

A Study on Social Media's Impact on Society

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Abstract

It is difficult to fathom life today without the Internet. The internet has advanced so much in the previous two decades that it now offers all the data a person could possibly require. Social media use is now ingrained in today's youngsters. Youth are so reliant on social media that they are unable to put their gadgets down. Face-to-face encounters have been impacted by the emergence of modern social networking sites. Youth that use social media excessively experience both positive and harmful effects. This research concludes that social media use has both beneficial and negative effects on young people based on the literature that is currently accessible. Nowadays, it is impossible to imagine life without the internet. The internet has advanced so much in the previous two decades that it now offers all the information a person could possibly require. Social media use is now ingrained in today's youngsters. Youth are so reliant on social media that they are unable to put their gadgets down. Face-to-face encounters have been impacted by the emergence of social media networking sites. Youth that use social media excessively experience both positive and harmful effects. This research concludes that social media use has both beneficial and negative effects on young people based on the literature that is currently accessible.

Keywords: Social media, youth, internet, social networking sites, electronic

INTRODUCTION

Social media is a type of electronic communication. There are interactions at many scales. There are several alternatives, including text messages, images, movies, and voice and video chats. Due to technological progress and the widespread accessibility of devices, the significance use of social media has grown significantly [1]. The channels that initially originated from chat-based websites have now diversified their scope, catering to various requirements of individuals. There are messaging apps that enable users to exchange textual messages, apps that facilitate the sharing of images and videos, and platforms that empower users to conduct live broadcasts, thereby garnering a fan base, boosting self-assurance, and even generating income [2].

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The most prevalent social media platforms are those that offer individuals the opportunity to engage in social interactions through written messages [3]. WhatsApp, Viber, and Facebook's Messenger are notable examples that facilitate rapid communication and ongoing conversations. Additionally, there are platforms that enable users to showcase their talents to a global audience, garnering followers and admiration from around the world. Facebook, Twitter, and WeChat are prominent platforms where talented individuals exhibit their skills and abilities. Furthermore, there are platforms that prioritize visual communication over text, allowing for a more immersive experience through pictures, videos, and illustrations. Instagram and Snapchat are widely used among

young people to share captivating visuals and captivate viewers with their content [4]. Another category includes platforms that focus primarily on streaming video and visual media. Originally created by three young people, YouTube was eventually purchased by Google, takes the lead among video streaming platforms [5]. It offers users instant access to a vast array of videos, allowing them to explore content effortlessly. Moreover, it provides users with the opportunity to create their own channels and showcase their hidden talents to viewers [6]. Social networking can be used to buy and sell products online. It offers business opportunities. Amazon and Alibaba are the two prominent platforms that provide clients with access to goods on a broad scale and have strong delivery capabilities. In summary, social media is utilized in practically every aspect of contemporary life [7]. As a result of its expanded base, users now have access to a digital environment that is incredibly feature-rich. All of those sites are regularly used by young people. These platforms allow talented young individuals to have their creativity and talent recognized, which helps them develop in their profession [8].

PURPOSE OF THE STUDY

The primary goal of the study is to ascertain, using the information that is now available, both the beneficial and detrimental social networking platforms effects on young people.

METHODOLOGY

A descriptive and qualitative paper that examines the advantages and disadvantages of social media. Data was gathered from secondary sources.

SOCIAL MEDIA'S BENEFICIAL IMPACTS ON YOUTH

Establishing Connections and Fostering Ties

Social media can make it easy to meet new people and locate groups of people who share your interests. Finding a connected community of people can help us feel accepted and valuable. Maintaining connections with distant family and acquaintances is made simple by social media. Send messages, send pictures, make calls, or engage in video chats to stay in touch [9]. You can establish new ties and meet new people on social media. No matter where they are in the world, you may easily contact with them and share stuff with them. This level of connectedness is one of the unique advantages of digital [10].

Helpful in Academics

Social media helps students develop their creative abilities since it allows them to learn and then implement what they have learnt. When a student starts taking pictures and applying online editing tools to make them more visually acceptable, their latent talent frequently comes to light. Through knowledge and data gathering, social media also dramatically enhances educational achievement and comprehension. In order to learn more and come up with answers for school tasks, students consult a number of online sources.

Spreading News

Information from virtually any corner of the globe has the potential to rapidly circulate on social media. Although this can be daunting on occasion, it also enables us to stay connected to significant occurrences. This can be an exceptional advantage when there is a need to swiftly disseminate information about a particular matter. For instance, if an individual residing in a petite community has misplaced their canine companion, they can utilize social media as a platform to spread the word. The entire locality can remain vigilant and promptly provide updates or insights.

Motivating Youngsters

On social media, there are countless successful businesses, business owners, and followers. Everyone can be motivated by this, but especially students and fresh grads with high aspirations. Many leaders freely share their knowledge in order to promote the growth of others. Following people that inspire you to live out your ideals, desire big, and strive to make an impact in the world can change your life.

Social Media is an Effective Tool for Marketing

On social media, there are a huge number of successful businesses, business owners, and fans. This can serve as motivation for anyone, but it's especially helpful for students and fresh graduates with big goals. For the benefit of others' growth, many leaders generously share their knowledge. Following people who push you to live up to your values, pursue your dreams, and change the world can have a profound impact on your life.

HARMFUL EFFECTS OF SOCIAL MEDIA ON YOUTH

Distraction from Life Goals

Youngsters frequently lose sight of their true objectives since social media activities make it so simple to lose track of time. Teenagers today prefer to pursue digital fame over pursuing their ideal vocations by honing their practical skills. Setting and completing objectives requires a great deal of motivation and work. If we do not feel like working hard, social media offers us a convenient option to focus our attention. Because it's so simple to locate diversions, we can discover that we simply don't complete tasks.

Cyber Stalking

Cyber Stalking is the greatest problem right now. Smart phones are being used to link people. But it's clearly clear how detrimental smart phones are to today's youth. Your pals will be aware of your location if you regularly update your profiles on social media. Teenagers are accustomed to discussing their check-in places, preferred listening, reading, and viewing material. When youngsters get a pattern of constantly talking, they become hyperactive, looking for latest news from their interactions. They read every notification and are concerned because they consider it crucial to act swiftly.

Social Media Addiction

Youngsters who use social networking sites in an unrestrained manner have a chance of developing an addiction to the internet. Youngsters are exposed to new ideas and stories more frequently the more time they spend on social media. This behavior progressively develops into a habit if left untreated, which may have an impact on the kid's psychological well-being, academic achievement, and even personal development..

Unbalanced Sleeping Schedule

Social media is one of the biggest causes of young people's lack of sleep today. They are constantly worried about what their friends publish and share. Youngsters may use social networking sites for longer lengths of time when they are not instructed to stop, which will disrupt their sleep schedule. It is highly likely that people's sleep will be interrupted if they participate in these activities, especially when they are just before bed.

Low Self-Esteem

The majority of kids, particularly females, begin to compare themselves to famous people in an attempt to be as pretty, wealthy, and trim as they are. Teenagers frequently copy an adult they admire or see as a role model. This imitation could diminish their self-respect and dignity.

SOCIAL MEDIA'S EFFECTS ACROSS DIFFERENT FIELDS

Social Media's Impact on Health and Medical Care

Social media gives health care professionals the means to interact with the public, spread knowledge, encourage healthy habits, and communicate with patients, youngsters, and coworkers. HCPs can utilize social media to inspire patients, build a professional network, boost their 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 can discuss management issues, provide referrals, distribute their research, promote their practices, and engage in health advocacy,

among other things. In order to improve clinical treatment, many doctors also use social networking sites to have direct conversations with patients. It is obvious that social media has a specific impact on medical facilities, and that both developed and poor countries are affected by this impact. More people receive better treatment thanks to healthcare consultants, and clients can utilize it to strengthen their own identities, those of their families, and those of their communities.

Social Media's impact on Business

The newest hot topic in marketing is social media, which includes companies, organizations, and brands that generate news, influence partners, form relationships, and form communities. Businesses use online social networking to improve an organization's performance in a variety of ways, such as to meet business goals and increase the association's annual offerings. Web-based social networking has the benefit of serving as a platform for correspondence that promotes two-way contact between a company and its stockholders. Different long-distance informal communication destinations can enhance business. In order to attract the largest number of customers, a major portion of the organization promotes their business on online networking sites. By using internet resources, customers may interact and engage with businesses on a more personal level.

Social Media's Impact on Education

Social media platforms additionally enable individuals to express their ideas to others. It aids a person on one side of the globe to connect and exchange thoughts with someone on the opposite side. Through the utilization of social networking technologies, students can effortlessly communicate or swiftly share information with each other using diverse social networking sites such as Facebook, Orkut, and Instagram, and so forth.

Social Media's impact on Society

We are all aware that social media may have an important effect on our society. The ways in which people interact and communicate online have altered as a result of some social media platforms. Platforms for private communication give users the chance to reconnect with old acquaintances, companions, and loves. People have the ability to reconnect with previous friends, companions, and loves through direct contact platforms. It also encourages users to meet new acquaintances and communicate with them by exchanging information in the form of films, photographs, and audio files. Social networking on the internet also changes how society lives.

Social Media's impact on Children and Teenagers

The media has a big impact on teenagers today. Every aspect of a teen's life, including the big screen, laptops video games, and social networking sites, is significantly impacted by it. The media does not necessarily cause harm. If used appropriately, media can improve the lives of young people. This essay focuses on the positive and negative effects of teen media exposure.

WEBSITES OF POPULAR SOCIAL MEDIA

Facebook

Especially in relation to the overall population, it is the largest social network in terms of users and brand recognition on the internet. With over 1.59 billion active users every month, Facebook is one of the best venues for connecting your business with clients from around the globe. It is not surprising that more than one million medium-sized companies use the website to promote their products.

Twitter

We will be astounded to see that such a social media network has over 320 million per month who may use the 140-character limit to disseminate information. We might feel that using more than 140 characters in each of our posts is not the most effective way to build our brand. Businesses can use Twitter to interact with potential clients, answer questions, disseminate the most recent news, and use targeted advertising to reach specific demographics. Twitter was founded on March 21, 2006, and is headquartered in San Francisco, California.

You Tube

The biggest and most popular video-based social networking service was created on February 14, 2005, by three ex-PayPal workers. After that, in November 2006, Google purchased it for \$1.65 billion. Each month, more than 1 billion people access the YouTube website, which makes it the second most widely used online search engine after Google.

Whatsapp

WhatsApp Messenger is a cross-platform instant messaging programme for smartphones, laptops, and tablets. This application uses an Internet connection to transmit pictures, text documents, audio, and video to additional users who have the software installed on their devices. Facebook Inc. On February 19, 2004, Facebook acquired it for almost \$19.3 billion after establishing it in January 2010. The programme is now used by more than 1 billion individuals to interact with their friends, relatives, and even customers.

Snapchats

Reggie Brown, Evan Spiegel, and Bobby Murphy developed Snapchat as a teaching tool while they were Stanford University students. After the app's initial release in September 2011, it quickly gained popularity and, as of May 2015, had officially enrolled a median of 100 million users who were actively using it every day. More than 18% of all social media users use Snapchat.

Instagram

Instagram is a platform for visual online networking. Facebook owns the website, which has more than 400 million active users. It is used by many of its users to submit information on travel, vogue, food, craftsmanship, and connected subjects. The venue is renowned for its incredible channels, which encompass video and photo-altering features. The majority of Instagram users (around 95%) also use Facebook.

Pinterest

Pinterest is typically a newbie in terms of online networking. In this phase, firms can put their content onto digital announcement sheets. Pinterest declared that it has 100 million users in September 2015. The majority of Pinterest's users are women, thus private companies that wish to market to a consumers that is predominantly made comprised of women ought to invest there.

CONCLUSIONS

In conclusion, whether or not young people find social media appealing depends on how they perceive it. Educating young people about their own worth and helping them stay connected to acquaintances, family, and close friends through social media can increase their self-esteem. The path to young people's skill development is not far off if they can identify the drawbacks and socio psychological issues of social media platforms while employing them to forge their own identities.

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