

Impact of Social Media on the Society: A Critical Study

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Abstract: *Social media is a platform for audiences around the world to discuss their issues and opinions. Before we know the real aspects of social media, people need to know what social media means. Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas, images, videos, and more on the Internet. The social network is transforming the behaviour of young people interacting with their parents, peers, and how they use technology. The effects of social networking are twofold. On the positive side, social networks can act as valuable tools for professionals. They achieve this by helping young professionals to market their skills and to seek business opportunities. This paper covers every aspect of social media with its positive and negative effects. Focus is on specific areas such as health, business, education, society and youth. In this paper, we explain how these media will have a broad influence on society*

Keywords: Social media, facebook, Instagram, peers.

I. INTRODUCTION

Social media is an online platform that people use to build social networks or social relationships with others who share similar personal or career interests, activities, backgrounds or real-life links. The impact of social networks on young people is important. It is becoming increasingly evident that social networks have become part of people's lives. Many teenagers use their laptops, tablet computers and smartphones to check their friends and family's updates on Tweets and status. As technology advances, people are under pressure to accept different lifestyles. Social media is a web-based form of communication of data. Social media platforms enable users to have conversations, share information and create web content. Social media has different forms, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. On an individual level, social media enables us to communicate with our friends and relatives, to learn new things, to develop your interests and to be entertained. At a professional level, we can use social media to expand or expand our knowledge in a particular field and build our professional network by connecting with other professionals in our industry. At the business level, social media allows us to have a conversation with our audience, to get feedback from our customers, and to raise your brand. Social Media is an innovative idea with a very brilliant opportunity and an additional scope for advancement. With the advancement of social media, many organizations are using this medium to improve their practices. By using social networking, we can advertise or communicate in a more efficient manner. Likewise, people don't have to rely on the media or on TV to get their daily dose of news that can all be obtained from a social networking site. People can track or gather information from all over the world

Objectives of the study

Considering the current trend of usage of social media, the main objective is to check the cause and effects of increase use of social media.

To explore the impact of social media on people's relationships, especially family and friendships

Current situation and its impacts on the society

One of the most popular social media sites, Facebook, has 1.4 billion users around the world, nearly a fifth of the world's population, thus helping us to better understand, learn and share information instantaneously. Social networks have removed all the communication and interaction barriers, and now one can communicate his/her

perception and thoughts over a variety of topics. Students and experts are able to share and communicate with like-minded people and can ask for the input and opinion on a particular topic. Another positive impact of social networking sites is to unite people on a huge platform for the achievement of some specific objective. This is very important to bring the positive change in society.

Social media are used to document memories, learn about and explore things, advertise oneself and form friendships. For instance, they claim that the communication through Internet based services can be done more privately than in real life. A survey conducted (in 2011), by Pew Internet Research, discussed in Lee Rainie and Barry Wellman's Networked – The New Social Operating System, illustrates that 'networked individuals' are engaged to a further extent regarding numbers of content creation activities and that the 'networked individuals' are increasing over a larger age span.

These are some of the content creation activities that networked individuals take part in: Writing material, such as text or online comments, on a social networking site such as

Face-book: 65% of Internet users do this

Sharing digital photos: 55%

Contributing rankings and reviews of products or services: 37%

Creating "tags" of content, such as tagging songs by genre: 33%

Posting comments on third-party websites or blogs: 26%

Taking online material and remixing it into a new creation: 15% of Internet users do this with photos, video, audio, or text

Creating or working on a blog: 14%

Face-book Depression Several researchers have proposed a new phenomenon called "Facebook depression", which is defined as depression that develops when individuals spend an excessive amount of time on social media sites, such as Face-book, and then begin to exhibit classic symptoms of depression. Seeking acceptance and staying connected with peers is an important element of social life. However, the intensity of the online world, which requires constant engagement, creates a factor of self-awareness that may trigger depression in some people. For clarity, Face-book depression is not just limited to Face-book, but also refers to the impact of other social networking sites causing psychological problems. Because Face-book is currently the largest and most widely used social medium, the phenomenon of social media caused depression has taken its name.

Researchers discovered that, in a sample group of teenage girls, excessive Face-book usage caused the sample group to be at a higher risk for depression and anxiety. A year later, the researchers reevaluated the group for any signs of depression or anxiety. The study findings proved that users who frequently discussed their problems with friends, through social media, experienced higher levels of anxiety than those who did not. "Texting, instant messaging and social networking make it very easy for adolescents to become even more anxious, which can lead to depression. In doing this our more important relationships with our loved ones and close family members suffer because more of our time and effort is put into the illusion of social media.

MTV's show, Catfish based off a documentary film, is a good example showcasing the illusion of social media connections. The term Catfish describes people who create fake social networking profiles, and "catfishing" is the process of befriending strangers online while using a fake or stolen identity. It is a deceptive act and it has ruined marriages, relationships and the emotional well being of many people. In one of the episodes on Catfish, the narrator of the current television show, Nev Schulman, went to meet his online love in person only to be shocked by the deception he discovered. The woman whose picture he had seen on social media was that of an entirely different person. In Nev's mind if she could lie about something so basic as her appearance her whole character as a whole was called into question. After conversing with her he found that many other of her personal details of her life were false as well. Social media have negative effects on people's self-esteem and self-worth. People compare their own lives to the lives of their friends through their friends' posts. People are motivated to portray themselves in a way that is appropriate to the situation and serves their best interest. themselves as strong, independent, and powerful. For example, men often post pictures of objects and not themselves, Girls generally post more images that include themselves, friends AND personal information

Another survey conducted (in 2015) by Pew Internet Research shows that the Internet users among American adults who use at least one social networking site has increased from 10% to 76% since 2005. Pew Internet Research illustrates furthermore that it nowadays is no real gender difference among Americans when it comes to social media usage. Women were even more active on social media a couple of years ago, however today's numbers point at women: 68%, and men: 62%.

India will have the world's second-largest Internet user base by this December, overtaking the US. This is among the many interesting findings in the 'Internet in India 2015' Report released by the Internet and Mobile Association of India (IAMAI) and IMRB International. According to report, India will have 402 million Internet users by December 2015 and its user base has increased by 49 per cent compared to last year. In October, 317 million Indian users accessed Internet. China has the largest Internet user base, with over 600 million users.

THE ABOVE CHART SHOWS THE CONTINUE GROWTH OF SOCIAL MEDIA AND INTERNET IN 2015.

One of the negative effects of social media or network is it leads to addiction. Spending countless hours on the social sites can divert the focus and attention from a particular task. It lowers the motivational level of the people,

Kids can be greatly affected by these social networking sites if they are allowed to use them.

Another downside of the social media is that the user shares too much information which may pose threats to them.

Social media has a negative impact on our lives because of the combination of isolation and global reach.

We prefer texting to phone conversations, online chat to a face-to-face meeting, and many

II. CONCLUSION

As technology develops, web- social networking has become a routine for every last individual, people; groups are consistently viewed as dependent on this technology. Online networking has increased the quality and rate of coordinated effort for students. Social media has different merits, yet it also has a few faults that affect individuals in the opposite way. False data can lead to disappointment in the training framework, mis-promotion in organizations can influence productivity, online networking can manipulate the general public by attacking the safety of individuals, yet it also has a few faults that affect individuals in the opposite way. False data can lead to disappointment in the training framework, mis-promotion in organizations can influence productivity, and online networking can manipulate the general public by attacking the safety of individuals, yet it also has a few faults that affect individuals in the opposite way. False data can lead to disappointment in the training framework, mis-promotion in organizations can influence productivity, and online networking can manipulate the general public by attacking the safety of individuals.

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