

SOCIAL MEDIA: A BOON OR A BANE FOR SOCIETY AND INDIVIDUALS

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ABSTRACT

Nowadays, in the busy life of the cities, there is no time for people to meet or write to their friends or family. Everyone have some or other work. Some adults have to complete their office work, children have to study, and house wives have household work. In such a busy life, Social Media helps us to communicate, with our friends or family, quickly and efficiently. Social Media is a platform for the people to interact with each other through its free messaging and calling, present their opinions and convey their thoughts via virtual communities. Whether sitting at home, or office; we can chat with anyone present at any corner of the world. Social Media not only helps us to chat with are friends and family, but also helps us to spread important news all around the world. It is the most effective medium to spread awareness related to different crimes happening all around the world. Through Social Media one can show the innumerable talents the individual has. Social Media has also become a big portal of the advertising of different companies, online shopping websites and even many new startups. Hence, I would like to conclude that social media is a boon. Social media is a real boon to people all around the world. The main advantage is that it facilitates connectivity. The world is changing at a rapid pace, and social media is continually providing us with new processes and advances for businesses to grow and various ways for easier communication among individuals.For instance, LinkedIn is a social networking platform for employers and employees. It is an environment in which everyone can display their qualifications and skills to find a decent job. Besides, employers can inform about vacancy announcements to find candidates. Facebook, Instagram and Twitter are other social media platforms that facilitate connectivity. We can easily keep in touch with friends, family or co-workers and share our experiences via audiovisual contents. It is also possible to make new friends or join communities and broaden our horizons.

Keywords: Social Media, Facebook, Instagram, Interaction, Addiction, Cyber-Bullying.

INTRODUCTION

Social Media is like a major lifeline in the current era. As arteries and veins are essential to pump blood throughout our body in order to maintain our survival similarly social media has drawn its attention in making such a mark in our lives today.We can define Social Media as a platform which enables people to interact and socially adhere to other people in the society and around the world.Now strictly speaking, social media has played a significant role in bringing a new revolution in our lives but has also lead to many insignificant setbacks. As we know that anything that is accepted by us on a global platform is at the most useful and fruitful to us but at times the adversities come into picture where we need to check and evaluate about the outcomes. So, coming to the impact of social media, there are advantages and disadvantages running simultaneously on a parallel track. People today can't imagine living without social networking. It has become a daily routine no

matter where you are. Also, it is interesting to know how mobile phones are shaping the use of social networks today. Those who do not get enough time to access their desktops often use a mobile device to stay connected with their friends. What's even more interesting is that adults are using social networks more than the younger demographic today, something which has never happened before the last year or so. But there are also people who do not support this growing trend mainly because of its negative impact on the society. The argument is that social networking is slowly taking over face-to-face communication, as people prefer expressing themselves online. Communication has become rapid, but at the cost of personal interaction. If you observe carefully, the extent of outdoor physical activity has also declined in case of school going children. As social networking becomes a topic of discussion for youngsters, most of them want to be alive and kicking on the network and share their likes and dislikes with people. This has given software developers another reason to come up with innovative applications in tune with the contemporary lifestyle, which is indeed worth appreciating. However, problem arises when youngsters overuse these applications and compromise their social life by constantly updating their profile to let people know how 'cool' they are. This is also one of the main reasons why personal interaction has been affected to a great extent.

POSITIVE IMPACT OF SOCIAL MEDIA

1. Learning : The most significant thing that I see is the learning facilitation that it provides. Even a small child who starts using these channels at an early stage of their lives develops communication skills.

Marketing : Almost all age groups are available on social media so instead of wasting money on ads, campaigns, they become more consumer centric via social media. On the other hand, people also get informed and learned about the products more frequently and easily in this mode.

2. Interaction : As the most common and most widespread use of social media is getting connected to others and interacting with the world using the various social networking websites. So, people sitting far far away can connect within seconds and interact on a more intimate level so effortlessly.

3. Mass Awareness: One of the significant impacts of social media is the tremendously increased awareness of the masses in context of the news and happenings going all around the world because internet spreads news and reviews more rapidly than any other mode and social media makes them do so. So people have become more aware and updated now.

NEGATIVE IMPACT OF SOCIAL MEDIA

1. Hampers Privacy: It has been witnessed that people become more public and open about their personal lives on social networks which really hampers their privacy. Photos uploaded may be misused. So this is a major cause of concern.

2. Cyber-Bullying : This is really a serious issue when many of the people unintentionally fall prey to terrorist activities, false claims and cyber crime tending to the extent of even provoking kids and teenagers to commit suicides.

3. Deteriorated Productivity: As people spend most of their productive and working times interacting on the social media, it obviously hampers the productivity of individuals. People get distracted a lot due to these social media sites. It has been reported by Nucleus Research that Facebook adds to 1.5% of the total off office productivity world-over.

4. Addiction : One of the most fatal consequences of social media is people getting addicted to it and using it timelessly irrespective of thinking upon the fact that they have only 24 hours in a day. This addiction leads to insomnia, mental stress, time killing and many health adversities in people, specially teenagers who are the future of the nation. In nut-shell, social media is of significant importance to us but then we must look at both the pros and cons as it proves to be a boon if used judiciously .

EFFECT OF SOCIAL MEDIA ON SOCIETY AND INDIVIDUALS

TIME MANAGEMENT

Most of your employees have social media accounts. Unfortunately, many have developed the habit of checking their accounts multiple times during the day, even when they are at work. Time spent on personal accounts is time that is not spent on work tasks. Even when an employee spends just a few seconds on social media, it can take several minutes to refocus on the task that she was working on before checking her phone. It is also time not spent interacting with colleagues and developing quality work relationships.

MENTAL HEALTH

Many mental health professionals are deeply concerned about the impact that social media has on mental health. Some believe that the constant distraction of social media contributes to shortened attention spans. In addition, many people who regularly use platforms like Facebook or Twitter report high levels of stress.

ONLINE BULLYING AND WORKPLACE TENSIONS

Many people think of cyberbullying as being a problem for young people. Unfortunately, adults may also bully each other online, and sometimes their targets are coworkers. Typical types of bullying include aggressive and unpleasant emails, private messages and public comments, putting unflattering or manipulated photos of the bullying target online. Employees who are victims of bullying often report experiencing extreme stress, which may eventually affect their performance. Colleagues may also experience tensions if they follow each other on social platforms. While many workers are careful to avoid expressing opinions on controversial subjects at

work, they may be less restrained online. If a colleague spots an opinion or meme that he finds upsetting, the disagreement may spill over into the workplace, potentially damaging morale and interfering with productivity.

IMPORTANCE OF SOCIAL MEDIA IN EDUCATION

Today platforms like Facebook, twitter, LinkedIn etc. are most widely used by(both) teachers, professors and students and they have become quite popular among them. For a student social media plays a very important role as it makes it easier for them to access and share information, get answers and connect with teachers. It is through the platforms of social media that students and teachers can connect with each other and share content thereby making a good use of these platforms.

SOCIAL MEDIA IMPORTANCE ARE FOLLOWING

- **Live Lectures:** Many professors these days are conducting live video chats on skype, twitter and other places for their lectures. This makes it easy for students as well as teacher to learn and share while just sitting in their homes. How easy and convenient education can be through the help of social media.
- **Increased support:** Since we have the use of social media at our disposal at any hour of the day, teachers can provide off hours support and solve queries of students even after class timings. This practice also helps the teacher to understand development of their students more closely.
- **Easy work:** Many educators feel that the use of social media makes the work easier for both them and students. It also helps the teacher to expand and explore their own possibilities//skills// and knowledge.
- **More disciplined:** The classes conducted on social media platforms are more disciplined and structured as we know that everyone is watching.
- **Teaching aids:** Social media can help the students to nourish their knowledge with a lot of teaching aids available online. Students can watch videos, see images, check out reviews and instantly clear their doubt while watching the live processes happening. Not only students, even teacher can make their lectures more interesting by using these tools and teaching aids.
- **Teaching Blogs and write ups:** Students can enhance their knowledge by reading blogs, articles and write ups by renowned teachers, professors and thinkers. This way good content can reach wide audience

CONCLUSION

No doubt, Social Media is a great link to connect with people and maintain healthy relationships. However, social media comes along with some disadvantages as well which are beyond your control. So, with that, one must always be careful while connecting with people on social media. Try to be minimal in social media and share less of your personal information on any account. By keeping a calculated approach and maintaining your sensitive information, you can enjoy social media to the fullest. Not every information may be correct here. Social media is a platform which holds all news about almost everyone. However, it is not important that every

single information which has conveyed through social media should be accurate. There are times when people receive wrong information only through this medium and spread like wildfire. You meet new people, but they are majorly not real ones. Being on social media platform looks very cool and surprising to people. But, the inside reality is always behind the curtain every time. It is one place which makes you meet so many fake people. Not everyone you bond with is a genuine person. Many relationships have the signature of social media contribution and more than that major heartbreaks are also happening on social media.

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