
IMPACT OF SOCIAL MEDIA WITH POSITIVE AND NEGATIVE ASPECTS

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Abstract

Social media is a platform for people to discuss their issues and opinions. Social networking is the latest marketing buzz field that involves businesses, organizations and brands that help generate news, make friends, communicate and make followers. Company uses social media to increase the efficiency of an organization in different ways, such as achieving business goals and increasing the organization's annual revenue. Social networking offers the advantage of a contact channel that enables two-way communication between a business and its shareholders. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allow people to share or exchange information, ideas, images, videos and even more with each other through a particular network. In this paper we cover all aspects of social media with its positive and negative effect. Focus is on the particular field like business, education, society and youth. This paper describes how these media will affect society in a broad way.

Keywords: *Business, education, social media, society, youngsters, academics, networking.*

I. INTRODUCTION

As per the survey of previous research, 90% of college students use social networks. Technology has shown a rapid development by introducing small communication devices and we can use these small communication devices for accessing social networks any time anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones etc. For the reason of education social media has been used as a creative way [1]. Students should be encouraged to use this method in a different way, instead of learning to find out how to use these media for good in the media of the educational classes that are only used for communicating or texting. The standard and rate of collaboration for students has been improved by social media [2]. With the support of social media students, through different social sites such as Facebook, Orkut, and Instagram, etc., students can easily connect or exchange information quickly with others. Instead of doing paperwork, it is also necessary for students to do some practical work. They can also write blogs for Teachers as well as for

themselves to enhance their knowledge skills. Social networking sites also conduct online examinations which play an important role to enhance the students' knowledge [3].

Mainly two traditional reasons for using Internet E-mailing and Surfing. In India, social networking sites are growing fast to gain popularity but it hasn't reached the expectations of the global scenario. Just 17% reported social networking sites as their principal reason for Internet usage. Alternating reactions were downloading internet content, purchasing online goods, studying and reading e-books Among the Indian youth 95.7% of the members are connected with social media. These figures are increasing day by day. Whereas only 4.3% of members are not connected with social media [4].

Positive Effect of Social Media on Education

1. Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments.
2. Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media.
3. Teachers may post on social media about class activities, school events, homework assignments which will be very useful to them [5].
4. It is seen that social media marketing has been emerging as a career option. Social media marketing prepares young workers to become successful marketers.
5. The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity [6].

Negative effect of Social Media on Education

1. The first concern about the negative effect comes to mind is the kind of distraction to the students present in the class. As teachers were not able to recognize who is paying attention in the classroom.
2. One of the biggest breakdowns of social media in education is the privacy issues like posting personal information on online sites.
3. In some of the scenarios there were much inappropriate information posted which may lead the students to the wrong side. Because of social media students lose their ability to engage themselves for face to face communication.

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4. Many of the bloggers and writers posts wrong information on social sites which leads the education system to failure [7].

Impact of Social Media on Business

Social networking is the latest marketing buzz field that involves businesses, organizations and brands that help generate news, make friends, communicate and make followers. Company uses social media to increase the efficiency of an organization in different ways, such as achieving business goals and increasing the organization's annual revenue. Social networking offers the advantage of a contact channel that enables two-way communication between a business and its shareholders. Via different social networking sites, companies can be promoted. Many companies promote their company by advertising on social media in order to attract maximum users or clients. By using social media, consumers can communicate and engage with business on a more personal level. If a brand has been developed by an organization, social media will help this organization grow the current brand and provide a voice to the company. They will build their plan to promote their organization with the aid of social media organizations [8].

Social media used in various business functions. Some of them are:

Marketing- Marketing is one of the most important and common uses of social media in business. It works because today every brand has a target section of the online audience.

HR-Is great for identifying and engaging the talent directly.HR helps companies to showcase their employee benefits and culture of the company to the outside world.

Creative- it enables art, copy and design teams to invent new ideas which is useful for the company to achieve their goals.

Operations/strategy- Many of the sites like LinkedIn helps the business by connecting with the experts who can share some strategic plans. Business Development- Professional networking sites can be used to connect with the clients.

Positive Effect of Social Media on Business

1. Social Media helps to better understand their audience by their likes and dislikes. It helps the business for promotional activities.
2. Social networking sites help to make new customers by providing useful facilities. Helps to enhance market insight and stretch out beyond your rivals with online networking.
3. It also helps to increase awareness among brands and reach with little to no budget [9].

Negative Effect of Social Media on Business

1. In business filed social media is not entirely risk free because many of the fans and followers are free to post their opinion on a particular organization; the negative comment can lead the organization to failure.
2. Many of the large organizations have fallen victim to the hackers.
3. The wrong online brand strategy can doom a company, and put at a huge viral social disadvantage.
4. Getting involved with Social Media is very time consuming. As an organization you should assign a person to always bolster your pages and profile with significant substance.
5. Most companies have difficulty measuring the results of social media advertising [10].

II. CONCLUSION & DISCUSSION

As technology is growing, social media has become the routine for each and every person; people are seen addicted to these technologies every day. Its influence on individuals is different in various fields. The standard and rate of collaboration for students has been improved by social media. Business utilizes social media to increase the efficiency of a company in different ways, such as achieving business goals and increasing the organization's annual revenue. Youngsters are seen regularly in touch with these platforms. Social media has different merits, but it still has certain demerits that negatively impact individuals. False data will lead to failure of the education system, incorrect ads in an organization can affect competitiveness, social media will abuse society by violating the privacy of people, some pointless blogs will influence young people who can become aggressive and take some inappropriate acts. Social networking use is useful, but without being addicted, it should be used in a restricted way.

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