

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

**Yash Yadav**

Researcher, BMS Department

Thakur Shyamnarayan Degree College, Kandivali (East), Mumbai, India

**Abstract:** *Social media provides a forum for people to debate global concerns and personal viewpoints. People must understand what social media is before learning about its actual features. 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 devices and interactive social networking sites like Twitter, Myspace, Facebook, and Orkut are all around children as they grow up, making social media an essential part of their lives. Social networks are changing how young people interact with their parents, friends, and how they utilise technology. 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 promote their abilities and look for job possibilities. Social networking websites may also be utilised 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 via the use of technology. We discuss every facet of social networking in this essay, including both its advantages and disadvantages. The emphasis is on a certain area, such as health, business, education, society, and youth. In this essay, we describe how these media will have an impact on society in a wide manner*

**Keywords:** Social media, positive, technology, society

## I. INTRODUCTION

A social media is an online platform that people use to develop social networks or social relationships with others who have comparable personal or professional interests, hobbies, lifestyles, or connections in real life. Social networks have a big 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 transmission is social media. Users may engage in conversations, exchange information, and create on social media sites. online material There are many various types of social media, including blogs, microblogs, wikis, social networking sites, picture and video sharing websites, instant messaging, podcasts, widgets, virtual worlds, and more. Social media is used by billions of people worldwide to connect and exchange information. [2] Social media gives us the personal freedom to interact with friends and family, learn new things, pursue our hobbies, and be entertained. On a professional level, social media may be used to increase or widen one's expertise in a specific sector and develop one's professional network by establishing connections with other people working in the same field. Social media gives us the opportunity to interact with our audience on a professional level, get feedback from customers, and strengthen your brand.

Social A creative concept with a fantastic possibility and further room for development is media. Many organisations are using social media to improve their processes as a result of its development. Social networking allows us to communicate or market more effectively. Similarly, individuals no longer need to rely on the media or television to

receive their daily fix of news; instead, they can get it all through social networking websites. Worldwide tracking and information access are both possible.

Section I of the article provides an introduction, Section II the literature review and the study methodology, Section III a list of major social media websites, and Section IV the impact effects of social media on health and medicine, Section V discusses the effects of social media on business, Section VI discusses the effects on education, Section VII discusses the effects on society, Section VIII discusses the effects on children and teenagers, Section IX explains how to tackle social media difficulties, and Section X concludes.

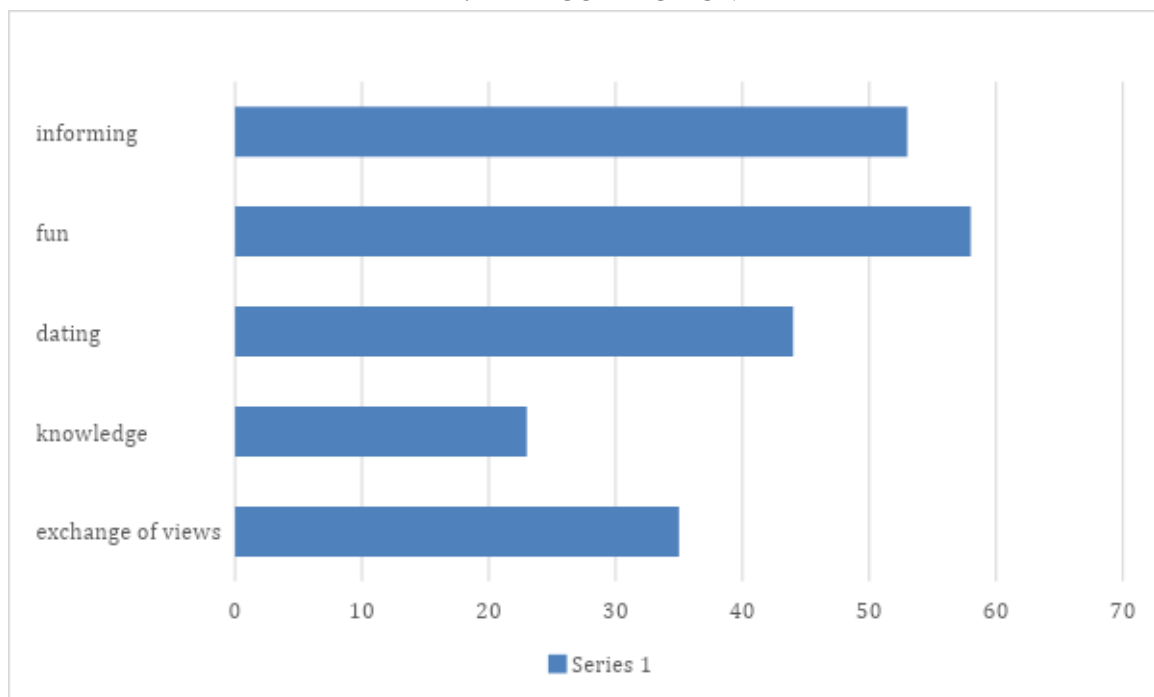
**II. LITERATURE REVIEW**

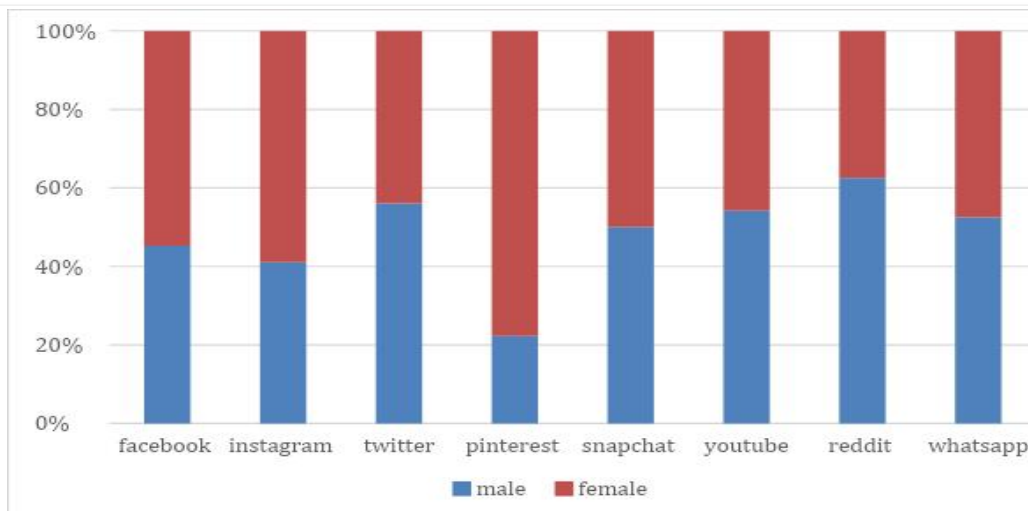
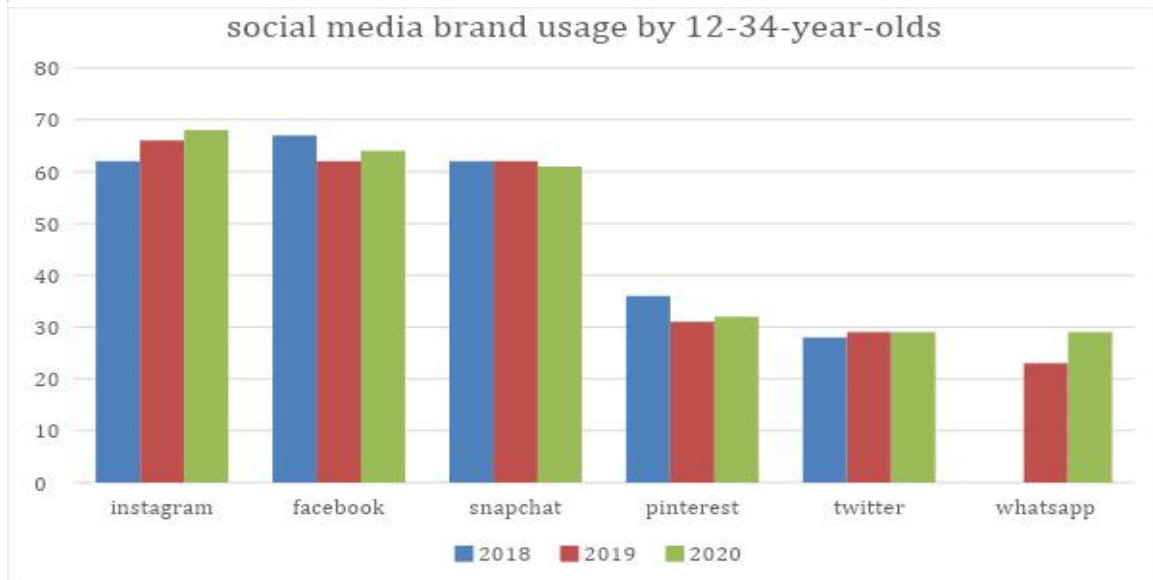
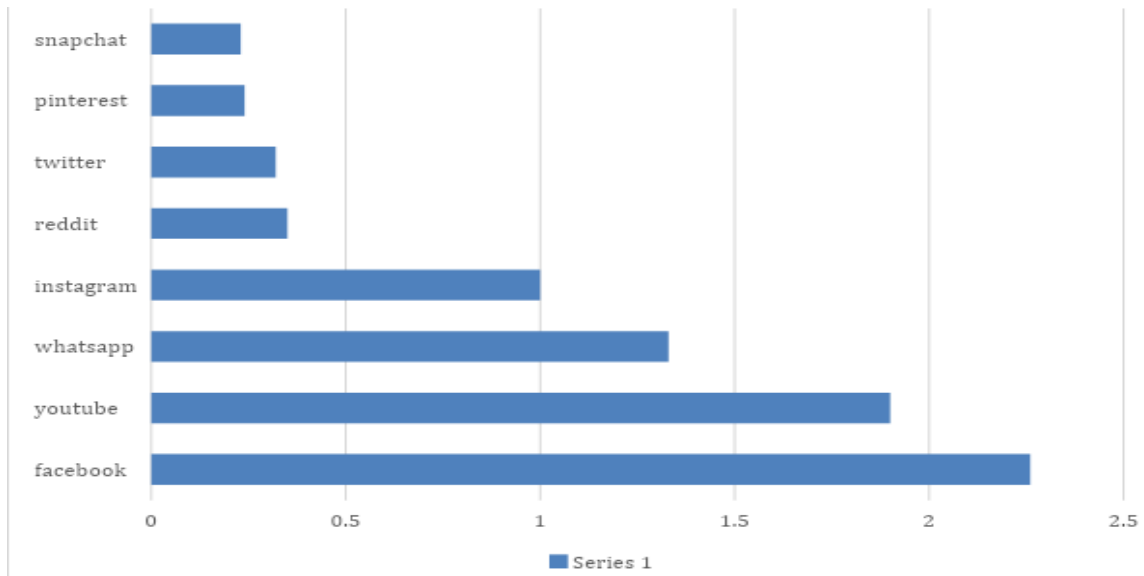
As youth and teens are the nation's builders, they have grown up in this time as members of the Net Generation. They have no trouble using modern devices like smart phones, mp3 players, digital cameras, video games, iPads, electronic readers, and laptops. Social media offers both advantages and disadvantages.

The secondary data used in this research work was gathered through web sources, other research papers, and the Google search engine. We employed questionnaires, interviews, and on-site observations as data collection strategies to learn more about how people use social media generally.

In this essay, we examine a variety of social networking sites and a range of topics (such as business and commerce, education, health, and medical education). Social media is widely utilised these days, having both positive and negative elements. There are also suggestions for dealing with the negative social media consequences.

**III. DATA COLLECTION**





#### IV. CONCLUSION

Web-based social networking has become a common practise for every person and group, and as technology advances, this dependence is becoming more pronounced. Student collaboration has improved in both quality and quantity because to online networking. [8] Corporate employs internet networking to improve an organization's performance in a variety of areas, such as achieving business objectives and increasing the organization's annual offerings. Youth regularly come into contact with these media. Social media offers many advantages, but it also has certain drawbacks that negatively affect people. False data may undermine training frameworks and negatively affect productivity in businesses. In addition, certain useless websites can manipulate the public by assaulting people's security through internet networking. adolescent who may become blatantly savage and engage in a few inappropriate acts. Last but not least, all residents are urged to embrace social media's beneficial elements while avoiding its harmful ones. so that we can benefit from these newest and most innovative technology.

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