Social Media: Positive And Negative Effect On Today's Society

Dr. Riya Mukhopadhyay, Assistant Professor
MITISBJ (MIT ADT University, Loni, Pune)

Abstract

People can use social media to freely express themselves by sharing their views, discussing their difficulties, and expressing their opinions. Before getting into the details, individuals should have a basic understanding of what social media is. Social media is a digital interactive platform that allows users to share and exchange information, photos, videos, and ideas through a specific networking medium. We have seen a massive expansion of social media in practically every facet of life in the twenty-first century. This paper shall discuss every aspect of social media, including both positive and negative consequences. A certain field, such as education, society, and youngsters, is the focus.

Keywords: Social Media, Education, Social network, Society, and youngsters.

Introduction

A social media platform is an online platform that people use to create social networks or social relationships with others that share similar personal or professional interests, hobbies, backgrounds, or real-life connections. The influence of social media on young people is substantial. It's becoming evident that social media has become an integral component of people's life. The majority of people use social media without considering the impact it has on their life, whether positive or negative.

A sort of web-based data transfer is social media. On social networking platforms, users can have conversations, share information, and create digital content.Blogs, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, and more are all examples of social media. Hundreds of millions of people use social media to exchange information and communicate with one another all around the world.There are many advantages to using social media sites like Facebook, Twitter, LinkedIn, Pinterest, Google+, Instagram, and blogs, but there are also many drawbacks. On a personal level, social media allows us to contact friends and family, learn new things, pursue our passions, and be entertained. On a professional level, we can utilize social media to grow or widen our expertise in a specific subject, as well as build our professional network by engaging with other industry professionals. At the corporate level, social media helps us to engage with our audience, collect feedback from customers, and enhance our brand.

How Social Media Is Used by Different Generations

The use of social media varies drastically depending on the generation. Older generations use these sites (particularly Facebook) to keep in touch with family and friends they haven't seen in a long time. It's a place for grandparents to exchange and see images of their grandchildren, as well as a source of entertainment on occasion. Although Gen Xers may be more tech-savvy than their parents, they use these sites in comparable ways. They also spend more time on these sites and may utilize them as a source of inspiration for new projects and problem-solving. Millennials are more active on social media sites than previous generations, and they utilize a variety of platforms in addition to Facebook. They frequently use the platforms in the same way that their parents and grandparents did. These sites are also increasingly popular among millennials for networking and dating. They frequently use these platforms to connect with people in similar situations or who have similar values. Only a few platforms are used by Gen Z, and many of them tend to switch platforms and focus on one in particular as it becomes more popular. Many people have many accounts on the same site, with separate profiles for friends, family, and the general public. They utilize these sites to stay in touch with friends and share information about their personal lives and interests. Gen Z uses social media

platforms more than any other generation, and their social lives are frequently more intertwined with them than those of previous generations.

Review of Literature

Social media is a platform for people to share, communicate, request feedback, raise questions or give their opinions on certain issues among a large group of people, where people can also share or express their opinions or spread information among various groups of people from around the world.

Danial divided social media into two categories in 2017. The "social part" refers to communicating with one person by sharing information and gathering information with another. The "media" part refers to a platform for communication, like different social sites. Social media can be defined as an online-based communication tool that enables people to communicate with one another by exchanging information.

Social media is growing at an explosive rate where millions of users actively use Facebook, Instagram, and Twitter whether they update something, share information, pictures, etc., or product reviews; people are actively taking part on daily basis. If we talk about trends on social media or social media today, that are being followed by millions of users on Facebook, Twitter, and Instagram. Nowadays, GIFS, Hashtags, Vines, Memes, blogs, live videos, etc. became so much popular that it became a trend on social media overthe past few years (Ellison 2014)

Research Methodology

Secondary data was gathered from web sources, several research papers, and the Google search engine for this research report. In this paper, we will be looking at a variety of social networking sites looking into their positive and negative aspects.

Findings

Social Media's Impact on Various Fields

1. Social Media's Impact on Society

As we all know, social media can have a significant impact on our society. Some social media sites have altered the way people communicate and socialize on the internet. Individuals can reconnect with former friends, partners, and matches using person-to-person communication sites. Individuals can reconnect with past companions, partners, and mates using person-to-person contact sites. It also encourages people to make new friends and to share stuff, like photographs, sounds, and recordings, with them. Furthermore, web-based social networking alters society's lifestyle.

Social Media's Benefits to Society

- Because social media allows you to search out organizations that are focused on your interests and hobbies, it is one of the finest methods to meet and communicate with new people who share your interests.
- Students and teachers benefit from social networking in a variety of ways. It is incredibly simple to learn from other experts and professionals through social media. Anyone can learn from and improve their knowledge in any field by following them.
- Social media raises public awareness through campaigns, commercial articles, and promotions, allowing people to stay informed about current events.
- Social media can be utilized for good causes as well. The public is using social media to contribute to those in need, and it can be a simple way to aid them.

Social Media's Negative Impact on Society

- Cyberbullying is a major problem brought on by social networking platforms, as having 24-hour access to someone's life can cause problems, particularly among the younger generation, as users can write harsh and scary remarks on each other's profiles outside of school hours.
- People become addicted to social media, which is one of its harmful effects. People spend a lot of time on social networking sites, which can cause them to lose focus and concentration on the task at hand.
- On the Internet, personal information and security can be hacked and shared. In the past, several Twitter and Facebook accounts were hacked, and the programmer released things that altered people's lives.

2. Social Media's Impact on Education

Social networking technologies also allow people to share their opinions with others. For example, it allows a man on one side of the world to communicate with a man on the other half of the world. Students can readily communicate or share information via social media sites such as Facebook, Orkut, and Instagram, among others.

Positive Effect of Social Media on Education

- Students might use social media to communicate with one another about class projects, group tasks, or for help with homework assignments. It allows the kids to share their thoughts and learn new things. This would invariably lead to them gaining more self-assurance in their daily lives.
- Teachers can cooperate and communicate with students and one another with ease. Students have quick, free access to online learning tools.
- The goal of social networking technology is to show off the latest trends from around the world. By observing the changes that are being updated, shared, discussed, or spoken about on social networking sites, students can create a strategy for what might be expected of them in the future.

Negative Effect

- Students are more reliant on information readily available on social networking sites and the internet. This bounds their capability to learn and research.
- The distractions provided by YouTube, Facebook, and Twitter dramatically diminish their capacity to concentrate on the task at hand.
- The more time kids spend on these online networking sites; the less time they will spend interacting with others face to face. Their capability to form relations is affected as a result of this.

3. Social Media's Impact on Youngsters.

The media has a major influence on today's youth. Television, computers, video games, and social networking sites all have a significant impact on a child's life. With the media, things aren't so awful. Media, when used correctly, has the potential to change the lives of young people for the better.

Positive Effect

- Youth's access to and sharing knowledge has been altered by social media.
- The majority of teenagers live in a safe environment. However, by being exposed to a variety of media outlets, students can gain a better understanding of society and the globe.
- Teens can use social media to communicate with their friends, participate in group conversations, learn about current events, and keep up with online content.
- Assist with reading and writing skills development.

Negative Effect

- We are more concerned with what other people are doing than with taking time for ourselves. People who spend more time on social media are more likely to suffer from sadness and anxiety as their mental processes and mood are negatively affected.
- A cyberbully is someone who uses social media to spread inaccurate, humiliating, or hostile information to specific people. Cyberbullying is one of the key impacts of social media that has gotten so uncommon today. Victims of long-term cyberbullying frequently develop psychosocial issues such as depression, isolation, loneliness, stress, anxiety, low self-esteem, and suicidal ideation.
- In today's environment, one of the leading causes of sleep deprivation in teenagers is social media. They are constantly worried about what their friends post and share. Adolescents can use social media for longer lengths of time if they are not convinced to stop. And if individuals do these things, particularly shortly before or during sleep, their sleep is likely to be disrupted.

Conclusion

As technology advances, web-based social networking has become the norm for every single person, family, and group. While social media offers many advantages, it also has some drawbacks that hurt individuals. Social media does not turn people become egoistic selfie addicts; it merely exposes them. While there may be too much personal broadcasting on these sites, it is not their primary purpose. They can either actually connect us or help us interact more effectively, or they can simply feed our egos and need for praise from others. Finally, how we use it is determined by each of our own choices.

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