

# Positive and Negative Aspects of Social Media Impacting the Current Society

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*Abstract -- Social Media is a platform where people are free to open up with their ideas, discuss their issues and put forth their opinions. Before getting into the aspects, people should have clarity about what is social media? Social media is an digital Interactive platform where people can share or exchange information's, images, videos, ideas and many more with each other through a particular networking medium. . In this paper we cover all aspects of social media with its positive and negative effect. Particularly, the focus is on the selected arenas like education, business, youth and society. This paper will describe how these media will affect society in a deeper sense. Keywords: social media, business, society, youngsters, education.*

*Indexed Terms: Social Media, Business, Society, Youngsters, Education, Internet Marketing*

## I. INTRODUCTION

Social media have become prominent parts of life for many young people today. Most people engage with social media without stopping to think what the effects are on our lives, whether positive or negative. There are many positive aspects, but there are equally as many dangers that come with the use of sites such as Facebook, Twitter, LinkedIn, Pinterest, Google +, Tumblr, Instagram, gaming sites, and blogs [1]. These sites have become a day to day routine for the people. Social media has been mainly defined to refer to “the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship” [2]

## II. IMPACT OF SOCIAL MEDIA ON VARIOUS FIELDS

### *Impact of Social Media on Education*

#### Positive Impact

- Teachers can 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. [1]

#### Negative Impact

- That means a reduced focus on learning and retaining information.
- Their ability to concentrate on the task at hand is significantly reduced by the distractions that are brought about by YouTube, stumble upon, Facebook or Twitter.
- The more time students spend on social sites, the less time they spend socializing in person.
- The popularity of social media, and the speed at which information is published, has created a lax attitude towards proper spelling and grammar.
- The degree to which private information is available online and the anonymity the internet seems to provide has made students forget the need to filter the information they post. [3]

Purpose of Internet Usage	
User	Percentage
Mail	33
Surfing	26.8
Chatting	18.7
Social Networking	17
Other	4.5
Total	100

Fig. usage of social media on education [4]

In the above table 1 it is clear that, internet usage for the respondents was for mailing and surfing the net with 33% and 26% respectively. Mainly two traditional reasons for using Internet i.e. Mailing and Surfing. In India, social networking sites are growing fast to gain popularity but it haven't reached the expectation of global scenario. Just 17% reported social networking sites as their principle reason for Internet usage. Alternating reactions were downloading internet content, purchasing online goods, studying and reading e-books [4]

Membership in social networking sites	
Member of SNS	Percentage
Yes	95.7
No	4.3
Total	100

Fig.2 Membership in social networking sites for education [4]

Among the Indian youth 95.7% of the members are connected with the social media. These figures are increasing day by day. Whereas only 4.3% of members are not connected with the social media [4].

*Impact of Social Media on Business*

Social media has a strong influence on businesses no matter what size, even if they are a local store or an online retailer. Social media has become the soap box where consumers praise, rant and react to brand interactions. It's something businesses just can't ignore. So as a business owner/marketer, it's important to be present on social media, not only for companies to tell a story, but so they can listen to what their audiences are saying [5].

*Benefits of social media for business*

- Revenue

This can be done through building a community or advertising your products or services within the social media platform. If you choose to advertise in social

media, the ads can either link back to your business' social media page or sometimes to your website.

- Brand development

If you already have an established brand, social media might be an opportunity to further develop your brand and give your business a voice.

- Attracting customers

Social media can be a good way of attracting new customers. Once you have a good following you can focus on more personalized social media campaigns to encourage them to stay.

- Research

Even if you think social media is not suited to your business or that you don't have the time, simply logging on to see what your competitors are doing in this space or finding out what your customers are saying about you might be a valuable exercise.

- Networking

Using online networking sites can also be valuable to your business, often for the purpose of knowledge sharing and word-of-mouth referrals.

- Recruitment

Some organizations use social media to advertise vacant positions. Job networking sites like LinkedIn are dedicated to the job market and can help you use networks to attract skilled people.

- Search-engine discoverability

As your social following grows, your visibility in search engines may also increase. This is a common Search Engine Optimization (SEO) strategy. [7]

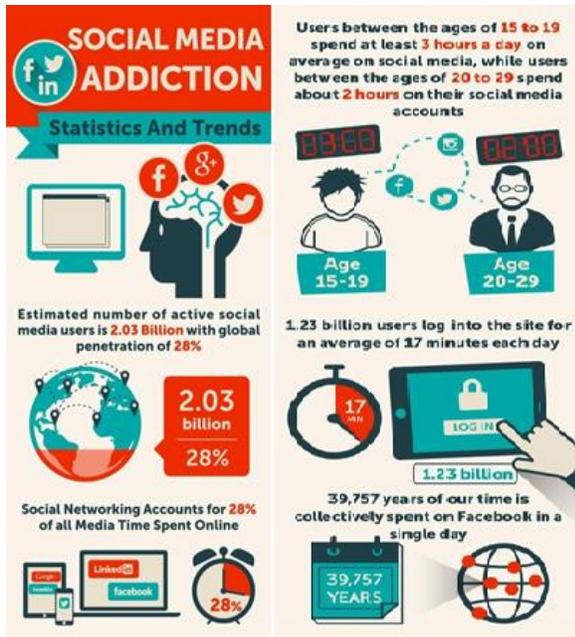


Fig. Social Media Addiction Graph Images[6]

*Negative effects of social media that may kill your business*

- Social media ROI is difficult to measure
- Being active on most of the social media is undoubtedly very effective for your business what the main concern is the complex process of measuring ROI from all its campaigns.
- Your employees represent your brand image
- You each and every employee represents your brand and It's very difficult for you to monitor their social media activities, make them understand that on such platforms, they should not discuss company matters without proper authorization.

- Less control on stuffs which are shared

On social media platforms, multiple users can interact with a single piece of content (Post, tweets).

- A mistake made on social media is hard to rectify

Any statement once released on social media channels circulates at lightning speed, so if you post something by mistake, will be very hard to rectify. Errors like circulating confidential information about your

company are nearly impossible to reverse in social media channels.

- Negative customer reviews are harmful
- Social media is also a big platform for customers to complain about your products and services. Not everyone will directly contact you for any issues, they may land on your social media company profiles and post complaints or negative feedback/reviews about your offerings.

- Highly time consuming
- One big misconception people have about social media is that: It's FREE. There are several free or low-cost tools are available, but you have to deploy a substantial amount of your time to understand and learn the usage.

- The web is crowded with more and more content

In social media, the cost per interaction (share, like, tweet) compared to other channels, is practically zero. As information sharing is free and simple, day by day the web is getting crowded with more and more irrelevant information and spams. [8]

*Impact of Social Media on Society Advantages of*

Social Media on Society

- Staying in touch with family members and friends has been easier through the use of social media.
- Social Media is one of the best ways to find and interact with new people who have the same interests as you, as social media allows you to seek out groups that are focused towards your own interests and hobbies.
- Social media is a great way to spread news quickly across the globe, with "breaking news" tweets receiving tens of thousands of retweets in minutes.
- Social media is also a great way to catch international criminals and terrorists, as anyone with a social media profile can be tracked and located.
- As mentioned above social media has overall changed society in multiple positive ways but for

absolutely no extra cost as all major social media platforms are free [9].

*Negative Impact of Social Media on Society*

- It can also be a huge disadvantage as information with no validity can be shared instantly.
- Cyberbullying is a huge issue caused by social media platforms as having 24-hour access into someone’s life can lead to issues, especially for the younger generation as users can leave hurtful and intimidating messages on each other’s profiles outside of school time.
- Also can be used to help recruit and radicalize young and misguided individuals to join groups.
- Social media can become extremely addictive as some individuals are more worried about portraying a perfect life on their social media profile, rather than experiencing it [9].

*Impact of Social Media on Youngsters*

Social media has influenced the way teens access and share information. With the increase in the number of social media channels, many teens find it fun to register in various social media platforms. Social media has several benefits to the teenagers. Social media allows teens to talk to their friends, join group discussions, and learn the current events and stay updated with the online content. It also helps teenagers to feel less isolated, have fun with their friends by commenting on their posts, and develop better social skills. Teenagers are always anxious to know what their friends have posted on social media. As such, they spend a lot of time to text and comment on such posts before going to bed. In this way, they keep exchanging messages, videos, and photos until late in the night, thus affecting their sleep. Social media has several negative effects compared to the positive ones. [10]

Type	Example	% Who Use Social Media Nationally
Text Messaging	Cellphone Feature	75% Of All Teens Own A Cell Phone, 88% Of Cell Phoneowning Teens Text, 72% Of All Teens Use Text

		Messaging
Social Networking Sites	Facebook, Myspace	73% Of Online Teens Have Used A Social Networking Site
Online Video Sites	Youtube.Com	63% Of Online Teens Watch Online Videos
Online Gaming	Secondlife.Com	61% Of Online Youth Play Games Online, Including Multiplayer Online Games
Blogging With In Social Networking Sites	Facebook Or Myspace Feature	52% Of Online Teens Have Commented On A Blog

III. CONCLUSION

Social media doesn’t change anybody into an egoistic selfieholik, it only reveals them. While there may be too much personal broadcasting going on through these sites that are not what they are all about. They can both genuinely connect us and help us communicate more efficiently, or just feed our egos and our need for others’ approval. At the end, how we use it depends on each of the individual decisions we make.

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