

Positive and Negative Effects of Media on Society

Chanchal Chawla, Associate Professor

Department of Teerthanker Mahaveer Institute of Management Technology, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India

Email id- chanchalchawla0@gmail.com

ABSTRACT: *Social media provides a forum for people all over the world to express their concerns and views. Before learning about the many elements of social media, individuals must first understand what social media is. The interaction between groups or people in which they create, share, and occasionally trade ideas, pictures, videos, and other material via the internet and in virtual communities is referred to as social media. Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, Myspace, and Facebook, Orkut, and social media has become an important part of their life. Social networks influence how young people interact with their parents and classmates, as well as how they utilize technology. The consequences of social networking are dual. On the plus side, social networks may prove to be valuable tools for professionals. They do this through assisting young people in marketing their skills and pursuing commercial possibilities. Social networking platforms may also be utilized to successfully network.*

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

1. INTRODUCTION

A social media platform is a digital website that individuals use to create social networks or relationships with others that have similar personal or professional interests, hobbies, backgrounds, or real-life connections. Social networks have a significant impact on young people. The reality that social media has been ingrained in people's lives is becoming more evident[1]. Many teenagers use their computers, tablets, and smartphones to look for tweets and status updates from their friends and family. Because of technological advancements, people are being pushed to embrace new lifestyles. Social networking sites will assist young people in becoming more socially competent. Web-based data transmission is known as social networking. Users may conduct discussions, share information, and produce content on social media platforms[2].

Social media comes in many forms, including journals, microblogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Social media is used by billions of individuals all over the globe to share information and establish relationships. Social media allows us to connect with friends and family on a more personal level, learn new things, broaden our interests, and be amused. On a professional level, we may utilize social media to expand or improve our knowledge in a particular area and build our professional network by engaging with other experts in our industry[3].

Social media is a revolutionary phenomenon with enormous promise and room for expansion. Many organizations are using this platform to promote social media in order to expand their operations. We may utilize social networks to promote or interact in more meaningful ways. Individuals do not need to depend on the newspaper or television to receive their daily dose of

news; instead, they may visit a social networking site. People may access or monitor data from all around the globe.

Youth and Teens are the nation's builders, and they have grown up as members of the Net Generation in this period. They can readily utilize the newest technology, such as smart phones, mp3 players, digital cameras, video games, iPads, electronic readers, and personal computers, in a variety of ways. Both good and bad impacts may be found in social media. There are numerous social networking sites, as well as various areas (Business and Commerce, Education, Health and Medical Education, and so on) in which social media is widely used these days, each with its own set of positive and negative aspects, as well as guidelines for dealing with social media's negative effects on society[4].

1.1. Popular social media sites:

- *Facebook*

This is the largest social media network on the Internet, both in terms of overall subscribers and name awareness. Since its inception on February 4, 2004, Facebook has grown to over 1.59 billion monthly active users, making it one of the greatest ways to connect people with your business from all over the globe. More than one million small and medium-sized businesses are expected to advertise on the platform.

- *Twitter*

People may believe that restricting our postings to 140 characters is a poor method to promote our company, but we would be surprised to discover that this social media platform has over 320 million active monthly users who may utilize the 140-character restriction to communicate information. Businesses may use Twitter to interact with prospective consumers, answer inquiries, provide the latest news, and advertise to specific audiences all at once. Twitter was established on March 21, 2006, and is based in San Francisco, California.

- *Instagram*

Instagram is a visual social media platform. Facebook owns the platform, which has more than 400 million users. It is utilized by a large number of its customers to publish information on travel, type, nutrition, craftsmanship, and other similar subjects. The stage is well-known with its stunning platforms, which change the spotlights with video and photos. Approximately 95% of Instagram users currently utilize Facebook.

- *Tumblr*

Tumblr is one of the most challenging phases of informal communication to utilize, but it is also one of the most fascinating locations. The stage supports a variety of post types, including quote posts, discussion posts, video and picture posts, and sound posts, so you're never restricted in what you may offer. Reclogging, which is comparable to re-tweeting, is fast and easy to do, much like Twitter. In February 2007, David Karp launched the Long Range Informal Networking Site, which now contains over 200 million pages [6].

- *WhatsApp*

WhatsApp Messenger is a cross-platform instant messaging software for cellphones, PCs, and laptops. This program needs an Internet connection to send photos, texts, documents, audio and video communications to other users who have the software installed on their devices. Facebook purchased WhatsApp Inc. for \$19.3 billion on February 19, 2014, after it was launched in January 2010. Today, more than 1 billion individuals utilize the service to communicate with their friends, family, and even customers.

- *Google+*

Google+ is one of the most widely used social networking platforms nowadays. It is a must-have tool for every small company because of its SEO worth. Google+ was launched on December 15, 2011 and has since grown to become one of the most popular social media platforms, with over a million active users as of December 2015.

- *YouTube*

YouTube, the world's largest and best-known video-based online networking service, was founded on February 14, 2005, by three former PayPal employees. It was subsequently acquired by Google for \$1.65 billion in November 2006. YouTube has over 1 billion monthly visitors and is the second most popular internet search engine behind Google.

- *Pinterest*

Pinterest is a relatively newcomer to the world of internet networking. This stage consists of electronic announcement sheets on which businesses may paste their content. Pinterest announced in September 2015 that it has reached a milestone of 100 million users. Pinterest should be used by private enterprises whose target interest group is mostly made up of women, since the majority of its visitors are women.

- *Flickr*

Flickr, formerly known as "Glint," is an online photo and video sharing platform that was founded by Ludicorp, a Vancouver-based company, on February 10, 2004 and subsequently acquired by Yahoo in 2005. Clients who exchange and install pictures are familiar with the stage. Flickr has over 112 million users and a global presence in over 63 countries. Every day, millions of photos are shared on Flickr.

- *Reddit*

This is a social news and excitement organizing platform where registered users may publish material such as coordinate connections and content postings. Clients may also organize and choose their position on the site's pages by voting up or down on entries. The best categorization or main page displays the entries with the most votes.

- *Snapchat*

When Reggie Brown, Evan Spiegel, and Bobby Murphy were undergraduates at Stanford University, they created Snapchat, an image-sharing application training item. The application was officially launched in September 2011, and in a short period of time, it has accumulated a

massive following, with an average of 100 million daily active customers as of May 2015. Snapchat is used by more than 18% of all social media clients.

1.2. Social Media's Impact on Society

Everyone is aware of social media in order to have a significant impact on our society. Several social media sites have evolved as a result of the way people communicate and interact on the internet. Individuals may reconnect with former friends, lovers, and mates from person to person via connection locations[5]. Individuals-to-person contact locations allow people to reconnect with former friends, lovers, and acquaintances. It also leads to individuals influencing new partners and exchanging information, pictures, sounds, and recordings with them. Furthermore, web-based social networks have an impact on society's lifestyle.

1.3. Social media's impact on medicine and health

Health Care Professionals may use social media to provide information and encourage healthy habits, connect with the public, and educate and interact with patients, students, and coworkers. HCPs may utilize social media to enhance health outcomes, build a professional network, raise personal knowledge of news and discoveries, encourage patients, and offer community health information[6]. Physicians often use internet services to read news items, listen to experts, study medical breakthroughs, discuss patient problems with peers, and network. They may brainstorm and exchange ideas, talk about practice management issues, refer patients, distribute research, advertise their practices, and participate in health advocacy. A significant number of doctors utilize social media to communicate directly with patients in order to improve clinical treatment. It is undeniable that social media has a significant effect on healthcare systems, and that this impact is felt in both developed and poor countries. Healthcare consultants help a greater number of people get better treatment, while clients may utilize it to empower themselves, their families, and their communities[7].

1.4. Social Media's Beneficial Effects on Health

- Prescriptions from doctors are shared with friends, family, and coworkers.
- Doctors may be consulted online at any time and from anywhere.
- Discussing different illnesses and their symptoms with friends, family, and coworkers.
- Information access in underdeveloped countries.
- Mutual responsibility and support in online health forums.
- Assistance with health-related issues.
- Assisting health-care providers in prioritizing important patients.
- Increased consumer responsibility.
- Health researchers will have more data to work with.

1.5. Social Media's Harmful Effects on Health

- Improper self-diagnosis
- Possible invasion of privacy

1.6. Social media's impact on business

Social media is the newest buzzword in marketing, including businesses, organizations, and brands that use it to spread news, influence partners, form relationships, and form groups.

Businesses use web-based social networking to improve their organization's performance in a variety of ways, such as achieving corporate goals and increasing annual offerings. Web-based social networking has the benefit of serving as a communication platform that promotes two-way contact between a company and its stockholders[8]. Different long-distance informal communication destinations may be used to promote business. A significant portion of the company promotes their business by promoting it on social media with the aim of attracting the most customers. Clients may use internet networking to connect and interact with businesses on a more personal basis. Many companies may create their plan to promote their business through social media[9].

1.7. Social Media's Beneficial Impact on Society

Connectivity is the first and most important advantage of social networking. People from all around the world can communicate with one other. Regardless matter where you are or what religion you practice. The allure of social media is that it allows you to connect with anybody in order to learn and share your ideas.

Education - Students and instructors benefit from social networking in a variety of ways. It is extremely simple to learn from other experts and professionals via social media. Anyone may learn from and improve their expertise in any area by following them. We can teach you for free, regardless of our location or educational background.

Help - You may share your problems with the community for support and energy. Regardless of whether you need financial assistance or guidance, you may receive it from the organization with which you are affiliated.

Updates and Information – The main advantage of web-based social networking is that it allows you to keep up with the most current events on the globe. Today's television and print media are often one-sided and do not convey the true message. You may obtain the facts and real data by conducting some research with the use of web-based social networking[10].

2. DISCUSSION

However, study into and comprehension of the good and bad impacts of various works, education, medical, and other uses among the young is needed. The goal of this study is to determine the motivations of young people, as well as the good and negative effects of media usage on students' education, socializing, and psychological health. In addition, a review of past media studies performed in Malaysia. The findings of this study will aid the researcher in determining the good and negative effects of social media on students' lives. Furthermore, the discovery may inspire academics in this area to look at ways to mitigate the negative consequences that students may experience if they misuse their social lives.

3. CONCLUSION

As technology advances, web-based social networking has become the norm for every single human being. Groups are increasingly viewed as being reliant on this technology. Students' quality and rate of coordinated effort has risen as a result of online networking. Corporate utilizes internet networking in a variety of ways to improve its execution, such as to achieve business goals and extend the organization's yearly offerings. Young people are exposed to

various media on a daily basis. Social media offers many advantages, but it also has a few drawbacks that impact individuals. False data will lead to disappointment in the training framework; incorrect promotion in organizations will affect competitiveness; online networking can manipulate the general public by focusing on individual protection; and some useless sites can affect young people who will become savage and engage in a few inappropriate activities.

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