

## Impact Of Social Media

**Ms. Monica K. Khatri**

Assistant Professor, Achievers College of Commerce & Management, Kalyan

## ABSTRACT

*The Social Media and Social Networking Minitrack highlight the increasing importance of social network in society. It is expected to provide invaluable opportunities to users. The Social Media is the Platform allow to users to have conversation, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo sharing site, instant messaging, video-sharing sites, podcasts, widgets, and virtual worlds*

## KEYPOINTS

**Introduction to social media, Objectives of social media, Benefits from social media, Positive & Negative Impacts of Social Media on:**

- Educational system
- Teenagers & Youth
- Business & Industrial Sector
- Society & Culture



## OBJECTIVES

## What is the Social Media?

### What are the types of Social Media?

### How social media are positively impact on different sectors?

(Educational system, Teenagers & Youth of the country, Business & Industrial sector, Society & Culture)

How social media are negatively impact on different sectors?

(Educational system, Teenagers & Youth of the country, Business & Industrial sector, Society & Culture)

## REVIEW OF LITERATURE

KEVIN HOWLEY, PHD, DEPAUW UNIVERSITY, @THEKHOWLEY

Young people should leverage their interest in social media to promote learning, creative expression, and civic engagement. Social media connects young people with a world of ideas and a world of possibilities. Students can make productive use of these tools to conduct research, reach out to experts,

and ask questions. These tools also permit young people to express themselves, share their work, and get feedback and encouragement. Social media promotes active citizenship.

#### **JOSH OCHS, SMARTSOCIAL.COM**

Since Google results are the new digital resume, it's important for students to dominate their online presence. Building a positive digital footprint using social media is a great way for students to shine online, show their unique personality, and have ownership over their search results.

Students can use their social media profiles to highlight their school projects, sports, hobbies, volunteer work, or family vacations.

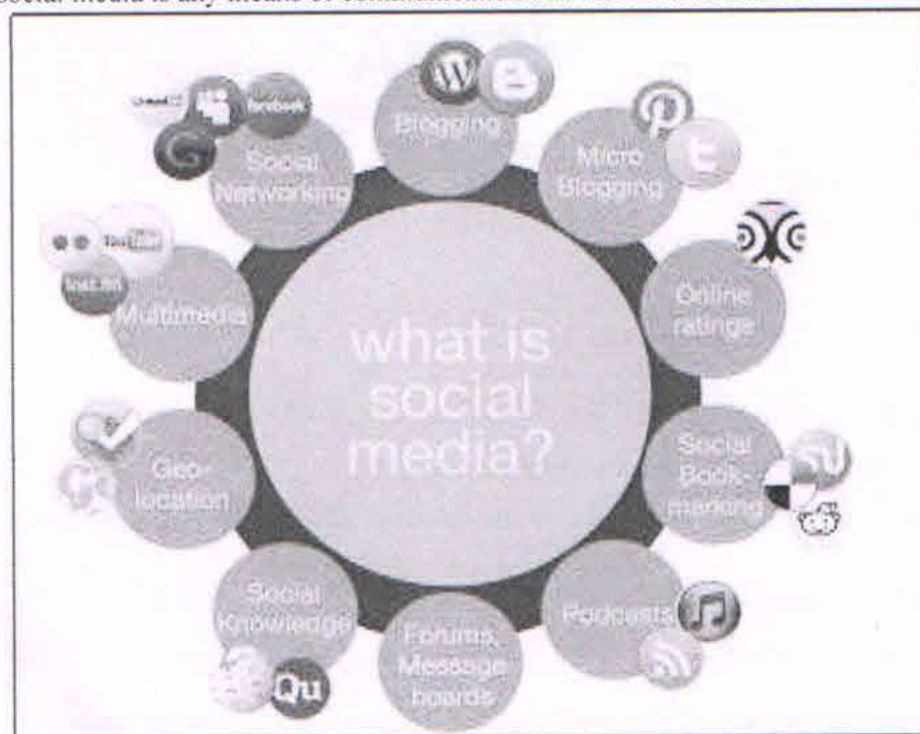
#### **INTRODUCTION**

Social media is define as a group of internet based application that build on the ideological and technological foundations of web 2 and that allow the creation and exchange of user generated content. It is an internet-based form of communication, which is web based technology to facilitates social interaction between a large group of people through some type of network. In common widely used network is the Internet. But social media platforms are also for local networks as well.

Social media is growing rapidly and becoming a vital part of day to day life, because of the latest technological revolution. This stunning growth is due to increasing in usage of smart phones like BlackBerry, Androids and iPhones. These smart phones make it easy to access any social media platform from anywhere virtually. It is also help to access location & direction with the to Google Map Service

#### **MEANING**

Social Media is interactive platforms through which people of different communities discuss, create and modify user generated content. It produces a change in communities, organization, and institutions by combining it on a same platform towards individual. Social media imply two ways interaction, so included in social media is any means of communication that allows a interaction.



#### **USAGE OF SOCIAL MEDIA**

Each year, near the start of the year, We Are Social updates their massive global compendium of stats which gives some great insights into the world of social media. It's a great download for presentations. It's particularly interesting how far some countries are diverging in terms of social media use, and surprising that Western Countries are actually lagging a fair way behind in adoption rates.



Some of the key takeaways from their Global Digital Report 2019 include:



- The number of internet users worldwide in 2019 is **4.388 billion**, up 9.1% year-on-year.
- The number of social media users worldwide in 2019 is **3.484 billion**, up 9% year-on-year.
- The number of mobile phone users in 2019 is **5.112 billion**, up 2% year-on-year.

## BENEFITS OF SOCIAL MEDIA

Billions of people around the world use social media to share information & make connection. The social media is beneficiary in personal level as well as professional level

Benefits of Social Media on personal level	Benefits of Social Media on professional level
▪ Allows communicate with Friends & Family	▪ To broaden knowledge in particular field
▪ Learn new things & develop Interest	▪ Build Professional Network
▪ Mode of Entertainment	▪ Allows conversation with audience, gain customer feedback, and elevate your brand
▪ Create general awareness	▪ Improve Search Engine Ranking
▪ Share of pictures, audio, videos	▪ Improve Brand Loyalty
▪ Video call with help of internet	▪ More Brand Authority

## TYPES

Social media can be divided into following categories regarding social presence, media richness and self presentation. It had following types:

1. collaborative projects
2. blogs and micro blogs
3. content communities
4. social networking site
5. virtual game world
6. virtual social world

### VALUABLE TO BE GAINED THROUGH KNOWLEDGE SOCIAL MEDIA

- Analytics and insights on various topics or issues for study purposes.
- Beneficial for establish new ideas for career.



- Better training to students by using platform of social media.
- Create awareness which helps to students for shapes students life.
- Teachers are able to easily collaborate and communicate with students and one another.
- Students have easy, free access to resources online to help them learn.
- Grades improve and absenteeism is reduced.
- 59% of student users report that they use social networking to discuss educational topics and 50% use the sites to talk about school assignments.

#### **IMPACT OF SOCIAL MEDIA**

**On Educational system:** Social media did make the world a smaller place, now we have more information, more knowledge, and have better opportunities to use it. Social media improved our ability to absorb information that leads to helps students in there academics.



Social network is tools afford students and institutions with multiple opportunities to improve learning methods. Through this network, you can incorporate social media plunging that enable sharing and interaction. Students can benefit from online tutorials and resources that are shared through social networks.

#### **POSITIVE IMPACTS OF SOCIAL MEDIA ON EDUCATION SYSTEM**

- Google Application Helps 20 Million students in their studies
- With the help of internet network students use applications & learn more practical things
- With the help social media students build skills & knowledge which turns into confident that will aid them throughout their lives
- The applications are ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works.
- Helps students refine and develop their artistic abilities & create confidence
- By spending so much time working with new technologies, students develop more familiarity with computers and other electronic devices.
- Social media is platform through which students get facility to learn through projections in which contents visualize, audio voice, pictures, keywords of topics etc

#### **NEGATIVE IMPACT OF SOCIAL MEDIA ON EDUCATION SYSTEM**

- Now a days students use social applications like blog, tik-tok for popularize. Because of that students focus more on media than education



- The popularity on social media applications used by students turns into decreases in interest in study
- Ability, willingness & creativeness among students are declining just because of everything is available online. So instead on using brain they use online application.
- Students spend lots of time in online games which effects on health, mental condition & eye sights
- Students are least interested to play out door games & sports games than the online games.
- Scoring less in academics reason is only over use of social apps. Like whats app, face book, instagram, snap chats etc.

### **IMPACT OF SOCIAL MEDIA ON YOUTH & TEENAGERS**

Social Media is obviously the place to reach a huge amount of people, especially the group of users between 18-34 years old. The common and widely used social media platforms include Facebook, Twitter, WhatsApp, Snapchat



### **POSITIVE IMPACTS OF SOCIAL MEDIA ON YOUTH & TEENAGERS**

- Making Youth up to date on the events happening around the globe
- Stay connected with their fellow youths and friends without physical meetings.
- Helps in strengthening relationships say amongst classmates in high school or college, who after finishing school, moved to different locations around the world.
- Youths can create pages and groups in the social media platforms based on their professions, faith among other dimensions of their lives and this leads to more connections being built
- Social network sites help to create employment opportunities being created for the unemployed youths.
- Many youth & teenagers get employments around the globe thorough online interviews carried through social media daily, which helps to save time & cost.

### **NEGATIVE IMPACT OF SOCIAL MEDIA ON YOUTH & TEENAGERS**

- Scientists show that social media isolation can cause a number of effects such as physical, emotional, mental and psychological issues in among the youths.
- Over usage of Social Media lead to depression, anxiety and many other problems.
- Spending long hours chatting in social media sites also decreases productivity amongst the youths. This in turn causes the youths not to be self-dependent and instead depend on their parents and families for upkeep.
- Youth hacked the account & stolen personal information.
- Lack of interest in Family events & gatherings.
- Following of unknown friends on social websites.

### **IMPACTS OF SOCIAL MEDIA ON BUSINESS & INDUSTRY**

Social media has become essential part of Business. Different marketing strategies useful for business & for industry, which facilitates cost effectiveness, quick connection with audience, increasing profitability, develop brand image, establish brand loyalty and much more other benefits get by entrepreneurs. Social media itself one of the platform of doing Business which includes:

- Web-designing Internet Business.
- Affiliate Marketing Internet Business
- E-Book Publications
- Information Marketers
- Social media Management Business
- Virtual assistant internet business idea
- Freelancing of business idea
- Couching & consulting business
- E-commerce Business



### **POSITIVE IMPACTS OF SOCIAL MEDIA ON BUSINESS & INDUSTRY**

- 74% of adult access internet & media for recognizing online product which is helps to business organization to bulid brand image in market.
- Communicate with customers become easy through social websites.
- Enhance trust among non user of product through Rating, Ranking, Stars & comments & reviews of user.
- Gaining an Edge over Your Competitors.
- Saves time of business organization through online dealing.
- Business is maintain & handle in Professionalize manner by using applications.
- It helps to pull unexpected customer become a regular customer.

### **NEGATIVE IMPACT OF SOCIAL MEDIA ON BUSINESS & INDUSTRY**

- Business enterprise focuses more market share instead of improving quality.
- Social media badly impact on domestic market & small business person through online shopping.
- Through this online platform business enterprise take undue advantage of customers by manipulating & mixture of product.
- It is become difficult task for smaller dealer who are unaware regards how to use social media.



### **IMPACTS OF SOCIAL MEDIA ON SOCIETY & CULTURE**

Social media can be very influential on society in both positive and negative ways. It gives people a way to stay in touch with people who live far away. It lets people share fun, interesting and informative content. It gives businesses a way to engage with customers.



Media is considered as “mirror” of the modern society, in fact, it is the media which shapes our lives. It takes discipline not to let social media steal your time.

### **POSITIVE IMPACTS OF SOCIAL MEDIA ON SOCIETY & CULTURE**

- Social networking sites become a source of entertainment
- Online application used for shopping, ticket booking, fund transferring, payment of periodic bills etc which helps to save time
- User of product get goods at reasonable price due to contracts in supply of chain. The manufacturing industry sale their product directly to customer.
- Globalize the market with the use of internet
- Sometimes diseases medicine like HIV, TP etc are not available near medicals at that time we can order it online.

### **NEGATIVE IMPACT OF SOCIAL MEDIA ON SOCIETY & CULTURE**

- Spend lots of time interacting with friends or strangers online to make new friends
- Active 24\*7 on social applications, people are neglecting family responsibility.
- Social network has become more important than moral values.
- Using of social networking sites at night create health issues like sleep deprivation, dark circles, headache etc.
- Kids spend endless hours online, especially on social media networking sites, which affects their studies and results in low academic grades.
- People who addicted to social media may experience negative side effects such as eye strain, social withdrawal or lack of sleep.
- Cyber crime, cyber bullying, hacking of personal information become a social problem.

### **CONCLUSION**

In the present days, social media can be considered as a blessing for students, youth, businesses, helping them to create worldwide reach without much of an effort. Utilizing social media in the right a way can help you shape up your corporate identity and create new opportunities and growth. If you can't imagine your life without social media, that's a sign that you've fallen a victim to the evil power and impact of

social networking as well as the attention economy. It also means that you've experienced one (or more) of the negative effects of social media on society.

**REFERENCE**

- <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>
- [https://ijritcc.org/download/conferences/ICRRTET\\_2016/ICRRTET\\_Track/1455261816\\_12-02-2016.pdf](https://ijritcc.org/download/conferences/ICRRTET_2016/ICRRTET_Track/1455261816_12-02-2016.pdf)
- <https://www.grin.com/document/358350>
- <https://www.webguru-india.com/blog/how-corporate-identity-is-defined-by-social-media/>