



SOCIAL MEDIA AND HUMAN INTERACTIONS

(A double-edged sword)

Leesha Chouhan

Student ,
B Com Accounting and Finance
Patkar Varde College, Mumbai ,India

Abstract:

Purpose: To find out more about the positive and negative effects of social media and to give solutions to the problems.

Methodology: It is a Basic research on the topic social media. Approximately 3 months had been taken to gather information from various primary and secondary sources. Primary data had been collected through the Google form, mainly of the age group 18-50 years. Secondary data had been collected by using Google sites. One research paper had also been referred to.

Findings: The effects of social media including games, social networking apps etc had been studied and it was found that social media is a double-edged sword which means that it has both positive and negative effects, the usage depends upon the user.

Contribution: Basic purpose of the research is to study the effects of social media and give solutions to the problems. The paper discusses various solutions to the problems of social media, mainly useful for the age group of teenagers.

Keywords : Positive effects, negative effects, solutions, problems.

1)INTRODUCTION:

Before understanding the social media and human interaction we should first understand the meaning of social media. So, social media is the interaction between people through social platform. Here social platform can be linked in or Instagram or Facebook ,YouTube etc where people put their content and interact with the other human beings which can have a positive and negative impact on the humans .

Since it has been seen from a very longtime that social media has both positive and negative effects on all the age groups be it children, teens, youth, adult, old age people .All of them have been affected by both the positive and negative impacts.

This social media and human interaction can have two perspectives of understanding, firstly it can be understood as the interactions of humans with social media and secondly the interactions of humans with each other after social media. Let us understand both of them one by one.

1.1 POSITIVE EFFECTS OF INTERACTION OF PEOPLE WITH SOCIAL MEDIA:

To begin with, let's understand the human interactions with social media.

1.1.1)Children:

Children are learning languages or poems etc by watching videos on YouTube which helps in building their personality even before going to school. This has been a major positive effect of social media.

1.1.2)Teens:

Students say that due to social media like YouTube and WhatsApp they are able to continue their studies and whatever doubts they have gets resolved quickly and a cheaper cost via social media. Other advantage is that there are lots of teachers available on social media so students have lots of options of understanding the concept by the teachers who explain everything properly. If they don't understand one concept they can switch the teacher for that particular concept.

It is beneficial for the teachers also because they get paid for the videos through the ads of the products that come on their videos. By this it can be understood that social media can be used as a platform for advertisement of various products. This advertisement proves to be very beneficial for the product as the advertisement doesn't happen only in one country but across the globe because there are people from the globe watching the videos

1.1.3) Provides Employment

It also helps earning the livelihood for some people. They can make videos on various topics like education, technology, daily vlogs, funny videos, standup comedy etc. The people use social media to earn more income as they can stream the videos on various social media platforms like YouTube and Instagram and earn money from the views of the people who haven't join it live in reality. For example, if the standup comedy videos are streamed then the audiences across the globe watch it who couldn't join the show live and get entertained. It is more helpful to the people who don't have initial capital to start their business, so they can make videos on the social media platforms at a very small investment of capital like internet, camera etc. To start a business, the businessman requires much more amount of capital like rent, electricity, etc but through social media it can be started at a much lower cost. We see a lot of tutors teaching various languages like Spanish, French etc.

There is a job of free Lancer which pay a handsome amount of money, for eg being a social media manager. It provides the flexibility of working hours too, person can work as much as they want, at the time they want and get paid accordingly.

People also earn by uploading the tricks of playing games and streaming their games in the live mode. Although the game has been a source of earning money, it is not long lasting because as the games change the people who were playing those games become unemployed. So this earning of money is for a small period of time. Now in the greediness to earn money, the youth has paid whole concentration on playing the games rather than focusing on their career, they don't understand that this will create a negative on their future as they aren't studying and don't have any skills or backup plans

1.1.4) Advertisement

Majority of the population uses internet, so this internet can be diverted for earning income. Hence it can be put like social media provides more audiences at a cheaper cost. We see a lot of brands like Mamaearth who use the platform of social media app (Youtube) to promote their products.

Social Media recruits various marketing professionals, we have digital marketers also in the recent times who promote products through social media. As social media is being used by various age groups, it is also useful for the working class of people to advertise products and services.

1.1.5) Learning new skill

If anyone wants to learn a new skill like playing guitar or learning dance, learning about new technology, social media can be very useful as the person who can't afford personal classes, the social media provides information just at a cost of the internet.

1.2)NEGATIVE INFLUENCE OF SOCIAL MEDIA AND HUMAN INTERACTIONS:

1.2.1)Over sharing of information

People share their personal information and each and every detail on social media through various apps like Instagram and to increase their followers they accept the follow request from the unknown persons. Some of them also keep their account public so that anyone can view their photos and they earn money out of it. Social media like Instagram, YouTube pay money on the count of followers but these images are used by the people to take revenge from their enemies. They edit their pictures in the wrong manner. To specify, they can make it nude or can make it vulgar. These images are then spread across the people to spread rumors and degrade the character of a person.

1.2.2)Sense of isolation

Old age people are less friendly with the social media, it is seen that even if people sit in a common room there is less interactions with the people around them which affects the old people making them feel that they are left isolated.

People nowadays influence viewer's language also through social media.

1.2.3)Dating app frauds

There are various dating apps which help in finding life partners of one's choice but various frauds happen too. People change their identity to deceive others.

1.2.4)Children:

It is often seen that as most of the youth of the country is working now a days which have resulted in the busy schedules of them, as a result the mothers aren't able to spend much time with the children,they simply play a video of some cartoons ,baby animals or funny videos and let the child watch it on mobile or television ,which results into their child passing time by watching the videos .

This activity has resulted into lack of affection of children towards their parents,all they need is the mobile or television and when they don't get it they feel uncomfortable and irritated. By this example it is well understood that the addiction of the social media is being passed by the mothers only in their children's early age and when in the later stages of the life they become strongly addicted to social media, it is the mother only who blames them not realizing that she is the one who introduced her child to the social media for the first time.

Not only is the social media addictive but also harmful for the eye sights ,hearing ability (since people use earphones),neck pain,hands and fingers numbing etc which leads to major disease in the future.

1.2.5)Teens:

This age group has to have best focus on their career. Before the arrival of social media people used to be career oriented rather than being a couch potato but because of the social media the teens waste time by scrolling reels and not realizing that their productive time has been wasted and whole day gets

waste on the unproductive things. It is their age to focus on their career and build their career by focusing on studies. They don't realize it at this time which leads to regret in future.

1.2.6) Bullying

Bullying is done through social media by changing the identity or otherwise. Rape threats are given commonly.

1.2.7) Hacking

Hacking of accounts of various social media apps has been common nowadays. To name a few social media apps would be Instagram and Facebook.

1.2.8) Other negative influence

We see various celebrities like Ranveer Singh posting their nude pictures, and various others promoting live in relationship which is copied by the youth of the country resulting into bad impact on the minds. Various age inappropriate context such as videos of porn etc are available on social media apps.

Now let us see the second perspective which is the real human interactions with each other after the arrival of social media

1.3.1) Becoming introverts

Due to the embarkment of social media it is seen that the people don't put efforts in building relation with the people who are around them and just focus on chatting. For example If a person is there at home he wishes to contact with friends and when he is with friends he wishes to contact with family members by chatting etc .

This has resulted into lack of personal human interactions which has resulted into making the people "introverts". The word "introvert " is the new trendy word these days as the people only chat and are not habitual of talking with each other face to face. This has resulted into lack of confidence. They don't have the sense or manners of talking in the public because while chatting the person gets time of thinking and framing sentences but while communicating in the real world need to have spontaneous speaking skills which can be seen now that the people don't have the ability to speak and interact in the real world, therefore it is hard to find a good public speaker these days.

1.3.2) Show off

Also because people are busy on social media we see that there are people living lavish life in front of the camera but it is not the reality ,they spend lots of money to show the fake life and earn the money out of it. It results into insolvency. Also, on the social media we see various celebrities posting various things which have the impact on the minds of the population across the globe. There is a trend of various lavish things like I phones , lamborgini etc, people flex on social media by displaying high priced products and making others feel that they own it. But the reality is that they take loans to buy those things which leads to insolvency. This also results in making the viewers feel that they don't own it and in this times it is observed that people blindly follow any stars ,so if they have and his/her followers don't have it ,the followers wish to buy those things and doesn't bother to take loans also. This creates burden and increases stress.

We see various celebrities like Ranveer Singh posting their nude pictures, and various others promoting live in relationship which is copied by the youth of the country resulting into bad impact on the minds.

1.3.3) Cultural Significance

As social media is used globally there are western country influencers who influence people across the globe, and so the nation loses its valuable cultural significance, we see that the trend of saree is being demotivated these days and the trend of crop tops has been rising. On the contrary, social media can be used to promote the cultural things which have lost its significance. For example, various ads promotes the trend of saree to bring back traditional traits of our nation.

Talking about the language , it can be seen that English language is being dominating over other languages throughout the world and mostly all the social media influencers use English only ,thinking that it's a language of class. They think that English helps in showcasing better personality in front of the people.This results into the national language losing its significance.

1.4)LIFE BEFORE AND AFTER SOCIAL MEDIA

I) Earlier people used to send letters which used to take a lot of time in reaching the receiver, if the message was urgent say of demise then the letters used to reach so many days after the funeral is done. But now the message can reach in just a click, it hardly takes a second to reach with a proper connection.

II) Earlier if the students had to do any project they had to search the information in books, which was very time consuming but now with the help of Wikipedia people get relevant information just by a click.

III) Earlier people used to live in the present moment now they are busy capturing things on camera.

IV)Earlier people used to spend time in reality but now they just catch up with each other through social media.

V) There were physical games and not just watching each other's lives on social media.

1.5) SOLUTIONS:

There are always solutions to reduce if not eliminate the negative effects of anything and so does it happen with social media. Few important solutions for the negative impacts of social media are as follows:

- i) Limiting the use of social media, spending more time in reality.
- ii) Doing physical exercise
- iii) Not showing off
- iv) Parental control
- v) Not giving access and in detail information about ones likes and dislikes on social media.
- vi) If any threat,scam or fraud has been done, informing police as soon as possible.

2) RESEARCH METHODOLOGY

I) OBJECTIVE

- i) To find out the positive and negative effects of social media.
- ii) To look into some solutions to reduce the negative problems.

DATA COLLECTION

The primary data has been collected by circulating google forms to people of Mumbai in the age group of 18-50 years. The secondary data has been collected by using various google sites.

3) LITERATURE REVIEW

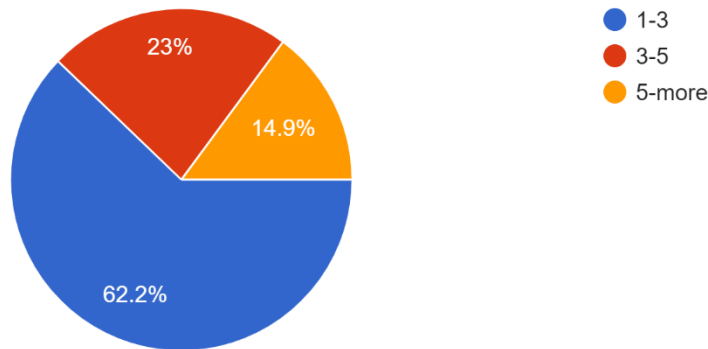
As in this generation almost everyone is using social media despite of the age criteria on various devices like mobile phone, computer etc it is important for the people to know that it has positive and negative effects . Therefore, this paper focuses on the positive and negative effects of social media and also gives few solutions to reduce the negative effects.Positive and negative effects with a relation to study,employment ,various age groups etc have been focused upon.

4) DATA ANALYSIS

i)

How many hours do you spend on social media?

74 responses

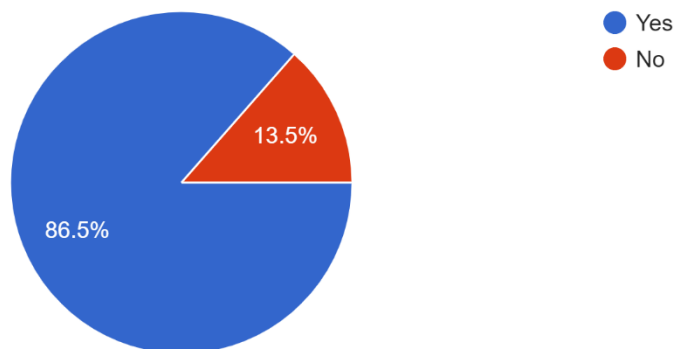


The above pie diagram shows that how many hours people spend their time on social media out of which 62.2% of the people spend between 1-3 hours, 23% spend between 3-5 hours and 14.9% people spend 5 hours or more.

ii)

Do you think social media has a positive impact?

74 responses

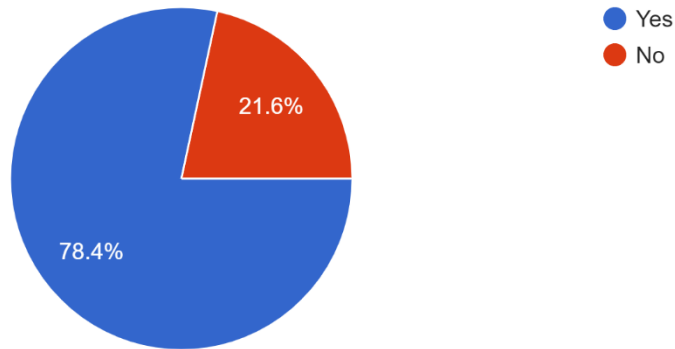


86.5% people think that social media has a positive impact and rest 13.5% don't think so.

iii)

Do you think social media has a negative impact?

74 responses

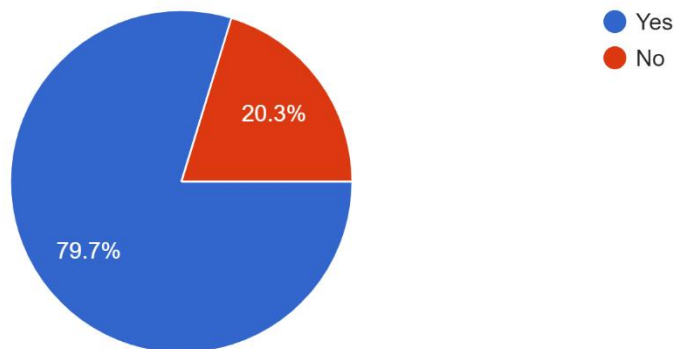


78.4% people think that social media has a negative impact and rest 21.6% people don't think so.

iv)

Do you use social media to learn a skill?

74 responses

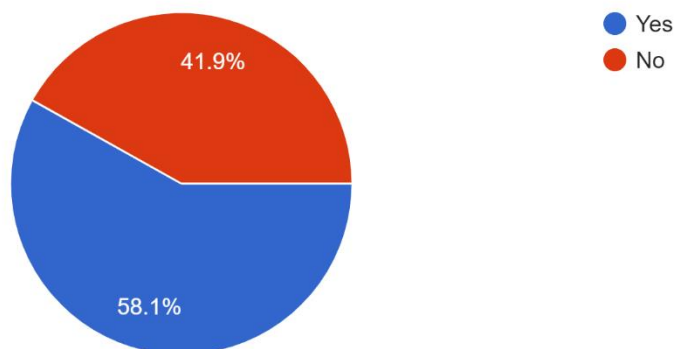


79.7% people use social media to learn a skill while 20.3% people don't.

v)

Do you think social media wastes time?

74 responses



58.1% people think that social media wastes time, the rest 41.9% people are of the other opinion.

5) CONCLUSION:

As the social media is a double-edged sword it can be well understood that it has both pros and cons like any other inventions or things that we use in our day to day life. The usage of it depends upon the mindset of the user.

6) REFERENCE

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