A review on social media and its impact on society

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Abstract: This study reviews the seeks to demonstrate how the advantages, threats and impacts of social media play an essential role in day-to-day consumer interactions and to improve their efficacy in today's complex environment. Here, a review on social media and its effect on women are studied from it's the perspective of the female consumer.

Introduction: Social networking is increasingly growing, so it is essential to consider social media and its effects and make valuable improvements and build knowledge about the successful usage of platforms. With social media innovation, people will share thoughts, emotions, personal information, pictures and videos at an astonishing pace. This research aims at explaining social media definition how it benefits female users and the effects of using social media on female users. This research study highlights the impact of social media on female consumers according to age, education, profession, and marital status. Social networking has different effects on female consumers, some positive and some negative. Their usage has certain advantages and challenges. For this analysis, these impacts of social media on female consumers were considered.

The beginning of social media in the virtual world was the initial introduction of new applications, enabling users to create content and share information interactively. They are centred on recognising impacts of these websites on female users. There are social networks like Facebook and MySpace, where people post information about themselves, their interests, acquaintances and more. YouTube platform also provides media networks. YouTube promises to upload 60 hours of video per minute or upload one hour of video to YouTube per second. There are also many other networking communities. E-society can be described as a research field covering digital technology issues for broad consumer groups. E-society primarily entails connecting areas of society with the internet to enhance or make the area more efficient. The advantages of e-society-based internet communities include immediate knowledge sharing that becomes available online. It becomes easy for people to participate in various things like shopping, politics and various social activities that can be undertaken from home.

Social networking is an enormous aspect of e-society. Today, making content is simpler than ever. It's no longer just corporations and government who give their message. Social networking is popular due to engagement, live chat, status updates, photos as well as video sharing and many more. Companies also use social media in India and across the globe for consumer responses, engagement, and brand recognition. Social media plays an essential role in influencing the mind of consumers against those goods and brands while being used by most users online for entertainment and recreation. Social networking also plays an integral part in recruiting. Companies use LinkedIn, Email, and Twitter to discover potential hires and expertise. Recruitment is based on engagement, collaboration, and direct social media reactions distinct from conventional media networks. Similarly, social media also plays an important part in schooling as students can understand the subject very well and look for any information aspect of their research and can be developmental in every other state of operation such as welfare, health care, the penal system and others. Which, moreover, these healthy, productive citizens can contribute to society by advancing technology, future research, stimulating the economy, engaging in politics. With all these ways, social networking sites are becoming an excellent place to communicate with others with shared values and ambitions, helping to create a company, making new mates with old ones, supporting students, workers, businesses, and much more.

Chronological studies on developments of women users in social media:

There are different social media platforms that users use according to their requirements and criteria. There are numerous social media platforms used throughout the world; all these publicly popular sites have their advantages. The research thesis is focused on defining the impacts of these websites on female users. A literature review collects and analyses written information on a subject to address information logically and understandably. It aims to provide an integrated and structured view of topic-related literature. A literature review allows the topic to consider historical, current and future developments, effects or influence. At a global level, numerous commissions and analysts attempted to review social media output and its impacts by incorporating various strategies and resources that can accurately analyse social media and multiple facets.

1. In a research paper, Chih Hsiung Tu (1999) states that social presence is one of the most important variables as social learning is related to teaching, adding that social interaction is the secret to understanding how social presence influences social learning and socio-cultural learning. It also indicates the need to analyse social presence when examining the three aspects of social presence, social context, online connectivity and interactivity.

2. In this report, Hull and Scultz (2002) demonstrates that formal schooling is intended to prepare students to do well in class. Similarly, researchers found that non-school reading activities can fulfil very disparate purposes than anticipated in the classroom. The researcher found that now, in the light of emerging technology, youth interact and learn very different activities beyond school. This research finds that engaging in social networking interactions is a distinct literacy activity than a good multiple-choice test. This direction is especially fruitful in considering how learning itself is constituted by the youth's daily practises of technology.

3. Heng-Li Yang (2003) explores the impact of social networks on student success in online education, and uses networking as an auxiliary mode to improve conventional face-to-face or distance education. Data from 40 student courses on advanced information management for this study purpose empirically examined how social networks contributed to student success. Firstly, research has recommended that network variables are positively linked to student success both in the classroom and on the forum, secondly, advising, and adversarial network variable are strong determinants for all academic performance, however. Malicious network variables do not affect student performance on the forum. Friendship network factors are not determinants of success of students.

4. Andrew S. Tanenbaum (2003) addresses business application, home application, smartphone consumers and social problems. The author further discusses in this book that the internet allows knowledge to be accessed quickly, however much of it is misinformed, deceptive or incorrect. Another topic of identity fraud is becoming a significant concern as robbery gathers enough information about a person to get credit cards, and other records in the victim's name are also mentioned in this book. This book author also addresses another music and video threat online that has opened the door to substantial copy-right breaches that are hard to detect and execute. Here author believes these challenges could be addressed if the computer industry took computer security seriously.

5. Sushila Madan (2005), explores how the internet works, internet policy, ways to navigate the internet, email, talk programmes, newsgroup, internet search engines, internet use to society. Similarly, it addresses seeking business, goods, services, e-business, and mentions that social media supports science, schooling, and finding people. In this book, the author outlines online habits.

6. In this report, Jenkins (2006) observes that youth today must be literate in several social media activities. He describes success as the capacity to explore multiple identities. Social networking sites, perfect identity-building tools, can be used to help students discover diverse characters, voices, and viewpoints during the learning process.

7. In the report, Knight (2006) states that teenagers most likely visited places for instant messaging. The research further observes that the older generation sees social media sites. This research also explains why social networkers are developing their e-commerce infrastructure.

8. Catherine Dwyer, Starr Roxanne Hiltz, Katia Passerini (2007) considers the findings of the study analysis that showed significant parallels and disparities between Facebook and MySpace, and analysis indicates that both sites shared common questions about internet privacy. Furthermore, this study shows that Facebook members were more optimistic in the site and its members and more likely to include details in their profile, but MySpace members were more interested in forming new relationships. These findings indicate that the interaction of trust and privacy issues in social networking sites is not yet well understood to enable reliable behaviour and activity modelling.

9. In an essay, Brendesha M. Tynes (2007) observes that online socialisation through networks like Facebook is more helpful to teenage growth. Similarly, this research also keeps that tracking too closely can close off avenues for healthy cognitive and psychological development that are accessible to online youth.

10. Petra Santti (2008) According to this study, social media use has a significant influence on knowledge management growth. This study explains that systematic and controllable use of social media allows more efficient collaboration and flexible use of information. Researchers notice that social media often provides new avenues for the emergence and processing of technologies that incorporate workers and their expertise. Similarly, the researcher offers opinions that social media use develops organisational behaviour by enhancing contact possibilities, information sharing, and interactivity to mature stages. Corporate actions boost productivity because workers can communicate their know-how and connect quickly.

11. K. Subrahmanyam, Stephanie M. Reich, Natalia Waechter, and Guadalupe Espinoza (2008) found the analysis that emerging adults use social networking sites to communicate with people in their offline lives, including friends. And it's

families. The researcher also explores that by using these platforms for interconnection, most perceived no impact on their relationships. This research describes that the network analysis validated these patterns, and showed that there was a correlation between the offline and online networks of participants, this correlation was not perfect, indicating that emerging adults could use social networking sites and instant messaging to reinforce various links within their offline networks selectively.

12. In her research, Karpinski (2009) found most graduates were Facebook users. In this report, she found no differences in Facebook use between respondents of men and women. Younger and full-time students were more likely to use Facebook. Findings found that most Facebook users believed social media did not influence their academic success. She also stressed that results don't always mean that using Facebook leads to lower grades.

13. In this study, Alan E. Mislove (2009), the researcher explores the function and development dynamics of online social networks, focusing on how users interact. His study describes a shared framework across several networks, characterises the fundamental mechanisms forming the network structure, and emphasises the rich group structure. In his research, he proposed two systems, the first to discourage unnecessary contact, exploiting the complexity of creating and sustaining relationships in social networks and other techniques to improve web search using the social networks' natural group structure.

14. Fourteen. Greenhow and Robelia (2009) analyse the usage of low-income youth social networking platforms and identify different social habits that offer a theoretical connexion to learning outcomes. Furthermore, this research observes that students use MySpace accounts to show artistic work and gain input from their network, as well as documenting that youth experiencing social support for school-related activities, everyday pressures and issues. This research shows that social networking sites help adolescents merge school and out-of-life.

15. Seventeen. Josh Pasek and Hargittai (2009) researched the relationship between Facebook and academic accomplishment. From this study, the researcher found that Facebook use has no important academic success association. The study also showed increases in academic performance did not vary with Facebook use when considering longitudinal controls. The researcher finds that Facebook doesn't appear to have a general effect on grades.

16. Amanda Lenhart, Kristen Purcell, Aaron Smith, and Kathryn Zickuhr (2010) describe the Internet and American Life Initiative of the Pew Research Center as part of a series of reports conducted by the Pew Research Center highlighting the views and actions of teenagers and adults. It describes the young adult internet demographic remains the most likely to go online; this study also monitored some critical internet behaviour of teenagers.

17. Youmei Liu (2010) states that students use social media all the time and also offers sites that are most popular among them; Facebook, Wiki, YouTube, LinkedIn, Twitter, Bulletin board, Forum. This paper shares a research analysis exploring students' use of diverse social media platforms, their views and behaviours towards these sites, and their social networking community expectations. The findings show those three most-used social networking sites are Facebook, Wikipedia, and YouTube; and the top four factors for using social media sites are interaction, path coordination, feedback speed, and relationship building.

18. Daniel Sui and Michael Goodchild (2011) made three parts of the paper, the first section provides an update on geographic information systems (GIS), specifically with regard to the recent growth of network-based GIS, the Geo Network and volunteered geographic information (VGI). The second section addresses 'media as GIS' in the light of growing GIS applications in journalism and the recent phenomenal growth of social media, especially location-based social networking. The third segment addresses the potential effects of rapid GIS and social media integration for GIScience studies.

19. Mike Wicks (2012) discusses that social media is not just about coping with what people think online about you, this book explains that social media is about interacting with consumers and potential customers, building a network with customers, building a community, being part of other groups, engaging people, listening to them and letting them all know. This book also lets you learn how to build social networking strategies, how to become your own group manager, how to prevent mistakes when you start social media, understand Facebook, LinkedIn, Youtube, Twitter, and more to help you expand a company and save time through social media.

20. Fifty-seven. Tata Consultancy Services (TCS) Gen-Y Survey (2012-13), revealed that teenagers communicate through social networking tools and create virtual communities with accessible bandwidth and smart devices. India's largest information services exporter's comprehensive research covered approximately 17,500 high school students across 14 Indian cities and claimed to have completed India's first such survey. The survey showed that urban post-millennial generation is gradually moving to text and chatting as speech alternatives.

21. According to this report, about 56 per cent of respondents said they had been contacted via social media about a work opportunity. This study also showed that over 60 % of respondents showed social media as an excellent way to exchange career referrals with friends and colleagues, and 57% used the site to make job-related decisions. This survey found India's 5th rank for social media work securing in the Asia Pacific region.

22. Shabnam Mahat, S.D. Mundhe, (2014), reflects on other researchers studies that demonstrate that social networking platforms are as great a tool for watching mobilisation, and explains that youth lift their voices against social actions like human rights abuses, injustice, etc. These social networking sites are proving advantages at least in getting people's views on these social issues. The researcher also states why youth is more conscious of social problems, primarily Facebook. But instead of acquiring the information, the youth usually don't analyse it, they only post it or like it, and it just stays centred on the internet. The researcher also addresses most people who believe youth will play a constructive role in transforming culture and is reflected in most responses to various queries. Researcher reflects on the fair use of these social networking sites so that they represent society well, and teenagers may play an active part. The further researcher describes that, on the one hand, social media offers a means to bind our dear ones and, on the other, it gives a dais that becomes a threat to our heritage and community.

23. Seventy-three. J. Parvathy Suchithra R. (2015), this paper analyses the behaviours of the young community participating in social networking sites. Researchers have analysed the positive impact of social media, supporting society and exchanging awareness, facts, and supporting university students to promote their studies and study. The researcher also noticed how an individual's imagination increases. On the other hand, researchers also saw how social networking sites are misused to defame a person through different bullying techniques. This essay further highlights the lack of focus in typical youth activities and points to improvements in youth behaviour. The researcher sums up with the view that each technology has its positive and negative aspects, and people using them have to be extra careful about using them, and more researchers have asked only to use social media for a good reason.

24. Seventy-six. J.Arati Visala. Vaishali Rawat (2016) reflects on assessing the difference between relational awareness levels and the self-concept of a medium, moderate and high internet users. In this study, two aspects of emotional intelligence were studied: Emotional Dysfunction and Personality Disintegration. Results found that low Internet users had lower mental dysfunction, lower chances of the disintegration of identity, and self-concept. Moderate users were seen to have a strong correlation between emotional instability and personality disintegration and poor self-concept correlation. High internet users were seen to have higher emotional instability, lower personality disintegration, and low self-concept.

Major findings in the literature:

1. In the current scenario, female respondents are more obsessed with the internet; social media helps create and sustain the connexion between women, families, relatives, and community. Female respondents use social media for entertainment reasons, often for work purposes, to contact friends and relatives, to receive advice from different experts. It has various positive impacts and, in most situations, social media also contributes to miscommunication, social media is a widespread communication platform, and any person should bear in mind that there are some drawbacks.

2. Social networking users should do this for constructive work or society's benefit. But it's all in the user's mind how to use the best apps at work. Spending more of the time on social media would contribute to people's mechanical life so that people can give priority to face-to-face contact with people, families, and friends. Thus, by juggling the internet and personal life, they will experience peace. When it comes to defence, social media focus more and monitor the crimes that are happening with social media users, and the government should also look for a preventive mechanism. Significant results

3. Age-wise social media use shows that respondents aged 15-35 use social media mostly; they favour social media smartphones. They tend to use WhatsApp, Facebook, and Youtube; they typically use social media to connect friends and families, share news, audio, and video. These age group respondents are often happy to share their details because they want to make friends. This age demographic also believes that social media will save time. Similarly, age groups 35 to 45 and over 45 are predominantly technical, and therefore their preference for social media varies from 15-35 age groups. They trust anonymity when using social media. They choose to use WhatsApp, LinkedIn, and Youtube for official use. Mostly they care when sharing details with strangers. They still want to interact with friends and family, want 15-35 age group, respondents.

4. All respondents use social media, but the age group over 45 displayed less curiosity and anxiety when using social media. Undergraduates, education-wise uses social media to communicate with friends and relatives. Graduates, postgraduates and other respondents also demonstrated interest in using social media, but more were doing service.

Company or profession, some were trained, some were housewives, and as such, their occupation and experience shifted their preference for social media.

5. Education use social media carefully; respondents using education use social media often, they choose smartphones to use social media. Whatsapp, Twitter, Twitter, and YouTube are preferred for job growth and future prospectus. They often commonly use social media to connect friends and relatives, exchanging text, audio, and video content.

6. In some organisations, working respondents have restrictions on using social media. At the same time, in some IT firms, there is their contact network for communicating with other workers and all other company employees. At the same time, these respondents demonstrated interest in using social media to share with friends and family while free and at home.

7. Other working respondents who have no employer social media limitations, use social media to create careers and tend to use LinkedIn to remain connected to other officials for upgrading and better career prospects.

8. Company respondents prefer social media to interact with society and look forward to future business prospects

9. Study reveals the unmarried respondents want to use social media best. However, in some situations, they still don't want to communicate with strangers; it is noticed that they like to communicate with relatives and friends.

10. Married respondents demonstrated their interest in using social media for their families and getting new trends and designs in fashion as well as new ideas for home design and, mainly, purchasing new home decor items online.

11. Similarly, these Married respondents also demonstrated their curiosity in social media for keeping up-to-date on health problems and keeping alerts for their children's full growth mainly.

12. Working married respondents use social media for their career growth, improve their work prospects, retain contact with friends and relatives, and in the same way these respondents often use social media to monitor health-related statistics, home decoration, and their child health and interest statistics.

13. Smartphones have made it easier to access to link people to social media, but heavy use of the smartphone creates problems, and often people in front can be missed, and the relationship can cause problems.

14. Miscommunication can occur in any form of communication unless used with careful attention to the message recipient. It is important to use carefully any medium of communication via these social networking sites, as well as inappropriate language, communication of half or less information, collection of wrong emoticons and text messages through which miscommunication can be transmitted in social media users, which makes clear that social media often contributes to miscommunication, but as a consequence

15. Since this study only observes basic awareness strategies, all respondents must also keep knowledge of other forms of awareness such as technical, social networking security awareness, etc.

16. Various analysis has found that while people are sometimes aware of the privacy and protection problems involved with social networking sites, they do not often have a clear understanding of the risks they take in sharing information on their online social networks, so they are not informed and aware of any potential attacks.

Conclusion:

Social media has been nearly everyone's day-to-day contact media. Social networking has improved connectivity, establishing contacts with different individuals. Social networking has numerous social impacts that influence their behaviour. There are numerous articles on social media and its effects. Some claim it influences the actions of children; some explain how it is helpful for information management; some mention devices that are used to use social media better.

Analysis paper, essay, and newspaper surveys have clarified the use of social media and its effect on different aspects. After the literature review, it is observed that social media research and their effects have been made, but social media analysis and its effects on female users has not yet been completed. This research will also aim to examine female users' use of social media in their day-to-day life and its effect on different facets of their lives.

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