

SOCIAL MEDIA AND IT'S POSITIVE AND NEGATIVE INPACT ON BUSINESS, EDUCATION, SOCIETY, TEENS AND KIDS

MOHAMMED SAFWAN
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ABSTRACT

Social media is a platform for entire population around the World to showcase their individual perspective of the world and discuss their ideas, issues and opinions. Before knowing the actual aspects of social media people must have to know about Social media. 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 many more over the internet and in virtual communities. Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, Instagram, WhatsApp and Facebook, which has made the social media a vital aspect of their life and the electronic devices on which social media works a need in every individual's life. Social network is transforming the behaviour in which youthful people relate with their parents, peers, as well as how they make use of technology. The effects of social networking are both positive and negative. On the positive side, social networks can act as invaluable tools for professionals and increase the communications. They achieve this by assisting young professionals to market their skills and seek business opportunities. Social networking sites may also be used to network efficiently. On the negative side, the internet is laden with a number of risks associated with online communities. Cyber bullying, which means a type of harassment that is perpetrated using electronic technology, is one of the risks. In this paper I have covered social media with its positive and negative effects. Focus is on the particular field like health, business, education, society and youth. During this paper I explain how these media will influence the society in a broad way. Keywords: Social Media, Business, Society, Mobile Devices, Education, Cyber Bullying.

1. INTRODUCTION

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The impact of social networks on young people is significant. It is becoming increasingly clear that social networking has become part of people's lives. Many adolescent people are using their laptops, tablet computers and smart phones to check Tweets and status updates from their friends and family. Due to the advancement in technology, people are pressured to accept different lifestyles. Social networking platforms can assist young people to become more socially capable. Social media is online based form of data

communication. Social media platforms allow users to have conversations, share information and create content through. Social media has different forms, together with vlogs, blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections. On an individual level, social media allow us to communicate with our friends and relatives, gain knowledge of new things, develop your interests, and be entertained.

On a professional level, we can make use of social media to expand or broaden 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, gain customer feedback, and elevate your brand. Social Media is an innovative idea with a very brilliant opportunity with additional scope for advancements. With the advancement of social media many organizations are making use of this medium to better their practices. With the use of social networking we can advertise or communicate in a more efficient way. Likewise, people don't have to rely on the media or TV to get their daily dose of news it can all be obtained from a social networking site. People can track or get information from all over the world on their fingertips.

2. REVIEW OF LITERATURE

The Youth and Teens are known as the back bone of the country and are also known as the builder of nation and, and in this era they are grown up as part of the internet and fast Generation fast food, fast talks, fast information, fast success, fast everything. They can easily use the latest technology in various forms, including smart phones, smart digital cameras, virtually realistic video games, portable workstations, and personal voice assistants, smart home and smart hubs etc. Social Media has its positive and negative effects.

3. FAMOUS SOCIAL MEDIA PLATFORMS

- **FACEBOOK**

This is the largest social media network in the world, both in terms of total number of users and name recognition. Facebook came into existence on February 4, 2004, Facebook has within 15 years managed to collect more than 2.2 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. It is predictable that more than 3 million small and medium-sized businesses use the platform to advertise their business.

- **INSTAGRAM**

Instagram is a visual online networking stage. The site has more than 1 billion dynamic clients and is possessed by Facebook. A significant number of its clients utilize it to post data about travel, form, sustenance, workmanship and comparable subjects. The stage is likewise recognized by its

remarkable channels together with video and photograph altering highlights. Best platform for influencers to start, around 95 percent of Instagram clients additionally utilize Facebook.

- **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. Launched in January 2010, WhatsApp Inc. was purchased by Facebook on February 19, 2014, for about \$19.3 billion. As of December 2019, more than 2.5 billion active users, who make use of the administration to speak with their companions, groups made out of common interests, friends and family and even clients.

- **TWITTER**

Twitter was founded on March 21, 2006, and has its headquarters in San Francisco, California. There are has more than 326 million active monthly users as of 2019 who tweet, even after restrictive posts to 280 characters to advertise our business, but will be shocked to know that this social media stage, who can build use of the 280-character limit to pass on information. 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.

- **LINKEDIN**

In June of 2016, Microsoft acquired LinkedIn with a hefty price tag north of \$25 billion. LinkedIn had been trending down before the acquisition, but have since righted the ship. If Microsoft saw \$26.2 billion worth of potential in the platform, that's cause social media effects on population. As of 2019 there are more than 500 million users and 61 million influencers.

- **YOUTUBE**

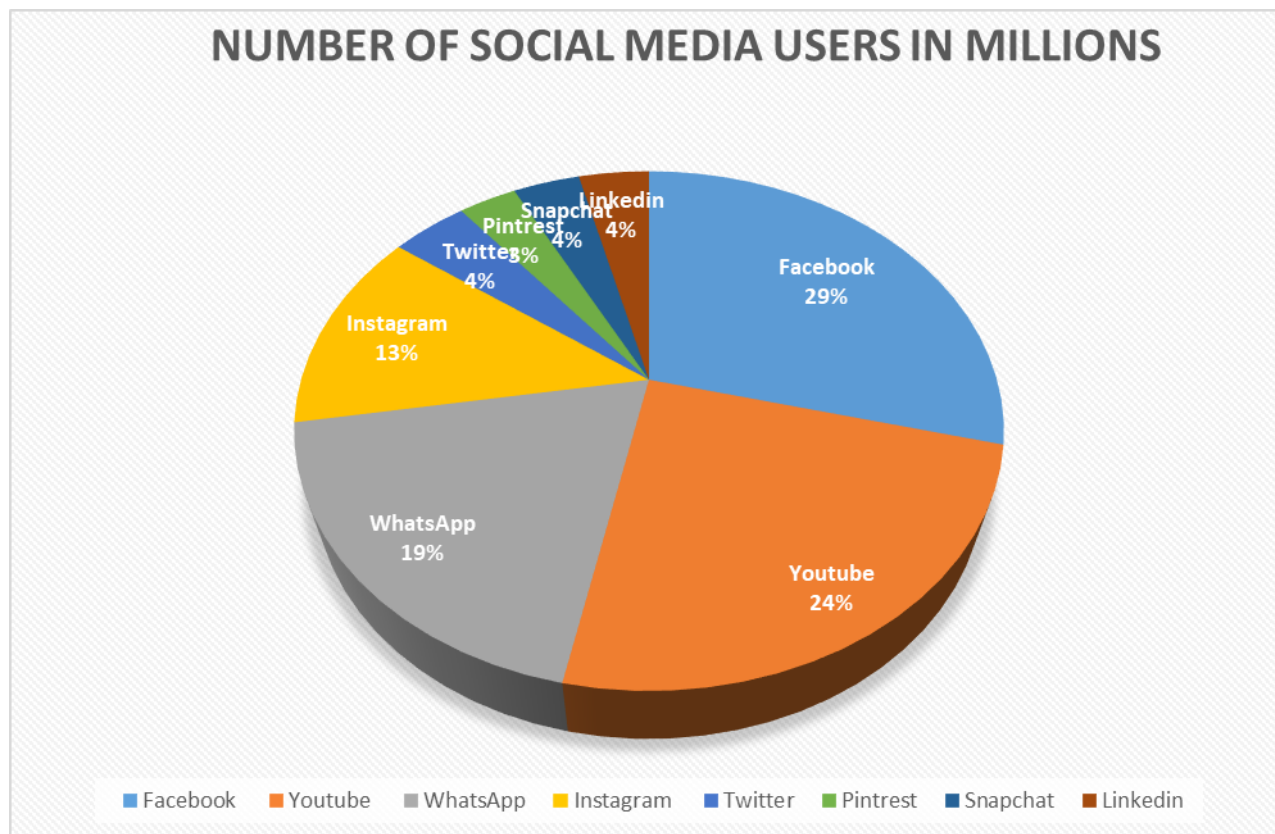
YouTube was established on February 14, 2005, by three previous PayPal workers. It was later purchased by Google in November 2006 for \$1.65 billion. Since then YouTube has grown into the largest video based social platform, where leaning, advertisement, vlogging culture, fun, news, sports and more all in one place. YouTube more than 5 billion site guests for every month and is the second most well-known internet searcher behind Google.

- **PINTEREST**

Pinterest was established on December 2009, getting all the interested people in home, food, fashion, art, craft and more under on platform. Pinterest reported September 2019 that there are more than 250 million clients. Now they have upgraded to giving out information through camera lens, user only need to scan the area using camera.

- **SNAPCHAT**

Snapchat was established on December 2011, is an image, video, fun filters and more, inside a limited ability to focus time they have become huge. Enrolling more than 2.8 million every day dynamic clients as of 2019.



The above pie chart gives clear picture of number of users in different platforms of social media.

4. IMPACT OF SOCIAL MEDIA ON BUSINESS

Social Media is the platforms in promoting that incorporates business, associations and brands which make news, influence companions, to make relations and make groups. Business utilize web-based social networking websites, applications, to upgrade an association's execution in different ways, for example, to achieve business targets, expanding -yearly offers of the association. Social networking gives the advantage as a correspondence stage that encourages two way communications between an organization and their stock holders. Business can be advanced through different long range informal communication destinations through groups both formal and in formal. A considerable group of the organization advances their business by giving promotion on the online networking with a specific end goal to draw in greatest clients. Clients can associate and collaborate with business on a more individual level by utilizing online networking. Many organizations with the use of social media can make their strategy to promote their Business, advertise, create opportunities and more.

A. POSITIVE EFFECT OF SOCIAL MEDIA ON BUSINESS

- With the use of Social Media, it is easier to understand the customer's needs and wants. Social Media helps in promoting the Business all over the World.
- Social Media builds deals and client maintenance through standard connection and auspicious client benefit.
- Social networking sites helps to make new customers by providing various facilities. Back end technical support system, updates and more.
- It also helps to increase awareness among customers for better understanding of products and services.
- Creates more employment opportunities.

B. NEGATIVE EFFECT OF SOCIAL MEDIA ON BUSINESS

- In business, Social Media isn't totally problem free, fact is that a significant number of the supporters are allowed to post their feeling on a specific association; the negative remark can lead the association and its members to disappointment.
- Negative customer reviews are harmful and is highly time consuming to see changes.
- The web is crowded with more and more content. A mistake made on social media is hard to rectify.
- Most organizations experience issues measuring the consequences of social networking promoting.

5. IMPACT OF SOCIAL MEDIA ON EDUCATION

Social networking technologies also allow one to share a thought with another It helps a man towards one side of the world interface and trade thoughts with a man at the other side. With the use of social media students can easily communicate or share information quickly with each other through various social networking sites. There are dedicated application for teaching, to facilitate teaching process and others like Facebook, WhatsApp and Instagram etc. With the help of social media, Sharing educational, informative and learning contents faster and easier than before.

A. POSITIVE EFFECT OF SOCIAL MEDIA ON EDUCATION

- Social media gives a guide lines and information to adequately achieve each other with respect to class, group assignments or for help on homework assignments.
- Many of the understudies who don't take an intrigue reliably in class may feel that they can express their musings effectively via web-based networking media.
- Faculties may post via social media about class exercises, college occasions, and homework assignments which will be exceptionally valuable to students.
- Easier to contact parents of the student and update about the progress.

B. NEGATIVE EFFECT OF SOCIAL MEDIA ON EDUCATION

- Reduction in real human contact and reduces l use age and creative writing skills.

- Students, while seeking and concentrate on the web, get pulled in to utilizing unnecessary social media sites while studying thus a lot of time is wasted.
- The unnecessary use of these sites has a bad effect on the mental as well as physical health like over straining eyes, body without taking proper interval breaks food refreshment etc.

6. IMPACT OF SOCIAL MEDIA ON SOCIETY

Technologically we human being have come so far from the time, they used to burn wood to stay safe for wild animals to 2019 where animals and every detail related to it is available under finger tips. Now all are well aware of social media and its massive impact on our society. Some social media destinations have changed the way where individuals convey and mingle to each other. Person to person communication destinations render the open door for individuals to reconnect with their old friends, partners and contacts. It leads individuals to influence public, to share content, awareness, pictures, video, sounds, recordings among them. Social networking moreover changes the life style of society.

A. POSITIVE EFFECT OF SOCIAL MEDIA ON SOCIETY

- People from anywhere can connect with anyone. Regardless of the location and other barriers and other problems
- Social networking provides various benefits to the students and teachers.
- You can impart your issues to the group to get help and energy from the society.
- Information and Updates of current affairs, Advertising and Helps in Building Communities over common interests.

B. NEGATIVE EFFECT OF SOCIAL MEDIA ON SOCIETY

- Cyber Harassing and Hacking.
- It can likewise squander individual's time caused by addiction, that could have been used by profitable tasks, socially involved activities exercises etc.
- Several cases are available where people have committed fraud and scams through the online networking.
- Social media can without much of a stretch destroy somebody's notoriety just by making a false story and spreading over the online networking.
- Personal interaction and staying in group with real people become difficult task and time spend with family reduces to minimal.

7. IMPACT OF SOCIAL MEDIA ON KID AND TEENS

Media today has a huge influence on teenagers and kids. Be it personnel computer, tablet, smart phones, virtual reality video games, social medial it hugely impacts all aspects of a teen's life. Everything is not bad

with the media. If used in right way, media can transform lives of the youth from good to better and in end country.

A. POSITIVE EFFECT OF SOCIAL MEDIA ON KID AND TEENS

- Help Develop Social Skills and develop awareness.
- When a celebrity talks of her favourite product, a teenagers follow.
- Help Develop Reading, Writing Skills and totally new interests in different fields.
- Over all exposure to totally new things like language, culture, travel, food and more.
- Ocean of opportunity through social media.

B. NEGATIVE EFFECT OF SOCIAL MEDIA ON KID AND TEENS

- Distorted Body Image, language, way of interacting which kids and teens imitate seeing on social media.
- It's not possible not control the content related sex in media today can make an adolescent befuddled. Sex without duty that is by all accounts the message being radiated at adolescents. This can prompt untrustworthy sexual conduct, undesirable pregnancies and even STDs.
- Low interests in studies and other curricular activities which results in low grades for overall performance in school, colleges and other institutes.
- Kids, teen cannot be over watched all the time, cause the platform of social media is open 24/7 365 days.

8. HOW TO HANDLE THE SOCIAL MEDIA ISSUES

Handling social media influence on teenagers can be done by following ways:

- Check out the music, movies, games, other social media platforms and celebrities your child, younger siblings, even friends spend time on. Once we know what is interesting to them, we can spot the pictures and messages that are influencing them.
- It is quite easy for our teens to watch YouTube videos on smart devices so that we may not know what they are watching. Parents must try monitoring the teenager on what he is watching on TV or other social media platforms and try to discuss some limits and rules.
- One of the best ways to help the teens navigate the influences on media is to talk about it to them. For instance, if the teen love girls, we can talk to them about female friendships, life choices, self-esteem and sexuality to make them understand the differences between what they see on social media and real life.
- Restrict the use of inappropriate apps for teens and kids, instead install games and other social media applications based on education, learning, language and more. Explain them why is all this important.

- We can do the same with our teen's role model. Encourage our teen to ask him like why does they like that celebrity, does they follow him in real life, what values of the celebrity interest our teens and so on to make change for good.
- Motivate youth to team up through social media and get productive thing done in society, increase awareness on various warming issues, club up to grow.

9. CONCLUSION

Today's world is developing and moving forward is so much pace that, today's technology is old tomorrow, the social media has turned into the routine for every last individual, people and groups are seen dependent with this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students. Business uses social media to upgrade an organizations execution in different ways and advertise, meet business targets, expansion and more. Youths are found in contact with these media every day. Social media has different merits yet it likewise has a few faults which influence individuals contrarily. False data can lead the training framework to disappointment, in organizations wrong promotion will influence the productivity, online networking can mishandle the public by attacking on individuals' security, some pointless sites can impact youth that can end up plainly savage and can take a few wrong activities. Last but not least, all the citizens are advised to adopt the positive aspects of social media and avoid negative effects So that we can avail the benefits of these latest and emerging technologies and new applications on social media. Use it develop and modernise tomorrows world in which youth will grow in from autonomous cars, smart homes,

10. BIBLOGRAPHY

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