
Review Literature

“A Study on Positive and Negative Effects of Social Media on Society” by W. Akram, R. Kumar (2017). In this paper, various popular social media platform is discussed. It also explains impact of social media in various fields like education, health, medical, society etc. are discussed [1]. “A Study on the Impact of Social Media Usage on Student Academic Performance: University of Tabuk an Example” by Monia Ouedera, Inam Abousaberb (2018). This paper extensively reviewed the impact of social media in educational field. The paper contain details like which social media is mostly used for communication, time spent, its usage in improving education etc. [2]. “Social Media its Impact with Positive and Negative Aspects” by Shabnoor Siddiqui (2016). In this paper, various popular social media platform is discussed. It also explains both positive and negative impacts of social media in various

fields like education, business, medical, youngster etc. are discussed [3]. “A study on positive and negative effects of social media on society” by Ashish Kumar Tamrakar (2022). The paper mainly focused on impact of social media in society side. This paper discussed about various impact of social media like stress, depression, false connections, lack of sleep etc. also stated the positive effects in society like easy communication, learn things easily [4]. “A Study on Positive and Negative Effects of Social Media on Society” by Anuradha A. Ename, Vijay M. Rakhade, Lowlesh N. Yadav (2022). This paper explained various social media platform like YouTube, Facebook, Instagram, WhatsApp etc. It also stated the impact of social media in society like cyber harassing, how reflects on kids, teens and adults [5]. “Impact of Social Media on Society” by Jyoti Suraj Harchekar (2017). This paper discussed the detailed study of how the usages have been increased in the society has been taken into consideration and stress has been increased in the minds of the people and they are more addicted of it [7]. “Use of social media in Education: Positive and Negative impact on the students” by Vishranti Raut, Prafulla Patil (2016). This

paper discussed how social media influenced people and its impact in education of students in both positive and negative. In positive manner, it helps to find the requirement material in easy way and also provide access to data all over the world. In negative manner, it leads to addiction in social media, health issues[8].

Popular Social Media Sites

3.1. Facebook

In terms of both overall user count and brand awareness, this is the biggest social networking platform on the web. Facebook was founded on February 4, 2004, and in just 12 years, it gained a total of 1.59 billion monthly active users. This makes Facebook one of the greatest platforms for connecting people with your brand globally. company. It is expected that over a million small and medium-sized enterprises utilize the network for advertising purposes. company.

3.2. YouTube

The biggest and most popular video-based social networking site — was founded on February 14, 2005, by three former employees of PayPal. In November 2006, Google paid

\$1.65 billion to acquire it. With over 1 billion monthly visitors, YouTube is the second most popular internet search engine after Google. With this user can able to learn new things in different manners according to their time.

3.3. WhatsApp

WhatsApp Messenger is a cross-platform instant messaging app for PCs, tablets, and smartphones. For the purpose of sending documents, photos, audio, and video

communications to other users who have the

app installed on their devices; this program requires an Internet connection. In January 2010, WhatsApp Inc. was founded, and on February 19, 2004, Facebook acquired it for around \$19.3 billion. More than 1 billion people use the administration these days to communicate with friends, family, and even clients.

3.4. LinkedIn

LinkedIn has emerged as the world's largest professional network with hundreds of millions of users. Experts from all over the world can collaborate more effectively and achieve greater success in their careers by joining our network. LinkedIn users have the ability to create personal profiles and interact with other members of the platform, creating an online social network that mirrors their actual professional connections.

3.5. Twitter

Users who are active on Twitter, a free social networking and microblogging platform, can send each other quick messages known as tweets. Not only may users follow other users on Twitter, but they can also send tweets from a range of devices and platforms. Twitter messages are limited to 140 characters in total.

3.6. Instagram

Instagram[a] is a social networking site where users can share photos and videos and is owned by Meta Platforms. Users are able to submit media files that can be geotagged, altered with filters, and arranged with hashtags. Public or pre-approved followers can view posts. Users can snap pictures, use the tools and built-in filters to modify them, and then post the edited images to Facebook.

3.7. Snapchat

Reggie Brown, Evan Spiegel, and Bobby Murphy created Snapchat during their studies at Stanford University, an image-sharing application training tool. Officially released in September 2011, the application has grown rapidly in just a short period of time, enrolling an average of 100 million active users each day as of May 2015. Over 18% of users across all social media platforms use Snapchat.

Discussion about social media impacts

4.1. Impact of social media in health

Social media gives health care providers the means to communicate and connect with the public, exchange knowledge and encourage healthy habits, and coworkers, pupils, and patients. HCPs have access to social medium to maybe enhance health results, create a expand your professional contacts and personal knowledge of news and findings, inspire patients, and offer healthcare information to the neighborhood.

4.1.1. Positive effects:

- Sharing doctor prescription to family, friend, colleagues.
- Consulting the doctor through online at anytime and anywhere.
- Assisting medical services in assigning priority to urgent cases.
- Sharing suggestions for various diseases and their symptoms with friends, family.
- A greater sense of responsibility towards customers. Health researchers have access to more data.

4.1.2. Negative effects:

- Risk of self-diagnosis.
- Security risks
- Time consuming
- False information

4.2. Impact of social media in education

Social networking is used by 90% of college students. Small communication devices have allowed technology to advance quickly. We can use these devices to access social networks at any time and from any location. Social media has been used in an inventive way to further education. Through social media platforms like Facebook, Instagram, students can quickly and easily contact or share information with them other. It's also crucial that pupils work practically rather than only on paper assignments.

4.2.1. Positive effects:

- It provides a way to effective each other in regards to class, assignments etc.
- Teachers can able to post information, notes easily through apps like WhatsApp, classroom.
- It supports students to study according to their interest at any time.
- They also learn the concepts in easy manner with multiple solutions.

4.2.2. Negative effects:

- Reduced in real human interaction.
- Reduces command over language use age and creative writing skills.

- Reduced learning and research capabilities.
- Health issues while continuously using smartphones.

4.3. Impact of social media in business

The newest buzz in marketing is social media, which unites companies, associations, and brands to create news, influence friends, build relationships, and form groups. Businesses use web-based social networking to improve an association's performance in a variety of ways. The benefit of web-based social networking is that it acts as a platform for correspondence that promotes two-way contact between a company and its investors.

4.3.1. Positive effects:

- Utilizing social media makes it easier to understand what customers need.
- It helps to promote business all over the world.
- With help of social media, people can easily establish their business.
- Using social media, we can also easily advertise our products and also helps may housewife to promote their business ideas.
- Social networking sites helps to make new customers by providing various facilities.

4.3.2. Negative effects:

- An organization may suffer greatly from a poor online brand strategy and severe viral social media setbacks.
- It is hard to rectify the mistakes.
- Negative reviews.
- Highly time consuming.
- Many of the large organization have fallen victim to the hackers.

4.4. Impact of social media in society

Social networking sites have transformed how people interact and communicate online. Person-to-person communication platforms provide an avenue for people to get back in touch with former partners, friends, and lovers. It also leads to people influencing new friends and encouraging them to contribute recordings, images, sounds, and other stuff. Furthermore, web-based social networking alters society's way of life.

4.4.1. Positive effects:

- Exchange of ideas beyond geographical boundaries is also beneficial.
- It gives writers and bloggers a free chance to interact with their audience.
- They bring people together on a broad platform to work toward common objectives.
- Social media raises awareness among the public through campaigns, articles, and advertisements that keep people informed about current events.

4.4.2. Negative effects:

- Cyber harassing
- Over addiction to social media may results in mental health effects.
- The face-face communication is completely lost due to rise social media.
- Hacking, fraud and scams.

4.5. Impact of social media in Youngsters

Social media has great influence on youngsters. As there are using computer, laptop, smartphones for gaming purpose, education etc. They use social for communication, education, entertainment purposes. Nowadays youngster also connect with unknown person through social media which may results in risk.

4.5.1. Positive effects:

- Social media is a resource for young people seeking answers related to their career objectives.
- Useful information can share easily in social media platform.
- They can easily connect with their friends from anywhere and also easily learn new things at their own place.
- During a crucial developmental phase, young individuals often turn to social networking platforms for guidance and information.

4.5.2. Negative effects:

- Cyberbullying is the intentional dissemination of false, degrading or offensive information about another individual via digital media.
- High usage of social media may result in low scores in their academics.
- Young individuals may compare themselves to influencers, celebrities, or other people they look up to, which can lead to unhealthy beauty obsessions that negatively affect their self-esteem.
- Social media usage can affect the sleep cycle. As teens are highly interested to watch reels or videos in social media.
- Lack of privacy among social media users.

5. Conclusion :

Social media has transformed the way we interact, communicate, and consume information. It has many advantages, like promoting international relationships, giving people a platform for self-expression, and accelerating social progress. Significant disadvantages do, however, also accompany it, such as the possibility for cyberbullying, mental health issues, and the dissemination of false information. Social media has a double-edged effect, and how we choose to use it will determine how much of an impact it has. It is essential to foster appropriate usage as we continue to navigate the digital world, encouraging pleasant interactions while being aware of the possible pitfalls. In this paper, discussed about impact of social media in various factors like health, education etc.

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