The Effect of Social Media on Society

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Abstract: In today's era, social media is part of human being. Most of the people using a device like desktop, laptop, mobile phone or tablet, through which they are connected to social media. The site which provides the social interaction is considered as social media website. Social media have inevitably become an integral part of the educational sector, advertising agencies and public relations industries, political campaigning, and numerous other aspects of our daily existence. This paper covers the effect of social media on society with positive and negative aspects.

Keywords **– Social media, business, education, internet, society**

I. INTRODUCTION

Earlier, the Internet was only used to provide the information to users. But today it provides people to connect with each other for business purpose or personal purpose to make new friends, find and communicate with the old friends or relatives. People may interact with their friends or relatives with various formats of contents like text, audio, image and video. The social networking websites are developed in such a way that people do not need to know the detail knowledge of internet or experience. The social media websites provides verity in formats and topics. People may easily use such websites and share their views, experience and feelings. Today most of the mobile users are connected with social media websites and perform their social activities online. Social media such as WhatsApp messenger, Face book, Twitter, YouTube, MySpace, Flickr, Yahoo Messenger, LinkedIn, Skype, Google talk, and others have grown at a very high speed. Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organizations have performed a high-wire act. [1]

II. SOCIAL MEDIA USERS AND ITS STATISTICS

According to BBC news research of 2013 they discuss that 67% Facebook users are very common and well known social media portal consist of the youth and students, so youth and student have more focus and relation. [2] As report from a www.statista.com, in 2019 there will be a 2.77 billion social media users in the world compared to around 1.22 billion users in the year 2011. It is expected that, in 2021 the number of social media users will cross 3.02 billion. In 2017, 71% of internet users were social network users. Social networking is most popular online activities with more user engagement rates and expanding mobile possibilities. North America ranks first among regions where social media is highly popular, with a social media penetration rate of 66%. In 2016, more than 81% population of the United States had a social media profile. As of the second quarter of 2016, U.S. users spend more than 215 weekly minutes on social media through smart phone, 61 weekly minutes via Personal computer, and 47 minutes per week on social networks via tablet devices. [3]
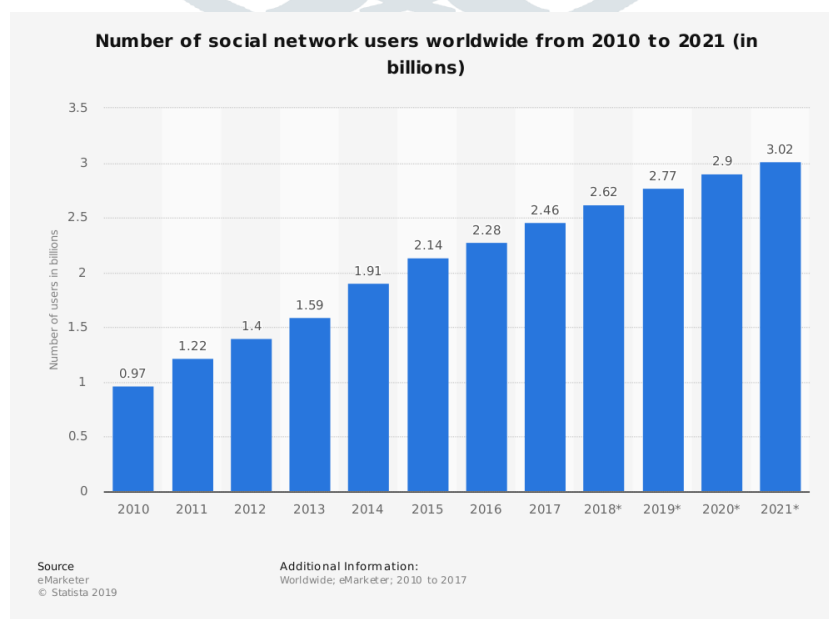

Figure - 1: Number of Social Media Users Worldwide 2010-2021

Number of Active Users on Every Social Media Platform

In 2018 world population is 7.6 Billion out of which 4.2 billion are internet users. In world active social media users are more than 3 Billion. Social media platform is used by 81% of all small and medium businesses. 2 or more channels of social media ae used by more than 64% of brands.. Social media users grew by 121 million between Q2 2017 and Q3 2017. Every 15 seconds a new user is joining with social media. A daily 60 billion messages are handled by Facebook Messenger and Whatsapp. Social media content, blogs, and email newsletters are most used content marketing strategies around the world. Daily more than 8 billion videos are viewed on Facebook and Snapchat. In 2018, It is estimated that 74% traffic for video out of all online traffic. LinkedIn has 500 million members. Out of that 106 million members access the site on a monthly. More than 1 million members have published content on LinkedIn. More than 3 million companies have created LinkedIn accounts. Daily 178 Million users are active on Snapchat. 60%of them are below the age of 25. In 2017, Snapchat spent 90 million dollars only for advertisement. [4]
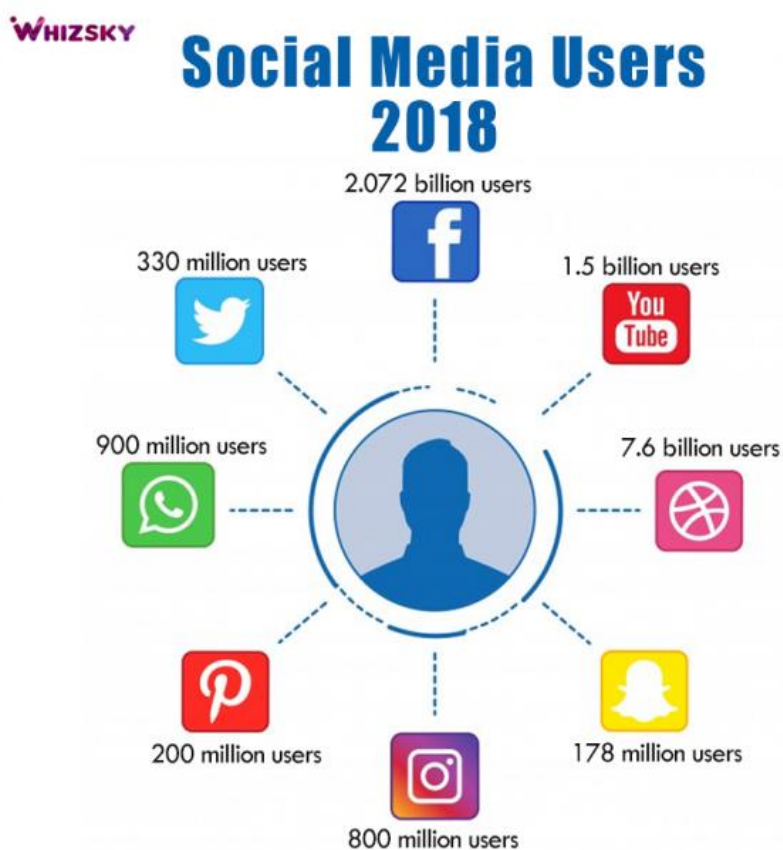

Figure - 2: Active users on social media platform

III. POSITIVE EFFECT OF SOCIAL MEDIA

3.1 Socialization and Communication

Social media sites allows peoples to accomplish online many of the tasks that are important to them online/ staying connected with friends and relatives, share their ideas, making new friends and find the old friends, sharing images as well as videos and various type of files. Community engagement through raising money for charity and participate for the local events. By sharing ideas individual or group may improve their skill in specific field. By creating blogs, posts, clips, images, videos and websites helps in growth of ideas.

3.2 Improvement in Learning Methodology

Students are using social media to connect with the classmates as well as Institutes staff members. It helps students to share their ideas, discussion for homework, class work, projects and exchange materials with each other very easily. Blogs may be used as teaching tools to improvement of English, written communication and creativity in the writing. Teachers may easily share their lecture videos, notes and materials with students and guide them. Students can learn the subjects from any place and anytime as per their convenience. Student may access the e-books without going to library. People may use the YouTube to learn the new concepts or new topics in their interested area. Social networking sites also conduct online examination which plays an important role to enhance the students' knowledge.
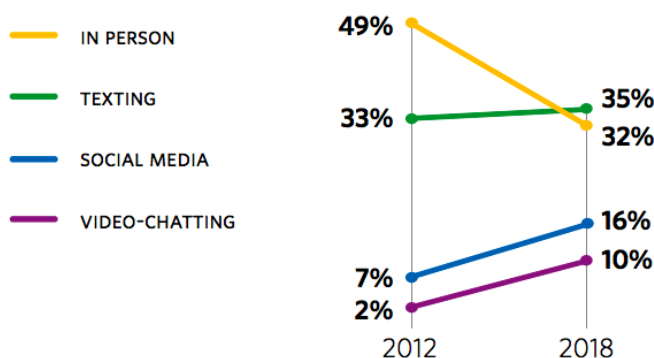
Figure - 3: Teens way of communication, 2012 vs. 2018 [7]

3.3 Accessing Information

People can access online information about their area of their interest like healthcare, business, financial, entertainment, educational, banking, gaming, and scientific and research topics. Also people may conduct video conferencing and audio conferencing. People may develop supportive networks of people with similar interest and exchange their views. By making groups of interest people may speedily contact with the others and discuss their problems or difficulties and get a solution with proper guidelines. In present era, most of the invitation, notices, wishes, important notes, finding and share the location are become easy for the people with just few clicks on devices. Professional networking sites can be used to connect with the clients and sharing their views or plans. People can easily get their problem solutions online by chatting. Also to get an online chat for any query related to services speedily with a few steps. Students may get their career oriented opportunities, questions and answers, subject videos etc. with a few steps. Social media provides the benefit as a communication platform that facilitates two way communications between a company and their stock holders.
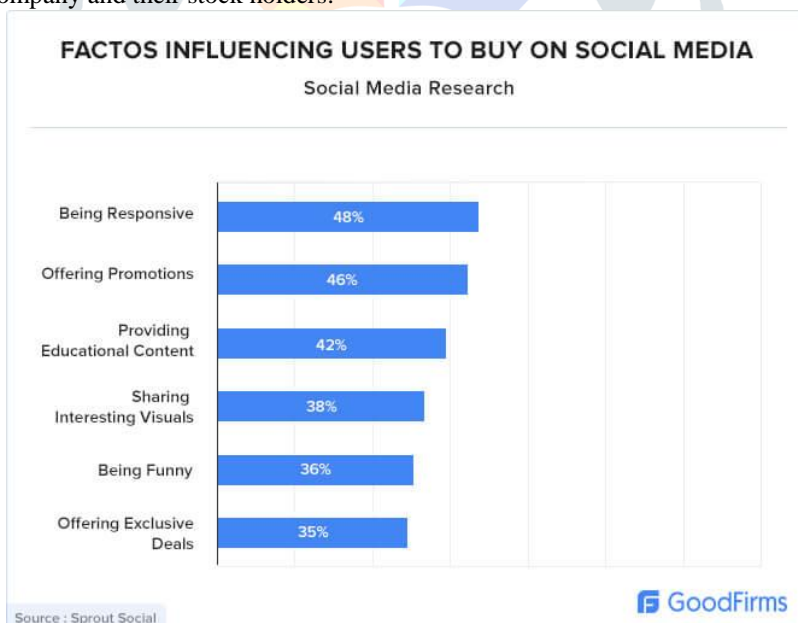

Figure - 4: Factors influencing users to buy on social media[5]

IV. NEGATIVE EFFECT OF SOCIAL MEDIA

4.1 Cyber bullying and online harassment

Cyber bullying means the use of electronic communication to bully a person, typically by sending messages of an intimidating or threatening nature. [6] It is the most common online risk for all non-technical users and it is risk from person to person. The outcomes of cyber bullying may be depression, severe isolation, and suicide.

4.2 Manipulate of advertisements on buying

Social media website display the advertisement on the basis of people web browsing behavior, basis of a specific parameter like age, marital status, profession, hobby, gender, education etc. Most of such ads get the information about the person and influence purchasing decisions. It is mostly affect the children who newly joined such websites and targeting them to test their advertisement tools.

4.3 Digital Footprint and Privacy Concern

When user visits the social media or other website, so many information keep in user machine and on server. Intruders may get the user activities, likes, dislikes and other private information through visited websites. Such recording of someone's web activity is known as digital footprint. Privacy is risk when people are not aware about the technology used in website, sharing too much private and personal information, keep sending false information about themselves or others.

4.4 Face to face communication

As the people are more use the mobile devices for social media they are lost their ability to face to face communication. In education field, students are using social media website during the session or practical work. It is very difficult to identify such students and those who are paying attention in the classroom.

4.5 Behavior of People

One of the most effects of social media website is that it makes the people addicted. As people spend more and more time on social media websites, it may possible they are not keep track and focus on their actual work. Some people intentionally share photos, videos and text which contains message of violence or bad things which destruct the kids mindset and move them into the false direction. Peoples are so busy with the social media they are not able to spend a time with their family members and are not able to enjoy their life. Some peoples share their updates frequently either with text message, photos and videos which helps the attackers to know about their private details and misuse their content for other malicious task or purpose. Young people are mostly ready to increase the count of friends so they are not bother to add unknown person as a member of his/her group. By sharing details on social sites the cases of kidnapping, murder and robbery are increase. Young people are also pass their most of the time for chatting, commenting on others posts, like and dislikes of others posts which also affects their health.

V. CONCLUSION

As the new technology involves with social media, people mostly use their time on social media applications and addicted of it. For different types of people the effect of it is different. Businessman uses social media for advertisements of product and services, increasing the annual sales of the organization. Education system uses it to share knowledge to a person sitting on any corner of the world very easily. Youngster is very comfortable with such sites as it helps them to find and share their views very fast. Social media has advantages as well as disadvantages. Sometimes it gives false information to the people. False information can failure the education system, improper advertisement affects the business growth and privacy issues of the people through intruders. Use of social media is good but at the same time we have to think that we are not becoming an addicted to it.

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