time, enjoying life and it might be faux. Thus seeing people having fun , how will that make you feel ? It will make you even more alone and depressed, and we have seen this happen.

Sometimes once all of this anxiety and depression builds up within the most antithesis of cases can cause irreversible harm, irreversible damage in the kind of self-hurt typically even suicide cases. 91% of 16-24 years old use the internet for social networking Lets cite some additional adverse effects related to health and youth:

- **WEAKER MEMORY:** Mind is like the muscle which needs to be used for you to be stronger and work better. The more usage of mind will result in better understandability. The advent of social media has made a need for storing and retaining unnecessary so people no longer experience having memories in their brain instead they take pictures of experiences to share on social media .Thus lots of use of the brain muscles leads to weak memories and weaker relationships. A strong relationship built on stretched memories. It also leads to reduced attention span where a person would have paid attention and observed to remember in the future, they would take a picture or make a video and move on to something else.
- **SLEEP DEPRIVATION:** So much use of social media leads to sleep deprivation because people go through their news feeds and timelines over and again to avoid missing anything. Thus fear of missing out (FOMO) makes people spend fewer and fewer hours sleeping which leads to order complications that accompany sleep deprivation. Sleep deprivation causes many disorders like high blood pressure, stress, weight gain etc.
- **LOW SELF-ESTEEM:** When users compare themselves with others and what they post on social media, they tend to see themselves as not enough and this reduces their worth in their eyes over time. These depreciating views of themselves sink deep and their self-esteem decreases. Decreased self-esteem affects every part of a person's life and could determine the heights they attain.
- **LESS HUMAN CONNECTION:** Humans thrive in positive social visible relationships. The use of social media is attacking the stability and sanity which comes from good relationships. The need to communicate with physical friends and family members gets reduced by the attention the virtual friends and social media demand. This focus on virtual friends leads to the lack of real friends in life and loneliness which is sometimes hidden by posts on social media. Human connections are known to promote good health and total well being.
- **CYBER BULLYING:** Cyber bullying is the worst effect of social media and it is very awful that it is increasing day by day with very high rates. Cyber bullying is just like ragging on the internet repeatedly. Millions of millions people go through this cyber bullying which causes low self-esteem issues, depression. Some facts about cyberbullying:
 - About 37% of young people between the ages of 12 and 17 have been bullied online. 30% have had it happen more than once.
 - About 21% of kids received mean or threatening emails.
 - 60% of young people have found online bullying.
 - 95% of teens in U.S are online and make their devices the most common medium for cyber bullying

Opinion Formation:

Social media is a platform that catches you in a very personal space. So that's why it is most likely to influence your opinions because you are then at the most comfortable space in your mind so you are very likely to get influenced by what you read , by what you see and you are most likely to become the person that someone wants you to be. Media influences you in a way where you don't even know what is true and what is false, you are just following whatever is written and you are just giving a thumbs-up. People just wanted to come into the limelight so these crowds of people write whatever comes into their mind whether it is right or wrong which greatly influences the other and they just believe those writings and other presentation sources and then the forward system begin sadly but now social media is the best source to spread rumors

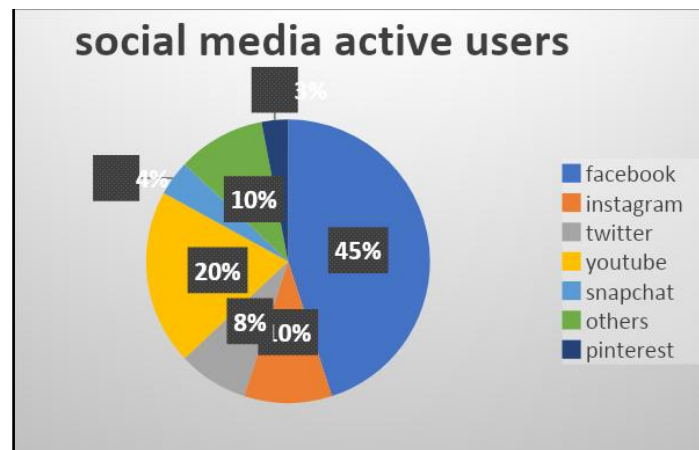


Figure1: No of active users in Social Media

CONCLUSION

: Social media is used as a boon and bane at the same time. Social media affects every part of one's life. As the technology is updating, the web based social networking has turned into a routine for every individual. Online networking has explored its quantity (i.e. Social sites), quality and rate. Business also uses social media to upgrade an organization or the startup of an organization. As social media has many merits, it likely has demerits also. Social media is affecting youth and their health. The disastrous changes of youth and their health is mostly due to social media usage like, depression, low self-esteem, sleep deprivation which leads them even to suicide also. Social media is affecting the public also by letting them form false or fake news and mostly as cyber bullying.

In totality we should follow the positive side of social media rather than the negative.

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