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An Analysis of the Advantages and Disadvantages of Social Media

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ABSTRACT:

Social media is a platform for public to communicate around the world. Firstly we have to know the meaning of social media before know it's function. Social media is a term which describes the interaction of people in various platform such as facebook, Instagram, tweeter etc.It has both positive and negative sites . In positive sites people can communicate and share their condition easily, improved learning opportunities, socialization , communication on the other hand the social media is blessed with lot of problem such as cyber bullying,terrorism, criminal activity, catfishing, depression and anxiety.In this paper we analyze the role of different kind of social media in humans life and its impact and also explore every aspect of social media and its pros and cons. Furthermore, we examine how social media will impact in the society in a broad way.

Keywords : Social Media, Society, Education

Literature review:

The aim of this study is to identify the impact of social media in people's life.The study was based on secondary data. Secondary data collected from various journals, online source and from the google search engine.The various studies have been done by various researchers and scholars.

Deborah Richards, Patrina HY Caldwell and Henry Go in their research paper titled on " impact of social media on the health of children and young people " found that social media greatly impact on children and younger mental health particularly in their self- respect and well-being, with some issues like cyberbulling, 'facebook depression' with a relationship between social media usage and self esteem and body image (Deborah Richards, 2015)

The study by Sunita Kupuswamy and P.B. Sankar Narayan is titled "The Impact of Social Networking Websites on Youth Education." claims that although Facebook might be distracting for children, it can also be beneficial for their education. The study also finds that SNS have an impact on students' education, both positively and negatively (Sunitha Kuppuswamy, 2010).

"The study on the role of social media in social change in society," written by Kinza Farooq and Dr. Siraj Bashir, asserts that Social media has a wide range of complex, individual affects on people, but it has a direct impact on pupils' mental health, leading to issues like anxiety, sadness, poor grades, and aggression. Their research revealed that a large number of students either personally experience negative impacts or observe them in others. Many students used social media to their advantage, interacting with teachers and taking notes, among other productive tasks (Dr. Kinza Farooq, 2021).

Themes:

Distraction of studies:

Using social media distract greatly on student's education. An article on "Social Media its Impact with Positive and Negative Aspects" was written by Siddiqui Shabnoor and Singh Tajinder. In this study, the survey method was applied. 100 social media user was selected for this research. Researcher found that social media has become a part of source of distraction from studies.It decreases the productivity of the user because they can not stay away from it. Most of the student are using social media for chatting and entertainment instead of studying. They stay away from their study and addicted to social media. Researchers recommended that everyone utilize social media for a limited time and avoid it during study time.

Cyber bulling:

Cyberbullying is the intentional use of digital means to disseminate inaccurate, embarrassing, or hostile information about another individual.

On the bad side, social media can lead to cyberbullying, which can have serious consequences for both victims and perpetrators, such as ruined relationships and increased psychological discomfort. (Gary W. Giumetti 1, 2022)

According to the survey, 48.6% of respondents always feel anxious when someone misuses their photos, 17.6% never, 11.8% rarely, 13.3% occasionally, and 8.6% frequently feel insecure (Sumera Batool R. Y., 2017)

Researcher peter k smith in his research paper ' the nature of cyberbullying and what can we do about it' says that Cyberbullying is evolving rapidly, and it is not reducing in the same way that traditional bullying is (Smith, 2015)

Facebook depression:

The impact of Facebook use on one's mental health has generated debate. On the one hand, a number of studies show that using Facebook can help users psychologically in ways like less stress, improved social capital connections, and higher-quality friendships. However, other research has shown that Facebook use may be connected to some detrimental psychosocial traits including loneliness, anxiety, and negative moods, as well as lower levels of life satisfaction and self-esteem.

The survey by Lauren A. Jelenchick, M.P.H.a,b , Jens C. Eickhoff, Ph.D.c , and Megan A. Moreno, M.D., M.S.Ed., M.P.H wrote a research paper named 'Facebook Depression?" Social Networking Site Use and Depression in Older Adolescents' found that More than half of the time participants were online, they reported using SNS, although no significant connections were found between SNS use and the likelihood of reporting depression (Lauren A. Jelenchick, 2013).

Online risk taking behavior:

The internet has become an unavoidable part of modern life. Although it has numerous benefits, it can also cause harm, especially among teens. Although numerous research have been conducted, none have explored why young people engage in harmful online behaviors.Adolescents frequently utilize social networks, however there are risks associated with sharing personal information and engaging with others online.Nielsen (2012) found that college-aged young adults spend the most time on social networking sites (Social Media Report 2012: Social Media Comes of Age, 2012). Emily Christofides1 , Amy Muise2 , and Serge Desmarais found their research that 52% of participants described bullying, meanness, and harassment from classmates as their most prevalent negative Facebook experience (Emily Christofides1, 2012). Higher grade levels were linked to increased online risk behavior, with boys being less alert than girls (Janneke D. Schilder1, 2015)

Addiction:

Social media addiction is a behavioral addiction characterized by an excessive concern for social media, an uncontrollable desire to log on to or use social media, and investing so much time and effort to social media that it interferes with other vital aspects of one's life.

Indri Utami Sumaryanti*, Salma Azizah, Fanni Putri Diantina, and Endah Nawangsih discovered that 270 out of 483 college students had a significant inclination toward social media addiction in their research article, "Personality and Social Media Addiction Among College Students (Indri Utami Sumaryanti*, 2020)

According to a Pew Research Center survey, 95% of kids have access to a smartphone, and 45% claim they are online 'nearly constantly' (MONICA ANDERSON, 2018)

According to psychologists, between 5 and 10% of Americans currently fit the criteria for social media addiction (Social Media Addiction)

According to a new Harvard University study, self-disclosure on social networking sites activates the same area of the brain as taking an addictive substance (How Social Media Affects The Brain)

Increase in mental health disorder:

Adolescents' daily life now involve social media on a more regular basis. Concerns have been raised over the possible harm that adolescent social media use (SMU) may do to their mental health.In the United States, 81% of teenagers and 69% of adults use social media, according to the Pew Research Center. Because of this, a sizable portion of the populace is more likely to experience anxiety, depression, or illness as a result of using social media (Health, 2024). A study conducted on American teenagers between the ages of 12 and 15 found that youth who used social media for more than three hours a day were twice as likely to experience mental health problems, such as signs of anxiety and depression (KATELLA, 2024)

Impact in academics:

Gilbert M. Talaue, Ali AlSaad, Naif AlRushaidan, Alwaleed AlHugail, and Saad AlFahhad conducted a survey in their research paper 'THE IMPACT OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF SELECTED COLLEGE STUDENTS' and discovered that twenty-three (37.3%) strongly agreed that social media has a negative impact on their academic performance. During an interview with the respondents, it was revealed that they sometimes don't have time to make assignments or study because they have been on social media for a long time; seventeen (28.3%) did not face such a

problem; twelve (20%) answered neutrally; and eight (13.3%) revealed that they don't encounter any problem due to social media usage (Gilbert M. Talaue, 2018).

Mohammed Habes, Mahmoud Alghizzawi, Rifat Khalaf, Said A. Salloum, Mazuri Abd. Ghani in their research paper ' The Relationship between Social Media and Academic Performance: Facebook Perspective ' found that their survey that a great number of university students are addicted to social media, notably Facebook, and there is high engagement in social networks, which causes students to lose concentration on academic assignments and badly affects their academic outcomes (Mohammed Habes M. A., 2018).

Awareness on social issues:

Yinglin Wu a, Ling Xie a, Shiang-Lin Huang a, Ping Li a, Zengwei Yuan b, and Wenhua Liu demonstrated their research paper 'Using social media to strengthen public awareness of wildlife conservation,' which asserts that the rapid expansion of social media in China presents a significant opportunity for increasing public awareness on biological conservation, particularly for endangered species (Yinglin Wu a, 2018).

Higher education must take full advantage of its social media presence so that students and staff can see environmental sustainability. Sustainable development practices implemented at the university level, such as recycling, reducing electricity and water consumption, and reducing paper in the classroom, and encouraging student participation in environmental issues (Suraya Hamid, 2017).

Easy and good medium of communication:

Paola Barbara Floreddu and Francesca Cabiddu in their research paper 'Social media communication strategies' found that high-profile firms utilize social media to control their reputations (Cabiddu, 2016).

admila Ivkovi, Jelena Gaji, and Ivana Brdar discovered in their research that social media had a large impact on travel selections, with 44% of respondents strongly agreeing that Internet evaluations provided by travel bloggers helped them make the first pick of holiday places. This is followed by 37% on online travel forums, 27% on Facebook, 24% on YouTube/Vimeo, and 22% on Pinterest.If free Wi-Fi had been available, over half of those polled said they would have used social media to plan their holiday (Radmila Živković, 2014).

Donald K. Wright and Michelle D. Hinson discovered in their study paper "How Blogs and Social Media are Changing Public Relations and the Way it is Practiced" that 61 percent of respondents agree that social media have impacted the way their businesses communicate (Hinson, 2008).

Conclusion:

There is no easy conclusion to be drawn from the studies on social networking sites and their impact on college students, other than the sites are unquestionably a part of today's students' lives. It is important to realize that technology is only a tool for principles that have existed for decades—communication and connections. The way college students utilize these sites makes all the difference; some researchers have discovered good effects of particular activities, while others have discovered the inverse.

Here are a few suggestions for student affairs professionals:

Decide how much social media will influence your personal and professional life. It is completely acceptable to keep your Facebook profile private and not allow students to be added as friends. Your department, on the other hand, may desire to have a Facebook presence through a fan page or group, as appropriate.

Spend some time learning the fundamentals of Twitter. This tool provides several opportunities for business and academic engagement while allowing you to keep your personal life distinct.

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