

Impact of Social Media on Human Behaviour

Author 1

Raval Dipamkumar Maheshkumar
Assistant Professor
Department of Management
Acharya Institute of Graduate Studies

Author 2

Thirupathi.M

Assistant Professor
Department of Management
Acharya Institute of Graduate Studies

Abstract: Today, social media has created new course of association for us, which has made huge impact on usual lives of the companions. A lot has changed since technology took over the globe. Social media has brought followers with ordinary interests together and expanded the horizon of ideas universal. However, there has also been an impact of social media on human behaviour. Human behaviour changes more when we dabble with technology especially with social media. The daily use of social media by people has increased so much that it is slowly injecting a pollution into our behaviour.

Key Words: Social Media, Human Behaviour, Positive and Negative

An Introduction to Social Media

There are always a wide range of opinions about social media and how useful (or harmful) it can be. As a marketer, I can say for certain that — used in the right way — it can be a very powerful communication tool and an unsurpassed platform for engagement. There's a lot to learn about social media, and a huge variety of social media that you could employ, but this article will give you a strong start on knowing what's out there and how it can help you.

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

What are the benefits of using social media?

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

The benefits of social media vary on what you use and how, as well as the nature of your website. That being said, there are many ways that you could find social media valuable to you:

- As a marketing platform, with little-to-no-cost, social media can promote your website, brand, products or services
- As an engagement or support tool, social media can help you communicate and interact with your customers both broadly and individually
- For customer research, social media can give you insight into your visitors' behaviour, interests and activities
- For content management, social media can curate and publish your content. In terms of e-commerce, social media can bring a lead into your sales funnel

Before diving in, it's important to identify the objectives and outcomes of your social media use so that you can pick the right platform for you and implement it as effectively as possible.

What are some popular social media?

There are an excess of social media platforms out there, with new ones popping up seemingly every month. Each medium has a unique purpose and user base, so identifying the right blend and content for each platform is important.

Facebook: A truly social platform, Facebook is friend, community and interest-based. It can be a great way to communicate and interact both individually and all together. It has a variety of methods to connect with users (pages, groups, events), and a unique advertising system to promote both internal pages and external websites. Think of Facebook as being a place online that users can "hang out" with friends, and what role your website or brand can play in that.



Twitter: A microblogging platform, Twitter is a way to converse, share and communicate in 140 characters or less. Twitter is more open and less community-based, largely because users can follow other users or lists without needing approval or reciprocation. It can be a great way to put out concise messaging (which can go to a wider audience through use of hashtags), as well as have brief conversations with some of your customers and fans. It's also important from a customer service perspective, with many consumers reaching out directly to brands on the platform to resolve issues.



Instagram: What seems like a simple photo app is quickly becoming much more. Almost purely visual, Instagram is a popular photo-sharing application that integrates with other social media platforms. If your website is very visually-oriented, sharing photos with users via Instagram is an easy way to establish your content, brand and value.



LinkedIn: The standard in professionally-oriented social media, LinkedIn provides value for individuals (as an online resume, job-hunting, networking and communication tool), companies (as a branding, job posting and communication tool), and groups (in an open or closed format, for communication and networking). For B2B and professional interactions, LinkedIn is the most popular platform.



Snapchat: It is an image messaging application software product that was created by Reggie Brown, Evan Spiegel and Bobby Murphy when they were students at Stanford University. The app was officially released in September 2011, and within a short span of time they have grown immensely registering an average of 100 million daily active users as of May 2015. More than 18 percent of all social media users use Snapchat.



Introduction to Human Behaviour

Before we proceed to understand human behaviour, it is better to know what the term 'behaviour' means. Behaviour can be defined as a response/s which is observed directly/indirectly. Direct observation is possible by studying the responses of people to a work environment. Indirect observations are decision making processes and attitudes, in terms of results or how people describe them verbally.

Human behaviour is very much unpredictable. In behaviour we cannot assume one set pattern of behaviour. Lavitt classified behaviour as: (i) Caused behaviour, (ii) Motivated behaviour, (iii) Goal oriented behaviour. From these observations it can be understood that behaviour is a dependent factor. By understanding behaviour one can predict, direct, change and control behaviour of individuals or group. There are generally four basic assumptions regarding nature of people: individual differences, a whole person, caused behaviour (motivation) and value of the person (human dignity).

1. Individual Differences

Behaviour is the result of interaction between individual characteristics and the characteristics of the environment in which the behaviour occurs. Each person has a unique combination of characteristics. Some of these characteristics are present from birth; others develop over time. These can be called as inherited and learned characteristics.

2. Whole Person

When an employee works in an organisation, the organisation takes care of that person by making him effective, as a worker and as a person.

3. Caused Behaviour (Motivation)

People's behaviour is need based. By fulfilling these needs he is motivated positively and there occurs effective performance. So the management in the organisation has to take care of these needs in order to have an effective performance. The management can show them how certain actions will increase their need fulfilment and if not; how it decreases their need fulfilment.

4. Value of the Person (Human Dignity)

People have to be treated with respect and as individuals and they cannot be treated like machines as how scientific management use to treat them. By recognising them and treating them with uniqueness the value of the person gets increased. By this we can understand how the concept of treating human beings from machines to human capitals have evolved.

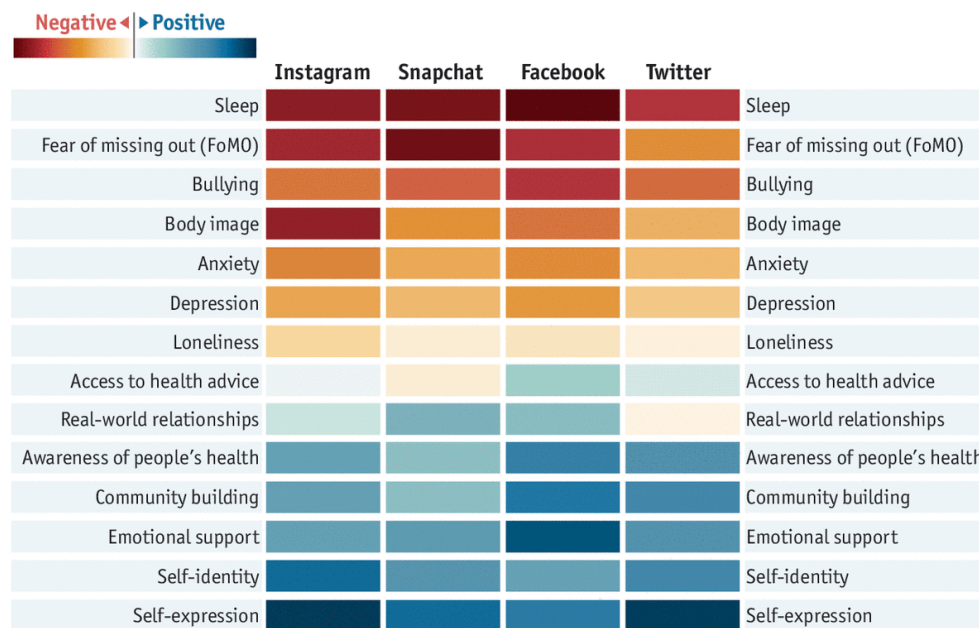
If one accepts the fact that human skill development is necessary then managers and leaders must have necessary understanding in order to influence the behaviour of other people. It was felt that the managers acquire three levels of expertise. Firstly they have to understand the past and current behaviour, so that they are able to predict behaviour and then they learn to direct change, and control behaviour.

The bad impact of social media:

- **Face-to-face interactions** which are necessary for **development of personalities**, learning social skills and communication skills, have been removed from the lives of people, especially younger generations. Children are having a difficult time interacting with others, which might lead to unsociable behaviour.
- Comparison with other lives has been made easy by social media. People become unhappy with their current circumstances, leading to problems with **self-esteem and depression**.
- Social media use has also been associated with cyberbullying and cyber abuse by anonymous users online, which leads to problems of self-esteem, privacy, etc.
- Most studies have shown that, social media's violent games result in increase in **violent tendencies** and behaviours in children.
- Social media has also been used as tool to spread negativity and rumours online which has leads to increase in the instances of violence in the society. For instance - Recently, the rumours of kidnappers over WhatsApp have led to deaths of innocent people in various parts of India.
- With social media it has become nearly impossible to avoid bad news and the negative influences on our lives. This can lead to long-lasting psychological repercussions and ultimately lead to thoughts of our world falling apart, stress and anxiety.

The good impact of social media:

- Social media can add creativity to our thinking as people can share their views and work with others.
- It allows people to explore and become actively involved without the **fear of rejection**.
- While no one advocates spending hours after hours gaming, social media games can build social connections, improve a person's **self-efficiency**, and **boost their cognitive flexibility and self-control**. They can teach students how to deal with successes and failures in real life.
- Social media connectivity with families, friends and some government safety organizations, has resulted in people feeling safe while moving out.
- LinkedIn is one of the greatest example of how networking over social media has helped people in finding the jobs in domain of their interests.

Diagram shows the Negative and Positive Impact of Social Media on Human Behaviour.**Interpretation**

From the Above Diagram we can say that Social Media have both the positive aspects as well as negative aspects. We can see that Sleep of an individual is more affected by social media especially (Facebook), FomO (Fear of missing out) is more in Snapchat, bullying is more in Facebook, Body image is more affected by Instagram, anxiety of the people is affected by Instagram and Facebook, Depression to the individual is more affected by Facebook, Loneliness is also affected mainly by Instagram, Health advise and awareness of peoples health is more provided by Facebook, Real world relationships people will get is from Snapchat, Community building is equally distributed by all the social media, Emotional Support to the individual is from Facebook, Self-Identity is mainly by Instagram, and last Self Expression people will get from almost from all the social media especially Instagram and Twitter.

Conclusion

Human behaviour also substitute along with the usage of the Internet and sociable media. People are always on their smartphones or gadgets glancing on their social media accounts that they often mistake practical fact for real life. Moreover, people largely only show the excellent side of their lives to the public but in actuality, life is not a bed of roses. There are problems and challenges that come our way but we often matras it up, to give others the judgment that our life is perfect. In that way, sociable media affects human behaviour negatively. The essential here is to usage it in self-control knowing how many people often squander themselves when using it. Even too much of a fit thing can still be bad for you.

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