

Role of Social Media in Spreading awareness and keeping people connect across the Globe.

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Abstract

Today it is difficult to find a person on earth who don't use mobile in which more than 70% people are using Social Media Social media is a platform for people to discuss their issues and opinions. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allow people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. The Social Media have introduced significant changes for how this information is shared, publicized, evaluated, and utilized. Some of these changes are positive, such as rapid distribution of needed information, whereas others are negative, such as widespread dissemination and influence of fake news and misinformation. The purpose of this research is to provide a brief look at how these positive and negative changes have affected the helping professions. In this paper we cover all aspects of social media with its positive and negative effect. Focus is on the particular field like education and society. During this paper we describe how these media will affect society in a broad way.



Characteristics of Social Media:

Discussed below are some of the characteristics that make social media so unique.

- Social media is easily accessible and it's also the meeting point of today's internet savvy audience.
- Major portion of younger generation, teenagers and middle aged people, are major percentage of the total social media user population.
- Social media opens possibilities of direct access to clients without any third party intervention.
- Advertising through social media is pretty cost friendly as compared to costs incurred by print, TV or other traditional media.
- Social media also helps in search engine optimization and increase in rankings of any company websites.

IMPACT OF SOCIAL MEDIA ON VARIOUS FIELDS

Impact of Social Media on Education As per the survey of previous research, 90% of college students use social networks. Technology has shown a rapid development by introducing small communication devices and we can use these small communication devices for accessing social networks any time anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc. For the purpose of education social media has been used as an innovative way. Students should be taught to use this tool in a better way, in the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good. 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 quickly with each through various social sites like Facebook, Twitter, and Instagram etc. 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. Social networking sites also conduct online examination which plays an important role to enhance the students' knowledge. In India, social networking sites are growing fast to gain popularity and they have reached the expectation of global scenario. Around 77% 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

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.



Positive Effect of Social Media on Education

- Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments
- Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media
- Teachers may post on social media about class activities, school events, homework assignments which will be very useful to them
- It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers.
- The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity

Negative effect of Social Media on Education

- The first concern about the negative effect comes to mind is the kind of distraction to the students present in the class. As teachers were not able to recognize who is paying attention in the classroom
- One of the biggest breakdowns of social media in education is the privacy issues like posting personal information on online sites.
- In some of the scenario there were many in appropriate information posted which may lead the students to the wrong side?
- Because of social media students lose their ability to engage themselves for face to face communication.
- Many of the bloggers and writers posts wrong information on social sites which leads the education system to failure

Impact of Social Media on Society:

As we all are aware of social media that has an enormous impact on our society. Many of the social media sites are most popular on the web. Some social media sites have transformed the way where people communicate and socialize on the web. Social networking sites render the opportunity for people to reconnect with their old friends, colleagues and mates. It also helps people to make new friends, share content, pictures, audios, videos amongst them. Social media also changes the life style of a society.



Positive Effects of Social Media on Society

- Social Media helps to meet people they may not have met outside the social media forums.
- It also helps to share ideas beyond the geographical boundaries.
- It provides open opportunity for all writers and bloggers to connect with their clients.
- Another positive effect of social networking sites is it unites people on a huge platform for the achievement of specific goals.
- This 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 the current information

Negative Effects of Social Media on Society

- One of the negative effects of social media is that it makes people addicted.
- People spend lots of time in social networking sites which can divert the concentration and focus from the particular task.
- Social media can easily affect the kids; the reason is sometimes people shares photos, videos on media that contain violence and negative things which can affect the behavior of kids or teenagers.
- It also abuses the society by invading on people's privacy. Social lies like family ones also weaken as people spend more time connecting to new people.
- Some people use their images or videos in social sites that can encourage others to use it false fully.

To discuss in-depth of Social Media on Society we will discuss the following points:

Mental Health

You've likely heard about the negative impacts that social media can have on mental health. Experts are weighing in on the role that the algorithms and design of social platforms play in exasperating these concerns. Which focused on the rise of depression and loneliness as it relates to social media use.

A study exploring factors that cause loneliness and what can be done to alleviate it. Interestingly, our research found that while social isolation is one factor that can cause loneliness, 73% of respondents typically maintain interpersonal relationships via technology, including engaging with others on social media. Simply put, social media use can both contribute to and help mitigate feelings of isolation. So how do we address this Catch-22? We should ask ourselves how we can use social media as a platform to foster positive digital communities as young adults rely on it more and more to cope with isolation.



EXTREMISM & HATE

Another trend on experts' minds is how the algorithms behind these massively influential social media platforms may contribute to the rise of extremism and online radicalization. Major social networking sites have faced criticism over how their advanced algorithms can lead users to increasingly fringe content. These platforms are central to discussions around online extremism, as social forums have become spaces for extreme communities to form and build influence digitally. However, these platforms are responding to concerns and troubleshooting functionalities that have the potential to result in dangerous outcomes. Meta, for example, announced test prompts to provide anti-extremism resources and support for users it believes have been exposed to extremist content on their feeds.

Adverse Effect on Society:

Adverse events raised by respondents involved hours spent online taking resources from valuable head-to-face relationships; that internet often fosters superficial relationships; the act of using the internet and participate in social interaction reveals personal information; the internet provides people of silo themselves, restricting their exposure to different fresh ideas; as well as the internet will be used to generate new ideas; Spite of having some unique benefits, social media are perceived to be one of the most dangerous aspects of culture. When the use of social networks is not regulated, this can lead to severe repercussions. It's dangerous because it decides to invade your anonymity as never before. Under-sharing on social media to make kids a magnet for bullies and hackers. It also contributes to cyber bullying which has a significant impact on any individual.

Personal Life Effect:

An individual's online identity may be utterly different from his or her appearance, causing chaos whenever the two identities intersect. It's evident in dating online whenever the pair meets up face-to-face. Their fictional proletarians do not represent their actual-life roles. It is more enticing for people to write something that someone else has to learn than to tell the truth. About "friendship," social media site developers and consumers are also concerned about "privacy" on the Web. The data protection issue is to share information while preserving personally identifiable information. Almost all information published on social media sites is irreversible.



CONCLUSION:

As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for students. Business uses social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. People across all walks of life make use of social media sites. Many people have become so use to social media that they can spend a good number of hours on the social media particularly students. This study was conducted to investigate the impact of social media on student academic performance. The findings reviled that the time spent on social media can negatively affect student academic activities. Therefore it is our suggestion that for students to be more productive, the need to minimize the time they spend engaging on social media activities. Youngsters are seen in contact with these media daily .Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.



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