

# A STUDY ON POSATIVE AND NEGATIVE EFFECT OF SOCIAL MEDIA ON SOCIETY

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## ABSTRACT

It is a platform for discussing world's issues and their opinions. Social media is the interaction between group or individuals, from where they can produce share and exchange ideas, images, videos, etc. over internet. Even today's children were used to with mobiles device's and with social media network. Now adays social media transforming the behavior of youthful people with their parents, peers social media effect is two folded[1] one positive side, it acts as invaluable tools for professionals. They assist's young professionals to show their skills and for business opportunity also it is used to network efficiency and on the negative way. A number of risk arise associated with online communities, cyber bullying means a type of harassment using electronic technology. We will cover each aspect of social media pathways positively and negatively field of focus like health, business, education, society and youth. We explain how these social media influence the society.

## I. INTRODUCTION

Social Media, an online platform used to build social network with others, belongs to similar personalities or carrier interest, activities or real-life connection. Plays a significant impact on young age, like a part of their life. Many of them use to check tweets and status people adapting new life styles, due to advancement in technology, to make them more socially capable.it allows users to have conversation, share information, like photos, videos, web content, podcast, people use to establish new connection[2] from these social media, it also helps us to learn different things, make connection with others, gain knowledge. According to experts we can use social media to expend our knowledge in specified field also we can build our professional network by connecting other professionals. It helps us, whether we are at beginning level, intermediate or pro. Social media give innovative ideas and opportunities to users, so user can advertise or communicate in a more efficient way, some people don't rely media or T.V for news, they obtain from social networking sites, people track or get information from all over the world [3].

## II. REVIEW OF LITERATURE

Young and Teens builds the media, they grow up as a part of Net generation, they use the latest technology in various forms, like gaming, camera, video games, computer. Media has bath negative and positive effect. This research paper based upon various data collected from online sources.

In this paper, we will study various social networking sites (area of business, commerce, education health etc.) effect of social media is in positive and negative way too

## III. TOP MOST POPULAR SOCIAL MEDIA SITES

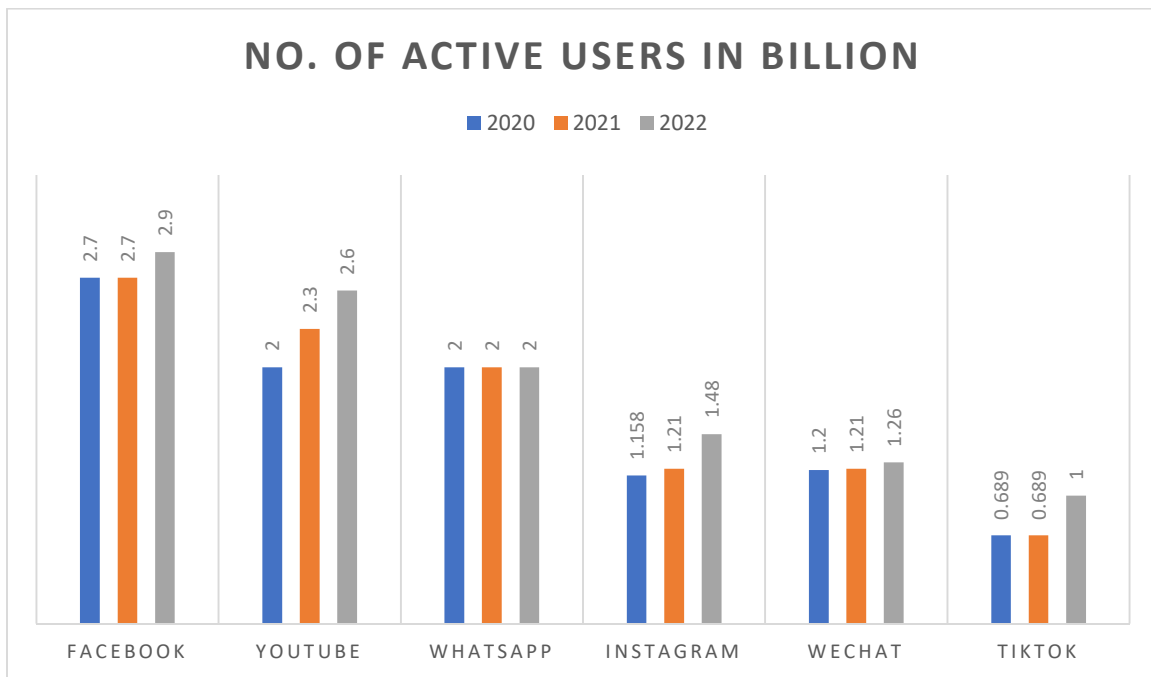


Figure.1

These are the top social media sites which are mainly use by peoples. The figure.1 shows the number of active users on social media platforms, according to a survey in 2022.

## IV. IMPACT OF SOCIAL MEDIA ON YOUTH

As social media is likely to be most used by the youth, youth makes a better future and social media makes a huge impact on young generation for entertainment purpose or learning something or getting a new trends, make them updated. Also social media makes a bad impact on youth, well discuss both positive and negative impact.

### POSITIVE IMPACT OF SOCIAL MEDIA ON YOUTH

\*Social media helps to grow young youth to become more passionate towards their dreams and goals.

- \*From social media they learn new culture, different types of skills.
- \*Social media makes young people to be more familiar around the world, learn new thing, new skills, meeting with new people.
- \*Social media helps to make new friends, according to their interest.
- \*For better understand the world, modern society, developing a social circle.
- \*Social media also inspire young generation.

## NEGATIVE IMPACT OF SOCIAL MEDIA ON YOUTH

- \*As social media is virtual. It did not share emotions and face to face understand their feeling that might be difficult to understand next persons.
- \*Risk of manipulate also increased in young generation as a new beginner, ones get manipulated, cheated, harassed.
- \*As social media grows depression among young generation also grows, as a fear of not doing well, for maintaining a social balance in the life.
- \*As for as good social media as it looks also the evil social media can't be overlooked like changing one's mindset, bad social media content making other fool, bullying someone etc.

## HOW TO DEAL WITH NEGATIVE EFFECTS

- \*Less uses of social media.
- \*By social awareness programs.
- \*Create a intention and purpose.
- \*Set rules and boundaries.
- \*By customizing your food.
- \*By connecting with those people who inspire you.
- \*Stop comparing real life with virtual life.
- \*Be realistic don't show fake.
- \*Review the terms and condition off social app.

## V. IMPACT OF SOCIAL MEDIA ON MEDICAL AND HEALTH

Social media plays a vital role in providing knowledge, power to medical healthcare. Social media enhance communication and provides science-based data to medical department and make them updated for millions of people across the world. Different types of researches, technologies programs are available for medical health, social media and healthcare makes a powerful

combination tool to enhance livelihood. Social media also makes a bad impact on health, we'll discuss further both good and bad impacts. They can explore and share ideas, discuss practice management challenges, make referrals, markets their practice, or engage in health advocacy [4].

### POSITIVE IMPACT OF SOCIAL MEDIA ON MEDICAL HEALTH

\*In medical department social media helps to share various information, research, technologies to enhance health service.

\*To make them updated for health, it often shares new surveys.

\*Helps people to improve their health by different types of tips, balance diet, proper nutrition values, by sharing different-different information through social media.

\*Sharing professional doctor's prescription, consulting doctors online.

\*By sharing suggestions about various disease and their symptoms.

### NEGATIVE IMPACT OF SOCIAL MEDIA ON MEDICAL HEALTH

\*Some people misguide others by sharing false or inappropriate information.

\*Also the fear of stolen their private information regarding their health.

\*Social media likely to consume more time and in order to maintain the health, it will be a problem to concentrate other things.

\*As social media distract peoples disturb their sleep.

### HOW TO DEAL WITH NEGATIVE EFFECTS

\*Following good habits.

\*Distract yourself from distraction.

\*leaving smartphone out of reach while sleeping.

\*Limiting social media times.

\*More focus on health then scrolling.

\*Prevent yourself from sticking social media.

## VI. IMPACT OF SOCIAL MEDIA ON EDUCATION

As, we living in a tech world, each and every information is shared socially. It is clear that social media distinct on education system, and that its impact is relevant both in developed and developing world [5]. In education field, worldwide and spread latest information regarding

education, researches, events, like more as in positive ways but also gets a bad impact on studies and students, we will discuss further.

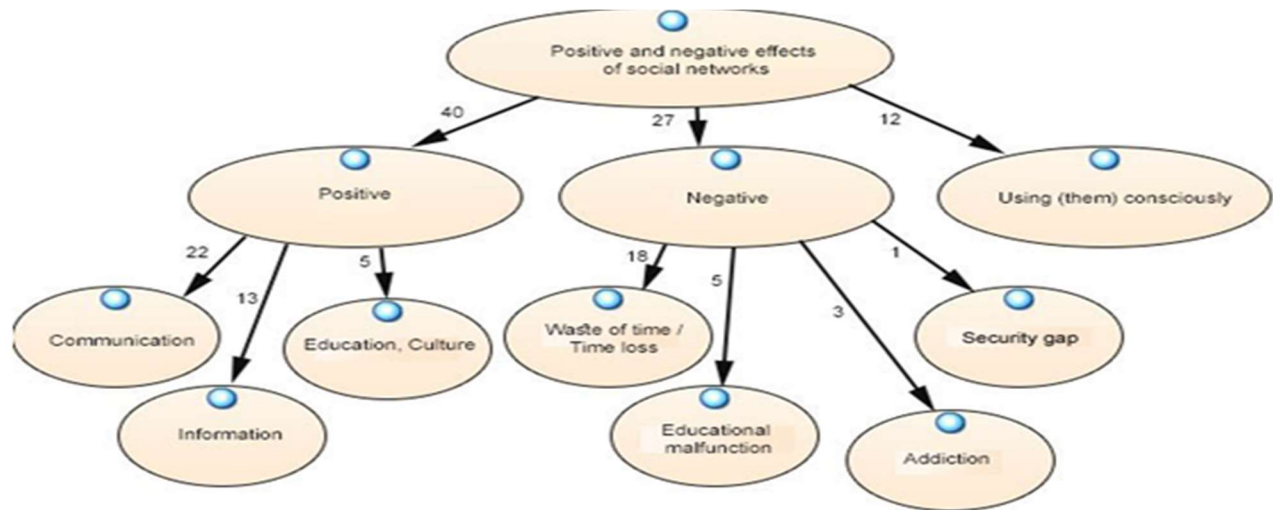


Fig.-2 Positive and negative impact of social media on education

## POSITIVE IMPACT OF SOCIAL MEDIA ON EDUCATION

- \*One who can adapt social media in positive way to gain knowledge.
- \*Familiar data knowledge and researches were shared through social media.
- \*Social media is the way to communicate students in exchange of new ideas, innovation and sharing problems.
- \*To make them updated regarding new stuffs, learn new skills and flow of knowledge is easier.
- \*Expect advices, professional skills were easily to accessed by new students to join and re-innovate new tech world.
- \*Learn from various sources.
- \*To being prepared for new ideas, that tends to be run around the world. To make them familiar with new world by sharing latest information by these social media.

## NEGATIVE IMPACT OF SOCIAL MEDIA ON EDUCATION

- \*Social media also distract students, like students starts losing their focus, aim, goals through these social media, one's leads to waste their time without learning new things.
- \* Social media also reduce self-learning, like everything is accessible in these days and students doesn't makes any efforts to gather more knowledge.
- \*Social media makes students to depends on it. Students doesn't know whether the shared information is right or wrong.

\*A social media is reduce the learning capacities of students, also reduce the human interaction, like they didn't associate with human contacts, this decrease their relational abilities and reduce the capacity to convey their information.

\*Students likely to use social media more that's tends low grades, loss of interaction.

\*Social media also have a bad impact on health mentally and physically distraction to studies wasting time etc.

## HOW TO DEAL WITH NEGATIVE EFFECTS

\*By making social awareness programs.

\*Don't depend on social media.

\*Self-motivation

\*Time management

\*By getting proper knowledge

## VII. IMPACT OF SOCIAL MEDIA ON BUSINESS

Now days, millions of people use social media and it is easy to communicate with them through these social media. Business can be advanced through different long range in formal communication destination [6]. Like advertisement or make other people to get more knowledge from social media sharing pasts regarding business, making new innovative ideas. Social media helps newcomer as well as well-stablished business to grow more and teds towards new world. Also these platforms make to review about their strategies in order to maintain people's choice, influence others to achieve their goals, communicate around the world getting promotions is much easier now-day, make them to collaborate with other professionals utilize these social media tools to grow more and promote their business.

### POSITIVE EFFECT OF SOCIAL MEDIA ON BUSSINESS

\*Social media creates human interaction with brands.

\*Social media helps to create a social community for brands and business from then they can connect with them and communicate with them.

\*Social media boosts business impact.

\*Social media helps business to get in touch with costumers, their needs and demands are conveyed through these social platforms.

\*Social media promotes business.

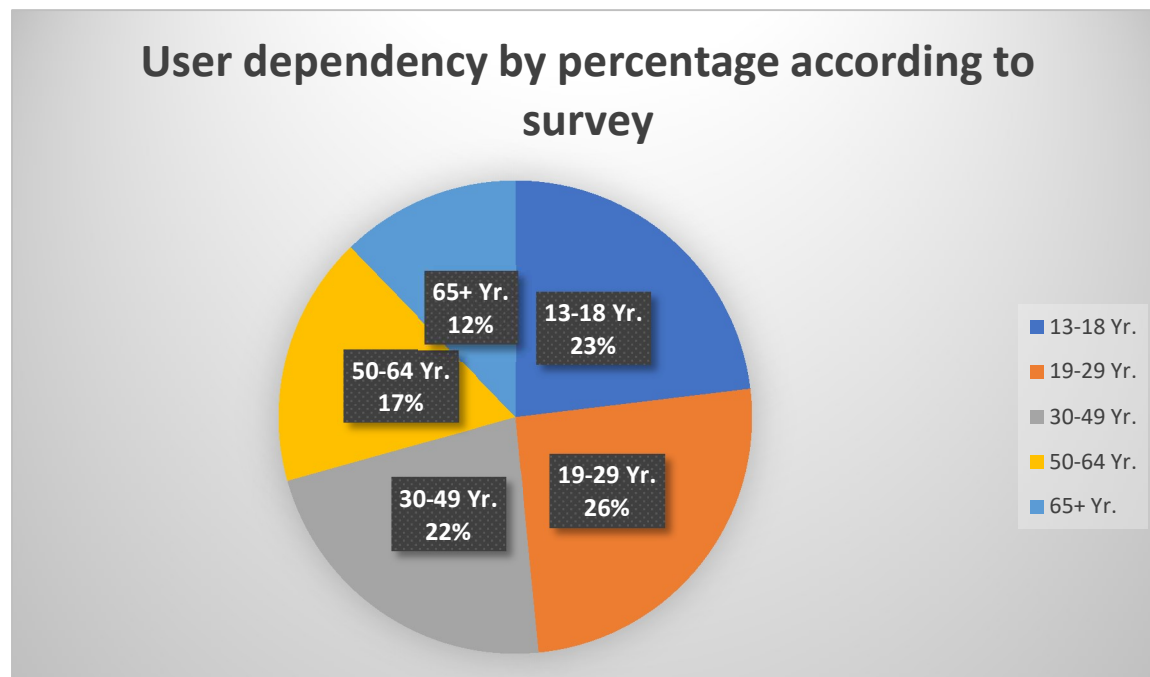
\*Social media helps in marketing.

## NEGATIVE IMPACTS OF SOCIAL MEDIA ON BUSSINESS

- \*Negative services makes a bad impact on business.
- \*Social media creates more competition to small business.
- \*People starting copying others which makes other people to confuse about product.
- \*Some peoples get scammed through these businesses tricks.
- \*Social media requires regular monitoring which acquire much time.
- \*Wrong online brands which tends to go viral.

## VIII. IMPACT OF SOCIAL MEDIA ON SOCIETY

Social media changes the way of living all around the world, we socially connect with each other through these social media and enhance the quality of living, sharing of thoughts, one's opinion, everyone use these social media to built their social symbol. Social media change the way of living, communicate all around the world, social media helps in each and every field like education, sharing information and regular updates. The positive as we'll as negative effect of social media on society, we will discuss further.



## POSITIVE IMPACT OF SOCIAL MEDIA ON SOCIETY

- \*Social media helps to communicate all across the world, building relationship with other and helps in connecting with them.
- \*Social media helps to create new business and spread business all across the world.

\*Social media helps to communicate with family, friends, teachers, our known persons and helps sharing data and make connecting with them.

\*Social media helps to stay updated with new gadgets, functions, shows, shopping system, brands etc.

\*Social media helps in innovative thinking, make task easier and stay motivated for dreams and achievements.

## NEGATIVE IMPACT OF SOCIAL MEDIA ON SOCIETY

\*Less awareness of social media can cause a problem.

\*Some people cheats other through the social networking apps.

\*Less face to face communication, which means less physical interaction and quite difficult to understand thinking, vision, intention of others.

\*Cyber harassing is common these days.

\*Social media is less secure in terms of privacy.

\*some people get scammed through these social media.

\*Personal information and security can be hacked through social media.

\*Spending more time on these social media can cause of depression and anxiety which cause mood swings, poor mental health, unhappiness.

\*Social media is act as slow poison, one's we get addicted to it, then we will completely merge in it.

## HOW TO DEAL WITH NEGATIVE EFFECTS

\*By making face to face connections rather than virtual.

\*By reviewing security settings to avoid scams.

\*Be in reality, avoid fake show off.

\*One gets to know, what is the need of these social media.

\*By limiting the uses of time.

\*By giving proper time for other.

## IX. SOCIAL MEDIA AND BULLYING

One of the bad and ugly truth of social media. Social media takes the concept to next level, people nowadays using social media for bad intentions and bullying is the major among all.

\*Bullying means physical and emotional harming.



- \*Creates an intimidating, threatening hostile or abuse other.
- \*Spreading lies about posting embarrassing photos and videos.
- \*Sending harmful or abusive threatening messages images or videos.
- \*Trolling someone
- \*Setting up a false profile and catfishing.

## **X. CONCLUSION**

As technology is convenient for everyone, people use to communicate through the means of social media. Social media is in our regular lifestyle makes everything easy. There are many advantages of social media but disadvantages also there, some people use these technologies for their bad intentions first we get to know, both sides of social media, then we will use it for our better development, social media changes our life, we become more convenient because of these social media tools which is very helpful for us, we have to use it smartly, so that one's can achieve a better life from the social media. It provides us a network of technologies which are beneficial for other, we get to know about everything from social media, overall is a great tool to enhance our lifestyle, likely some people do to achieve their goals and dreams.

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