

# POSITIVE AND NEGATIVE EFFECTS OF MEDIA ON SOCIETY

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## **Abstract**

*Social media is a platform for the public around the World to discuss their issues and opinions. Before knowing the actual aspects of social media people must have to know what does social media mean? Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas, images, videos and many more over the internet and in virtual communities. Surrounded by mobile devices and interactive social networking sites such as Twitter, MySpace, and Facebook, Orkut, children are growing up, which has made social media a critical part of their lives. The behavior in which young people relate to their parents, peers, and how they use technology is transformed by social networks. There are two implications of social networking. Social networks, on the positive side, may serve as useful resources for professionals. By helping young people to market their talents and pursue business opportunities, they accomplish this. In order to network effectively, social networking sites can also be used.*

**Keywords:** *Social media, Society, Education, Information, Networking, Influence, Impact.*

## **I. INTRODUCTION**

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. There is a huge effect that social networks have on young people. The fact that social networks have become part of the lives of people is becoming increasingly apparent. Many teens use their computers, tablets, and mobile phones to search their friends and family for tweets and status updates. People are forced to adopt different lifestyles due to the development of technology. Sites for social networking will help young people become more socially capable. Social networking is a means of data communication that is web-based. Platforms for social media allow users to have conversations, exchange information and create content on the site [1].

Together with journals, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more, social media has distinct types. In order to exchange information and make connections, billions of people around the world use social media. Social media helps us to interact with our friends and relatives on an individual level, gain awareness of new things, grow your interests and be entertained. On a professional level, by interacting with other professionals in our industry, we can use social media to extend or enhance our expertise in a specific field and develop our professional network [2].

Social media is a revolutionary phenomenon with a very clever potential with extra space for growth. Many organizations are making use of this platform to develop their operations through the promotion of social media. We may advertise or connect in a more meaningful way through the use of social networks. Likewise, individuals do not have to rely on the newspaper or TV to get their regular dose of news from a social networking site, all of which can be accessed. People can track data from all over the world or get it [3].

As Youth and Teens are the builders of the nation, and in this era they are grown up as part of the Net Generation. They can easily use the latest technology in various forms, including smart phones, mp3 players, digital cameras, video games, iPads, electronic readers, and personal computers. Social Media has its both positive and negative effects. There are various social networking sites, various areas (Business and Commerce, Education, Health and medical Education etc.) in which social media is extensively used these days with its positive and negative aspects and guidelines for handling the negative effects of social media on society [4].

### A. Popular social media sites: -

## 1. Facebook

This is the Internet's biggest social media network, both in terms of total number of users and recognition of names. Facebook came into being on February 4, 2004, Facebook has managed to gather more than 1.59 billion monthly active users within 12 years and this instantly makes it one of the best means to connect people with your company from all over the world. More than 1 million small and medium-sized companies are predicted to use the platform to advertise their business.

## 2. Twitter

People may think that limiting our posts to 140 characters is no way to advertise our business, but we would be shocked to learn that there are more than 320 million active monthly users in this social media process who can use the 140 character limit to pass on details. Businesses may use Twitter to connect with potential customers, answer questions, publish the latest news, and use targeted advertising with particular audiences at the same time. Twitter, headquartered in San Francisco, California, was founded on March 21, 2006 [5].

### 3. Instagram

Instagram is an online visual networking site. The platform has over 400 million diverse clients and is owned by Facebook. It is used by a significant number of its clients to post travel, type, sustenance, workmanship and comparable topics info. The stage is often known by its impressive platforms, altering highlights with video and photography. Facebook is now used by about 95% of Instagram users.

## 4. Tumblr

Tumblr is one of the most difficult phases of informal communication to use, but it is a standout of the most interesting places at the same time. The stage makes a few different post classes; including quote posts, talk posts, video and photo posts, and sound posts in addition, so you are never limited in the type of substance you can share. Reclogging, which is more similar to re-tweeting, is speedy and quick, just like Twitter. David Karp founded the Long Range Informal Networking Site in February 2007 and currently has more than 200 million pages [6].

## 5. WhatsApp

For smartphones, PCs and laptops, WhatsApp Messenger is a cross-platform instant messaging client. In order to transfer pictures, texts, documents, audio and video messages to other users who have the software installed on their devices, this application requires an Internet connection. Launched in January 2010, Facebook bought WhatsApp Inc. on February 19, 2014, for around \$19.3 billion. Today, the administration is used by more than 1 billion people to chat to their companions, friends and family and even clients [7].

### B. Impact of Social Media on Society: -

In order to have a huge influence on our culture, everyone is well aware of social media. The way people transmit and mingle on the web has changed several social media destinations. Connection destinations allow the door open for individuals to reconnect with their old companions, partners and mates from person to person. People-to-person contact destinations provide people with the ability to reconnect with their old companions, partners and mates. It also causes people to influence new companions, to exchange among them information, photos, sounds, recordings. In addition, web-based social networks alter society's lifestyle [8].

### C. Positive Effect of Social Media on Society: -

1. **Connectivity** – The first and foremost benefit of social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The prettiness of social media is that you can attach with anyone to learn and share your thoughts.

2. Education – Social networking provides various benefits to the students and teachers. It is very easy to educate from others who are experts and professionals via social media. One can follow anyone to learn from him/her and enhance his knowledge about any field. Regardless of our location and education background we can educate you, without paying for it [9].
3. Help – You can impart your issues to the group to get help and energy. Regardless of whether it is helping in terms of cash or in terms of advice, you can get it from the group you are associated with.
4. Information and Updates – The primary favorable position of the web-based social networking is that you refresh yourself from the most recent happenings around on the planet. More often than not, Television and print media nowadays are one-sided and do not pass on the genuine message. With the assistance of web-based social networking you can get the actualities and genuine data by doing some exploration [10].

## II. CONCLUSION & DISCUSSION

The web-based social networking has become the routine for every last human, individuals, as the technology is developing; groups are constantly seen to be dependent on this technology. The standard and rate of organized effort for students has increased online networking. Business uses online networking in various courses to upgrade the execution of an enterprise, for example, to meet business objectives, expanding the organization's annual offers. Every day, young people are found in contact with these media. Social media has distinct merits, but it also has a few faults that affect people in comparison. False data will lead to disappointment in the training framework, incorrect promotion in organizations can affect competitiveness, online networking can manipulate the general public by targeting the protection of individuals, some pointless sites can affect young people who can end up simply savage and will take a few wrong activities.

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