Social Media and Society

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Abstract

In this developing society social media plays a vital role in transforming people’s views. Now people can discuss and solve their personal issues and also give or opinions of the people on various aspects on social media. It is the important part of person’s everyday life. Social networking is beneficial for communicating and sharing thought on any issue in the society. Before knowing the all aspects of social media people must have to know what is social media? Social media are computer or electronic tools that allow people to share or swap ideas, information’s, videos, images and even more with each other through a particular network. Social media includes social networking sites such as Whatsapp, E-mail clients, Facebook, Myspace, Twitter, Instagram, which has an impact on our society. So, we can say it is tool that allows social interaction that allow people to share or exchange their ideas, information etc. During the recent time social media is growing rapidly all over the world. People are joining social media to create and maintain their relationship with friends, family, and strangers which affect the society in different ways. It can be used as a very helpful in maintaining relations and share fruitful ideas, adapting new lifestyle etc.

In today’s world social media has become an important platform for people to interact, attain, innovate, etc. It plays a vital role for communicating and sharing thought on any issue in the society. Social
media is growing rapidly all over the world (Aghazamani, 2010). It has altered the world in different ways. Social media has changed the way people interact with each other forever. In 1975, first social networking utility invented i.e. Email which is still very necessary tool today. However social networking has developed to give information or access to a user and his/her interests. Shortly after the launch of Facebook it became the largest growing social networking website. In recent time, there are many social sites/utilities which includes Facebook, Whatsapp, Myspace, Snapchat, Google plus, LinkedIn, Twitter, Instagram, YouTube, E-mail service provider websites etc. which influences all aspects on society (Boyd & Ellison, 2007). Social media is an instrument that permits people to share or exchange their ideas, information etc. During the recent time social media is growing rapidly all over the world. People are joining social media to create and maintain their relationship with friends, family, and strangers which affect the society in different ways. It is very helpful in maintaining relations, share fruitful ideas, and marketing but at the same time creates such conflicts which can negatively impact society (Khan, 2012).

Social media has engulfed our society. Without this our society will quench for information/awareness. It has become a day to day routine for the people to use social media not for entertainment but for necessary everyday work. Unfortunately, it can make both positive and negative influence on their life. But, it only depends on what they want to obtain from the social media usage. Social media has definitely a great impact our society and day to day life but there are some negative effects of everything. It can be changing the person’s perception that creates such conflicts which can lead to negatively and positively impact on people. There are some negative effects which include cyber bullying, identity theft, social isolation and reduced
social interaction in real life. Besides this social media makes the user to have the whole at his/her palm which makes our society a better place to live.

The effects of social media are like two faces of the same coin (Abhimanyu, 2012). In 2018, it is easier to access the internet than ever before which leads to the misuse of the technology. In 2012, Abhimanyu, explained both sides of social networking sites. On the positive perspective, it is beneficial which can help in gaining awareness, knowledge and share ideas with social relationship. Social media can act as invaluable tools for professionals. They accomplish this by supporting young professionals to enhance their skills and seek business/job opportunities. Social networking sites may also be used to make various networks efficiently. Against the background in recent time a large number of shopping sites like Flipkart, Amazon, Olx, Shopclues and other organizations which appeared through the Internet based platform for communication and interaction also become a part modern society which operate the individual’s behavior (Fishbein & Ajzen, 2010; Alsubagh, 2015). On the negative perspective, the social media is associated with some negative impacts on society such as cyber bullying. Cyber bullying is one of the risks, which means a type of harassment that is committed using social networking.

According to Google report, people use up their time in social media channels (Pempek, Yermolayeva, & Calvert, 2009). In August 2014, WhatsApp was the globally popular messaging app, with more than six hundred million active users (Olsen, 2014) and in 2016 it had grown to one billion (Statt, 2016). (Khan 2009) found that 79 percent students using Facebook believed that the time spent on site had no impact on their academic performance. According to the study, teens spend an average of 31 hours a week online. (Hargittai 2008) studied a sample of 1,060 students and
found that overall 88% students use social network site, 74% report using at least one social network site frequently and only one student have not heard any of the six social network sites included on the survey. (Lenhart and Madden 2007) found that youngsters from middle and lower income families were more likely to say that they use the sites to make new friends than higher income teens. In 2007, Ellison, Steinfeld and Lampe also found that people uses social media for the establishment and maintenance of social capital and stay linked with members of a previously settled people. Considering this context, social media has been developed as a medium of communication and interaction with each other. However, it has become more important which lead a heavy influence on society mainly on youth (Kuppuswamy & Narayan, 2010).

The main objective of the present research paper is to explore and also judge all aspects of social media websites and utilities. There are some social media websites which are popular or at some point of time were popular among the people of the society. These websites/utilities are discussed as follows:-

**Facebook**

In 2004, Facebook came into existence but open to the general public uses in 2006, which has become the number one social networking site today. Facebook is the largest and popular social media network in world, both in terms of name recognition and number of users. Facebook has become one of the best mediums for connecting people from all over the world with your business within few years (Shabnoor & Tajinder, 2016). It is predictable that more than 1 million small and medium-sized businesses use
the platform to advertise their business. But, in a recent survey conducted among 10 countries by McGinn (2018) found Facebook is having a negative impact on society. Facebook is not well regarded in many parts of the society.

**Twitter**

Twitter was founded on March 21, 2006, which has become the most user social networking site today and has more than 320 million active monthly users who can build use of the 140 character limit to pass on information that restrictive our posts to 140 characters is no way to advertise our business (McGinn, 2018). Businesses can use Twitter to cooperate with prospective users, answer questions, make public latest news and at the same time use the targeted ads with specific audiences.

**Google+**

Google+ was impelled on December 15, 2011, and has joined the major big groups registering 418 active million users at the end of 2015. Google+ is also become one of the popular social media sites in these days.

**YouTube**

YouTube was established on February 14, 2005 and it becomes the most well known video-based online networking site. It was later purchased by Google in November 2006 for $1.65 billion. YouTube has more than 1 billion site guests for every month and is the second most well known internet searcher behind Google (Zhao, Fei-Fei & Xing, 2011).

**Pinterest**

Pinterest is commonly a beginner in the online networking field. This stage comprises of computerized announcement sheets where organizations
can stick their substance. Pinterest reported September 2015 that it had obtained 100 million clients (McGinn, 2018). This platform consists of digital bulletin boards where businesses can pin their content.

**Instagram**

Instagram has more than 400 million dynamic users and is possessed by Facebook. It is a visual online networking stage which has a significant number of its user’s operate it to post data about tour, form, nutrition, workmanship and comparable subjects (Mahmoudi Sidi & Ahmed et al., 2008). The stage is likewise recognized by its remarkable channels together with video and photograph altering highlights. Right around 95 percent of Instagram clients additionally utilize Facebook.

**Tumblr**

Tumblr was founded in February 2007 by David Karp and currently hosts more than 200 million blogs. It is one of the most difficult to use social networking platforms but at the same time it’s a standout amongst the most fascinating locales. The stage permits a few diverse post groups, including cite posts, talk posts, video and photograph posts and in addition sound posts, so you are never constrained in the kind of substance that you can share (Zhao, Fei-Fei & Xing, 2011). It is speedy and simple in reblogging, which is more alike to retweeting Like Twitter.

**Flickr**

Flickr was made in February 10, 2004, by the then Vancouver-construct Ludicorp and later acquired by Yahoo in 2005. It is articulated “Glint,” which is an online images and video facilitating stage (Nagar, Himanshu, Dabas, & Gupta). Flickr had more than 112 million clients and
had its impression in more than 63 nations. Million of photographs are shared day by day on Flickr.

**Reddit**

Reddit was founded on June 23, 2005 by University of Virginia roommates Alexis Ohanian and Steve Huffman. After a decade, the site possesses more than 36 million registered accounts and 231 million monthly guests. It is social news and excitement organizing site where users can submit content such as direct links and text posts i.e. manage relations and content posts. Clients are likewise ready to arrange and decide their position on the site’s pages by voting entries up or down. Entries with the best votes show up in the best classification or primary page.

**Snapchat**

Snapchat was created by Reggie Brown, Evan Spiegel and Bobby Murphy when they were student at Stanford University and officially released in September 2011 (Nagar, Himanshu, Dabas, & Gupta). It is an image messaging application software product that possessing 100 million every day dynamic clients as of May 2015. More than 18 percent of every social medium client utilizes Snapchat.

**WhatsApp**

WhatsApp Messenger Launched in January 2010, WhatsApp Inc. was acquired by Facebook on February 19, 2004, for about $19.3 billion. Today, more than 1 billion people use for communication with their friends, loved ones and even customers. It is a cross-platform instant messaging client for smartphones, PCs and tablets. This application requires Internet connection to send pictures, texts, documents, audio and video messages to other
users that have the app installed on their devices (Nagar, Himanshu, Dabas, & Gupta).

**BizSugar**

BizSugar is a social networking stage and place resource for small business owners, entrepreneurs and managers. The site was founded in 2007 by DBH Communications, Inc., a provider of award-winning business publications, and later acquired by Small Business Trends LLC, in 2009 (Zhao, Fei-Fei & Xing, 2011). It is an interpersonal communication stage and specially have feature for entrepreneurs, business visionaries and directors. This platform provides to clients to share recordings, articles, blog entries, podcast among other substance. It additionally enables clients to view and vote on entries by different individuals.

**Viber**

Viber was developed and released by Viber Media on December 2, 2010 that is a Voice over IP (VoIP) and instant messaging app for mobile devices. The app also allows for the exchange of content such as audio, video and images between clients. At the end of April 2014, it had accumulated about 600 million registered users and 230 monthly active users.

**Hike**

Hike is a cross-platform instant messaging (IM), Voice over IP (VoIP), social media and peer to peer file sharing application which was launched on 12 December 2012 by Kavin Bharti Mittal and is now owned by Hike Private Limited. It allow users to share text and voice messages in real-time when connected to internet as well by SMS when offline. Hike client runs on smartphone and can also be accessible from desktop/laptop computer independent of mobile client. The registration process uses standard mobile
number with one time password (OTP) or four digit pin based authentication process.

**Tik Tok**

TikTok is a video-sharing social networking service owned by ByteDance, a Beijing-based company founded in 2012 by Zhang Yiming. It is used to create short lip-sync, comedy, and talent videos. The app was launched in 2017 for iOS and Android for markets outside of China. ByteDance had previously launched Douyin for the China market in September 2016. TikTok and Douyin are similar, but run on separate servers to comply with Chinese censorship restrictions. The application allows users to create short music and lip-sync videos of 3 to 15 seconds and short looping videos of 3 to 60 seconds. It is popular in Asia, the United States, and other parts of the world. TikTok is not available in China, and its servers are based in countries where the app is available.

These are the most prevailing websites or applications on social media that effected or effecting our society in many aspects. Impact of social media on some aspects of society are discussed as follows:-

**Impact of Social Media on Education**

According to previous researches, 90% of college students use social networking sites. Social media has been used as an innovative way for the educational purpose which plays a vital role to improve the student’s knowledge. Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information speedily with each through different social sites like Facebook, Orkut, and Instagram etc (Zhao, Fei-Fei, & Xing, 2011). Teachers
may post on social media about class activities, school events, homework assignments which will be very useful to them. It is also important for students to do some practical work instead of doing paper work. They can also write blogs for Teachers as well as for themselves to enhance their knowledge skills (Shabnoor & Tajinder, 2016). On the other side, it was also found that there is a negative side (Hashem, 2015; Kavitha & Bhuvaneshwari, 2016; Siddiqui & Singh, 2016). Schools and educational settings report that student’s mobile phone use disrupts teaching and reduces student’s attention in class, resulting in negative educational outcomes. Students are depending more on the information reachable easily on these social networking sites and the web which reduces their learning and research capabilities. Reduction in real human contact they have reduces command over language and creative writing skills. Students generally faces many bad impacts on the physical and psychological wellness of students making them lazy and unmotivated to make contact with the general population face to face. In some sites people posted appropriate information which may lead the students to the wrong way.

**Impact of Social Media on Health**

Social media provides Health Care Professionals with tools to share new information and to advance health behaviors, to connect with the people to inform and interact with patients, students, and colleagues. Health professionals can use social media to develop a professional network for better health results. Physicians can read new discoveries, research medical advancements, and medical guideline which provide the new health information to the community. They can explore and share ideas discuss practice management problems, make referrals, market their practices, disseminate their research, motivate patients or engage in another health
advocacy. But some other professional in some of the setting posted appropriate information and add which may lead the patients to the wrong way.

**Impact of Social Media on Business**

Social media is the new buzz area in marketing that includes business, organizations and brands which helps to create news, make friends, make connections and make followers. Business use social media to enhance an organization’s performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Many of the organization promote their business by giving advertisement on the social media in order to attract maximum users or customers. Marketing is one of the most important and common use of social media in business. It works because today every brand has a target section of online audience. On the other way, in business filed social media is not entirely threat free because many of the users and followers are free to post their opinion on a particular organization; the negative comment can lead the organization to failure and clients.

**Conclusion**

Social media has become the regular use for each and every person with the development of technology. Peoples are seen addicted with these technologies every day. Social media also changes the life style of a society. So, we can say social media has an enormous impact on our society. Social networking sites provide the prospect for people to connect with their old friends, colleagues and mates. It provides open opportunity for all writers and bloggers to connect with their clients. It unites people on a huge
platform for the achievement of specific goals which brings positive change in the society. Social media provides awareness among society like campaigns, advertisement articles, promotions which helps the society to be up to date with current information. In 2018, McGinn conducted research among 10,000 consumers in 10 countries and found Google, Facebook, Twitter, LinkedIn, Netflix — had a negative impact at all on society. They emphasized that these social sites creates addiction and the platform encourage extremism. Increase in smartphone social networking could possible cause future health problems. kidnapping, murder, robbery can be easily done by sharing details on social media. However, use of social media is beneficial in many ways as it solves many personal, social and national problems by connecting and interaction on various social media platforms. It provides information/knowledge which makes our everyday life easy. At this time social media is increasing its capacities and reaching beyond levels ever thought by human. Let’s hope that this could remain as positive as possible.

References


