

# A Research Study on Positive and Negative Effects of Social Media on Society

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**Abstract:** *Social media provides a forum for people all over the world to communicate their concerns and viewpoints. People must understand what social media is in order to understand the actual characteristics of it. The phrase "social media" refers to the interaction between groups or individuals that create, distribute, and occasionally exchange ideas, photographs, videos, and many other types of content online and in virtual communities. Mobile gadgets and interactive social networking sites like Twitter, MySpace, and Facebook are all around children as they grow up. Facebook and Orkut have elevated social media to a crucial part of their daily lives. The way that young people interact with their parents, friends, and technology is changing as a result of social networks. There are two outcomes from social networking. Positively, social networks can serve as priceless resources for professionals [1]. They accomplish this by helping recent graduates market their abilities and look for job possibilities. Social networking websites can also be utilized effectively for networking. On the down side, there are a lot of threats on the internet that are connected to online groups. One of the concerns is cyberbullying, which is a form of harassment carried out through the use of technology. This document examines every*

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## I. INTRODUCTION

Social media is an online platform that people use to develop social networks or social relationships with other people who have comparable personal or professional interests, hobbies, lifestyles, or connections in real life. Social networks have a tremendous effect on young people. It is evident that social networks have ingrained themselves into people's lives. Teenagers frequently check the Tweets and status updates from their friends and family on their laptops, tablets, and smartphones. People are under pressure to adopt new lifestyles as a result of technological innovation. Social networking websites can help young individuals develop their social skills. A web-based method of data communication is social media. Users can engage in conversations, share information, and create on social media platforms. build contacts and exchange information. [2] On a personal level, social media platforms let us keep in touch with friends and family, learn about new subjects, explore our interests, and find entertainment. On a professional level, social media can be used to increase or enhance our expertise in a certain field. By establishing connections with other professionals in our sector, we may expand our professional network. Social media gives us the opportunity to interact with our audience on a professional level, get feedback from customers, and strengthen your brand. Social media is a creative concept with a fantastic opportunity and more room for development. Many organizations are using social media to improve their processes as a result of its development. We can communicate or advertise more effectively by using social networking. Similarly, individuals no longer need to rely on the media or television to get their daily fix of news; instead, they can get it all through social networking websites. Worldwide tracking and information access are both possible. the beginning used Section I of the paper has an introduction, and Section II of the paper includes the literature review and the study methods Section III lists several well-known social media websites; Section IV discusses the effects of social media on medical and health; Section V discusses the effects of social media on business; Section VI discusses the effects of social media on education; Section VII discusses the effects of social media on society; Section VIII discusses the effects of social media on children and teenagers; and Section IX explains how to deal with social media issues.

## II. 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 most popular social media sites 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:** 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 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 computerized announcement sheets where organizations can stick their substance.
- **Snapchat:** Snapchat is a image informing application training item that was made by Reggie Brown, Evan Spiegel and Bobby Murphy when they were undergrads at Stanford University.[5] The application was authoritatively discharged in September 2011, and inside a limited ability to focus time they have become hugely enrolling a normal of 100 million every day dynamic clients as of May 2015. More than 18 percent of every social medium client utilizes Snapchat.
- **WhatsApp:** WhatsApp Messenger is a cross-platform instant messaging client for smartphones, PCs and tablets. This application needs Internet connection to send images, texts, documents, audio and video messages to other users that have the app installed on their devices.[5] Launched in January 2010, WhatsApp Inc. was purchased by Facebook on February 19, 2014, for about \$19.3 billion. Today, more than 1 billion persons make use of the administration to speak with their companions, friends and family and even clients

## III. IMPACT OF SOCIAL MEDIA ON MEDICAL AND HEALTH

Social media provides Health Care Professionals with tools to share information and to promote health behaviors, to engage with the public, and to educate and interact with patients, students, and colleagues. HCPs can use social media to potentially improve health outcomes, develop a professional network, increase personal awareness of news and discoveries, motivate patients, and provide health information to the community. Physicians most frequently join online websites where they can read news articles, listen to experts, research medical advancements, discuss with colleagues concerning patient issues, and network. They can explore and share ideas, discuss practice management challenges, make referrals, disseminate their research, market their practices, or engage in health advocacy.[4] A large number of physicians also use social media to converse directly with patients to enhance clinical care. It is clear that social media is having a distinct consequence on healthcare systems, and that its impact is relevant both in the developed and developing worlds.[5] Healthcare consultants provide improved healthcare to a larger number of citizens, while clients are able to use it to empower themselves, their families and their communities. A. Positive Effects of Social Media on Health Sharing of Doctors prescriptions to friends, relatives and colleagues. Consulting Doctors online anywhere and anytime. Sharing Suggestions among friends, relatives and colleagues about various diseases and its symptoms. Access to information in developing regions. Support and mutual accountability on online health forums.[6] Support for health-related causes. Helping health services to prioritize critical cases. Increased accountability to consumers.

More data available to health researchers. B. Negative Effects of Social Media on Health Incorrect self-diagnosis  
Potential breach of privacy

**IV. LITERATURE REVIEW**

Youth and teenagers have developed into members of the Net Generation since they are the nation's builders. The most latest technology, such as computers, iPads, mp3 players, digital cameras, video games, digital readers, and smartphones, is easily used by them. Social networking has both benefits and drawbacks. The Google search engine, other research papers, and websites were used to acquire the secondary data for this study. To get further information about how individuals use social media in general, we used surveys, interviews, and on-site observations. In this paper, we look at various social networking sites and a variety of subjects (such as business and commerce, education, health, and medical education).

**V. DATA COLLECTION**

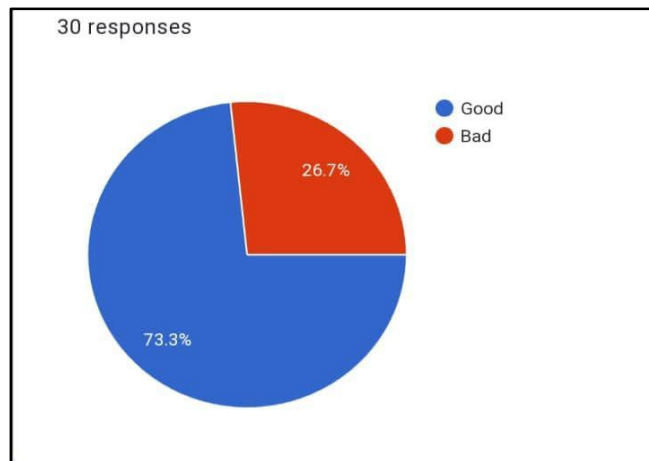
**DATA ANALYSIS**

The source of data in this research paper are both primary and secondary

**VI. RESEARCH METHODOLOGY**

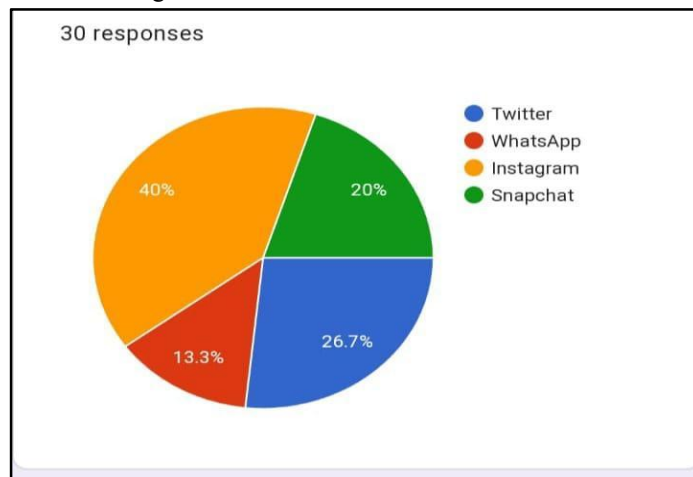
This consists of the data pie charts that show us about the Research done.

According to you, social media is?



**INTERPRETATION:** The above pie graph shows that more than 70% people say social media is good .

Today the most popular social networking site is ?



**INTERPRETATION :** The above pie graph shows that instagram is the most popular social networking site .

### **VII. CONCLUSION**

Web-based social networking has become a common practice for every person and group, with dependence on this technology becoming more and more obvious as technology advances. Student collaboration has improved in both quality and quantity because of online networking. [8] Business employs internet networking to improve an organization's performance in several areas, such as to meet business objectives and increase the organization's annual offerings. Youth regularly come into contact with these media. Social media offers many advantages, but it also has some drawbacks that negatively affect people. Online networking can manipulate the general public by attacking people's security, some pointless sites can impact youth who can end up plainly savage and can engage in some wrong activities. False data can also cause organizations to promote employees incorrectly, which will affect productivity. Last but not least, all residents are urged to embrace social media's positive elements while avoiding its harmful ones. so that we can benefit from these newest and most innovative technologies.

### **REFERENCES**

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- [2]. <https://www.coursehero.com/file/131856294/57-IJCSE-02480pdf>