

## Impact of Social Media on Society

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ICT has changed rapidly over the past years, with a key development of emergence of social media. The pace of change in our society is continuously increasing i.e., the development of mobile has played an important role in shaping the impact of social media. Across the globe, mobile devices dominate in terms of total minutes spent online and the means to connect anywhere, at any time on any device in everyone's hands.

Knowledge is power, we all recognize this saying but few understand the empowering role social media has played, anyone online is empowered by an unrestricted flow of information to add to their knowledge bank. In today's conditions of the society, it is undeniable fact that social media has played an important role in impacting our culture, economy and overall view of the world. Social media is a forum that brings people at a digital space to exchange idea, connect with, relate to, seek advice, and offer guidance. Social media has removed barriers of communication and created decentralized communication channel and this has opened the door for all to have a voice and participate in a democratic method including people in repressive countries. It enables common interest-based groups such as students to work in a collaborative group project outside of their class. It encourages creativity and collaboration with a large range of commentators or specialist on a number of issues such as education, economy, politics, health, relationships...etc.

We can also define social media as websites and applications that enable users to create and share content or to participate in social networking. It is flow of information that one can easily add to their knowledge. It has brought many benefits to human society by allowing us to easily connect digitally with friends and family members around the world. It also break down international borders and cultural barriers.

Social media is a powerful digital revolution that has changed our lives all round;

- ✓ It has changed the way that we socialise,
- ✓ Conduct our businesses,

- ✓ Engage in political affairs,
- ✓ Build professions and set job recruitments.

### **Definitions of social media**

- ✓ Social media are the applications that enable people to interact with each other and build social networks.
- ✓ Social media describes how individuals can distribute their messages to lots of people, encouraging them to build strong connections and firm loyalty.
- ✓ Social media is the use of Facebook, Blogs, Twitter, My Space and LinkedIn for the purpose of communication, sharing photos as well as videos.

Social media can be also a source of disorder or deficit. Sander and Thomas (2013) in their study identified two types of deficits:

- ✓ Cultural, social-psychological and cognitive: forms of “Attention Deficit (Disorder)”
- ✓ Business and Economic: forms of “Financial Deficit”

Now a days Majority of adolescent is shifting from electronic media like as television viewers and radio listeners to the social media among all age of group very rapidly due to their limited capacity for self-regulation and sensitivity to peer pressure, teenagers are at some risk as they navigate and experiment with social media. Research carried out in recent times indicates that there are frequent online expressions of offline behaviours, such as bullying, clique-forming, and sexual experimentation, that have introduced problems such as cyber bullying, privacy issues, sexting, addiction and concurrent sleep sickness. (Patchin et al., 2006).

### **Current Scenario and Positive Impact**

One of the most well-known social media sites, Face-book, has 1.4 billion users around the globe, nearly twenty per cent of the earth population, thus helping us to better understand, learn and share information. Social media networks have removed all the barriers of communication and interaction, and now one can communicate his/her thoughts or feelings over a variety of topics. Students and experts are now able to share and communicate with like-minded persons and can ask for the opinion on a particular topic.

Another positive impact of social media is to unite people on a huge digital platform and we know that unity of people is very important to bring the positive change in society. Social media are also used to document memories, learn about and explore new things,



advertise oneself and make new friends. For instance, it is claimed that the communication or interaction through Internet based services can be done more privately than in real life. These are some of the content creation activities that individuals take part in these social media sites: Writing material, such as text or online comments on social media etc.:

- Face-book: 65% of Internet users do this
- Sharing digital photos: 55% users do that
- Contributing rankings and reviews of products or services: 37%
- Creating "tags" for content, such as tagging songs by genre: 33%
- Posting comments on third-party websites or blogs: 26%
- Taking online material and remixing it into a new creation: 15% of Internet users do this with photos, video, audio, or text
- Creating or working on a blog: 14%

Survey conducted (in 2015) by Pew Internet Research shows that the Internet users among American younger generation who use at least one social media has increased from 10% to 76% since 2005.

### **Negative Impacts**

Social media have negative effects on peoples' self-esteem. Individuals compare their own lives with the lives of their friend circle through their posts. Individuals are motivated to portray themselves in a way that is appropriate to their economic and social situation. Often the things posted on internet are the healthy and positive aspects of people's lives, making other people question why their own lives are not as exciting or fulfilling as that other life. This can lead to depression and other self-esteem issues. Girls generally show more emotion in their social media posts and more frequently change their profile pictures, which according to some psychologists can lead to self-objectification. On the other hand, the researchers found that boys prefer to portray themselves as strong, independent, and powerful. For example, men often post pictures of objects and not themselves, Girls generally post more images that include themselves, friends and things.

- •Social media or network leads to addiction. Spending countless hours on the social sites can divert the focus and attention from a particular task. It lowers the motivational level of the people



- Kids can be greatly affected by these social networking sites if they are allowed to use them.
- Another downside of the social media is that the user shares too much information which may pose threats to them.
- Social media has a negative impact on our lives because the combination of isolation and global reach.

### **Implications**

- Using of social media in responsible way for predetermined objective or goal is vital. For students who cannot manage themselves, education plays significant role. Providing awareness creation for example, the presence of social media addiction might save them from different effects.
- We can agree that information is power, but if it is used inappropriately, it might exploit our life style. So, parents should closely supervise and control while their children are using social media. Due to its cheap cost and availability and expansion of smart cell phone, many adolescents and children are using social media for a long period of time. This adversely affects their academic achievement.
- Societies are using social media in religious institution, political meetings, in academic settings in the classroom while teachers are even teaching. In general, from root level to government all should have to work to save our culture from this media especially from Facebook.

### **Conclusion**

Social media in today's world plays an important role in individual life and in the society also, it has various positive impacts i.e., benefit of rapid information sharing and also some negative impacts on society i.e., social media enables people to create false identities and superficial connections, causes depression. In this article, I have explored the positive and negative impacts and implications of social media. This uncensored and unmonitored new medium of communication which exposes us all to a gradual breakdown of social cohesion and the destruction of our traditional value systems, unless we take responsibility to ensure that our understanding of social media and its impacts are constantly evaluated with what's happening in the world.

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