

PROS AND CONS OF SOCIAL MEDIA

Dr. Umakanth.S

*Associate Professor, HOD, Department of Management, Center for Management Studies,
Jain (Deemed-to-be University), Bangalore, India
Email Id- umakanth@cms.ac.in*

Abstract

The way people communicate with each other has been transformed forever by social media. Networking sites first existed as an innovation known as email, which was founded in 1975, and is still used today. Social media, though, has progressed into using a profile to include information about a person and his or her preferences, and has incorporated the use of email. Social media now entails exchanging stories, images, and the use of applications to connect with people, as well as texting. Until 2003, when MySpace and Friendster were introduced, this method of social media did not emerge. Shortly after the introduction of Facebook, but until 2006, which has now been the number one social networking platform, it was not accessible to the general public. These channels have many beneficial consequences, such as getting in connected with people, meet some new individuals, offering additional potential, as well as the ease of smartphone connectivity. There are also some detrimental consequences, including data stealing, cyber bullying, reduced real-life social contact, and social exclusion. Anticipated health issues may be caused by a rise in mobile social networks.

Keywords: *Consequences, Networking, Platform, Smartphone, Social Media, Influence and Impacts.*

I. INTRODUCTION

Email, which was founded in 1975, was the first medium of social media. Since then, text messaging has developed into a persona that can be accessed that has incorporated the use of email into various features. Social media is now transforming the way people communicate with the internet, which has contributed to the world with many valuable resources to use. These social media sites are also making strides in supplying consumers with improved functionality, and these popular pages will continue to expand in size. While social media sites may have negative consequences such as wasting more time, by helping users to connect and keep in touch with friends in a much simpler manner, it often positively affects the people [1]. Social media sites enable people to interact and maintain friendships as well as meet different friends. These blogs help people find others through common values that they might establish a bond with and get to understand one another. It is possible to join or build communities to find others with shared interests and opinions. Through using platforms such as blogs and tweeting to share thoughts and stories, social media allows for artistic expression. Lyrics, curiosity in music, TV programs, hobbies, pictures, and many other topics are often posted by

consumers. Instead of trying to mail invites, activity invites can be created and delivered to friends, and mates can even Send a card for an event on the web [1].

It has been used not just to speak to colleagues, but also to address educational topics. It is said that social media enhances the efficiency of lives of individuals, and can lower inflammation. Many individuals say that they have had no unpleasant social media interactions, and educators are beginning to look at it as an instructional tool. The use of social media tends to develop students' technical capabilities, introducing them to several different viewpoints on things. It has also assisted with organizational skills and helps people around the world to learn about communities. Learners also use social media to discuss assignment issues online with friends and to get assistance with assignments [2].

Nearly half of social media network participants have confirmed they talk about college, and nearly half talk about school work responsibilities directly. These learners seem to have an outstanding range of traditional and 21st century learning, including teamwork, innovation, teamwork, management and technical skills. Parents want schools to profit from the use of internet addiction to teach children, but to do so in a protected manner. To be able to connect with other pupils, but to do it in a much safer manner, several school systems have built a secure social media network for their students [3].

Networking Sites not only benefits people, but also benefits corporations. Such platforms allow companies to promote and sell services to a wide audience, and a profile can be set up free of charge. Many organizations have built profiles that offer comprehensive company details to promote in a reduced way. In social networking sites, companies can receive more exposure because the company profile is open for all members of the social media network to see. Companies often want to use social networking sites to see what future workers are really like to make choices based on the data presented on the profile of the individual [4].

The manner people communicate in the community has now been completely transformed by social media, but it is still making more strides in making it easy to navigate. Social networks are now being mobile and can be reached from a cell phone. As a lot of people bring mobile phones with them at all hours, it is considered to be a brilliant idea that will expand the use of social media. To check their status, make notes, share videos, submit texts, and refresh accounts from just about everywhere, citizens can use cell phones. This encourages individuals to be able to do something as well as taking more time to log into social networks. It is also predicted that having social media sites available via mobile phones would raise the amount of participants by a large amount.

II. GROWING SOCIAL MEDIA

Mobile social media has so far been used rather than PC machine social media. Yahoo, MySpace, and Bebo are the major websites that are being accessed via cell devices. Being able to use social media from a mobile phone enables the social channel's full capacity and makes it easy for users to use it. The number of customers has risen as it is more easy to use and wireless social media has increased dramatically [5]. There are also detrimental aspects of social media, but they are nothing relative to the positives of using it. These sites minimize the amount of face-to-face socialization and supplement it with online experiences that are

assumed to result in relationships with other individuals of poor quality. Teenagers are exchanging information with the public that will damage them as they want to get a career in the future, and it is not good enough to erase the information. Internet addiction still exists, and is publicly threatening people on the internet, but is a small proportion of it. Individuals who regularly use social media online are often subject to social alienation that can lead to loneliness and impaired social skills [5].

A misleading sense of confidence makes usage of social networking sites susceptible to security threats such as intrusion, leaking private data, and virus propagation. When a hacker uses the network to capture personally identifiable information published about individuals, identity fraud can occur. Social media platforms have also been said to threaten children by encouraging paedophiles to scope out kids. It may also allow users to use cell phones to reach these pages while driving, much as Facebook messenger was a common thing can do while going to drive, as they are getting mobile [6].

Internet social media would expand the use of cell phones, and the issue is that cell phones have been discovered to release electromagnetic radiation consumed by the heart and brain. For memory and understanding, this absorption disturbs the brain sites and may induce misunderstanding and inattentiveness. Cell phones have also been reported to induce cancer from electromagnetic radiation to other areas of the body, but little focus has been put on them. The primary health issue for cell phones, which do not expose the brain to waves via social media through smart phones, has always been the cause of leukaemia. Mobile phones often send-off minor levels of radiation which will take a lot of use to begin developing cancer over a prolonged period of time. In order to assess the real health hazard of mobile phones, analysis is required to provide facts [6].

As with everything else, social media has its positives and its pitfalls. In order to correct the negative concerns, the platforms are constantly progressing and improving. Trying to access social media sites using mobile phones will be an example, meaning that users would access the web on the go rather than sitting on a computer at home. Most users have reported that they have had only good social media interactions, and online harassment is faced by only few individuals. There are still concerns that need to be addressed, but the beneficial effects tend to overshadow the adverse effects [7].

Social media is a very useful platform which can be used to make new friends and make it easier for people to keep in touch with friends. While it can waste time, by helping users to connect and stay in contact with friends in a simple and comfortable manner, social media positively impacts the environment. Generally speaking, young people want to make new friends and discover as best as they can about them. With the form of social media, all of this is probable. Another fascinating effect of social media on young people is that communicating with friends is fun rather than engaging face to face with them [8]. This keeps their mates close because they are not all around to see each other when they want to. Social networking keeps you updated on the important stuff currently happening across the world or maybe in your city. Knowing anything with only a quick click of the mouse is a huge asset. Young people have the best place to show themselves in a manner that they are not supposed to do in public. This is something that makes young people feel better for them and hold a certain place in society. It

encourages you to learn social skills and the best thing is that the number of customers will begin with a variety of relationships.

Generally speaking, young people want to make new friends and discover as best as they can about them. With the platform of social media, all of this is probable. Another fascinating effect of social media on young people is that communicating with friends is fun rather than engaging face to face with them [9]. These days, citizens of today's modern generation assign social networks so much attention that it has become their focus. They love to be on social networking platforms and forget all the stuff that should come first for them, such as families, sports, and colleges. We only see the digital side of the individual on social media sites. This suggests that we can only see what side they wish to show us. Most entities try to represent themselves to those who are not at all. Young adults have this habit of intimidating their friends to a certain degree, which is cool. But when it comes to online bullying, it effects the other peer a great deal when this would be on the individual's newsfeed which can quickly go viral. Such things can also result in sadness as well as suicidal thoughts. There are a few youngsters who can be swayed very quickly. They can feel the urge to physically alter their image and equate themselves to any single entity they see on social networks. In social media, there is a very important lure. For the young, it may become an obsession and continue to corner them.

III. CONCLUSION & IMPLICATIONS

In summary, it has been shown that social media has both beneficial and detrimental effects on our youth. People should decide whether to continue to use the sites or avoid or even limit their use. Parents should direct and educate their children on contemporary topics such as social networking use and, when abused or overused, notify them about the harmful impacts on them. In order to warn students that they need to be vigilant in their use of social media, the educational system can also be updated and included social media analysis in their sciences. The social networking has been the standard for each and every individual as the software is rising, people are seen hooked every day to this technology. Its influence on individuals is different in various fields. The standard and pace of cooperation for students has been improved by social media. Business incorporates social media to increase the efficiency of a company in different ways, such as meeting business goals and increasing the organization's annual revenue. Youths are seen regularly in touch with these platforms. Social media has different merits, but it still has certain demerits that adversely influence individuals. False results will result in failure in the school system, inaccurate ads in an organisation can harm competitiveness, social networking will abuse culture by violating the privacy of individuals, certain worthless blogs will manipulate young people who will become abusive and take certain unacceptable acts. Social networking use is useful, but without being hooked, it can be used in a restricted manner.

IV. REFERENCES

- [1] D. A. Cook, "Web-based learning: Pros, cons and controversies," Clinical Medicine, Journal of the Royal College of Physicians of London. 2007, doi: 10.7861/clinmedicine.7-1-37.

-
- [2] T. Eyal, N. Liberman, Y. Trope, and E. Walther, "The pros and cons of temporally near and distant action," *J. Pers. Soc. Psychol.*, 2004, doi: 10.1037/0022-3514.86.6.781.
- [3] D. Jeske and K. S. Shultz, "Using social media content for screening in recruitment and selection: pros and cons," *Work. Employ. Soc.*, 2016, doi: 10.1177/0950017015613746.
- [4] M. L. Kent, "Using social media dialogically: Public relations role in reviving democracy," *Public Relat. Rev.*, 2013, doi: 10.1016/j.pubrev.2013.07.024.
- [5] T. Kelsey, *Introduction to Social Media Marketing*. 2017.
- [6] M. Salar and O. Salar, "Determining Pros and Cons of Franchising by Using Swot Analysis," *Procedia - Soc. Behav. Sci.*, 2014, doi: 10.1016/j.sbspro.2014.01.1385.
- [7] P. Berrone and L. R. Gomez-Mejia, "The PROS and CONS of rewarding social responsibility at the top," *Hum. Resour. Manage.*, 2009, doi: 10.1002/hrm.20324.
- [8] Š. Hošková-Mayerová and Z. Rosická, "E-Learning Pros and Cons: Active Learning Culture?," *Procedia - Soc. Behav. Sci.*, 2015, doi: 10.1016/j.sbspro.2015.04.702.
- [9] J. P. Shim, S. Dekleva, M. Rossi, A. French, C. Guo, and D. Mittleman, "Social media around the world," 2012, doi: 10.1057/978-1-137-50478-4_4.