

Impact of Social Media on Society

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Abstract— in this paper, the details of usage of Social Media has been taken into consideration. Now a day's there is tremendous increase in the usage of Internet by the general people they are using Face-book, Whats-up, Instagram such sites which ultimately affects their working performance and its real impact is on the relationships that is personal as well as social.

The detailed study of how the usages have been increased in the society has been taken into consideration. Stress has been increased in the minds of the people and they are more addicted of it.

Keywords — *Social Networking Sites (SNS) Face-book and whats up, twitter, link-din, Instagram.*

INTRODUCTION

Social Media means websites and applications that enable users to create and share content or to participate in social networking. Knowledge is strength and power. We all recognize this saying but few understand the role social media has played. It is the flow of information to add to their knowledge. In today's world, social media plays an important role in impacting our culture, our economy and our overall view of the world. Social media is a new forum that brings people to exchange ideas, connect with, relate to, and mobilize for a cause, seek advice, and offer guidance. Social media has removed communication barriers and created decentralized communication channel and open the door for all to have a voice and participate. It enables common interest based groups such as students to work in a collaborative group projects outside of their class. It encourages creativity and collaboration with a wide range of commentators on a number of issues such as education, the economy, politics, race, health, relationships...etc. Although it has brought about many benefits, allowing us to easily connect with friends and family around the globe, allowing us to break down international borders and cultural barriers.

OBJECTIVE OF THE STUDY

Considering the current trend of usage of social media the main objective is to check the cause and effects of increase use of social media.

To explore the impact of social media on people's relationships, especially family and friendships.

Current Scenario

One of the most popular social media sites, Face-book, has 1.4 billion users around the world, nearly a fifth of the world's population, thus helping us to better understand, learn and share information instantaneously.

Social networks have removed all the communication and interaction barriers, and now one can communicate his/her

perception and thoughts over a variety of topics. Students and experts are able to share and communicate with like-minded people and can ask for the input and opinion on a particular topic.

Another positive impact of social networking sites is to unite people on a huge platform for the achievement of some specific objective. This is very important to bring the positive change in society.

Social media are used to document memories, learn about and explore things, advertise oneself and form friendships. For instance, they claim that the communication through Internet based services can be done more privately than in real life.

A survey conducted (in 2011), by Pew Internet Research, discussed in Lee Rainie and Barry Wellman's *Networked – The New Social Operating System*, illustrates that 'networked individuals' are engaged to a further extent regarding numbers of content creation activities and that the 'networked individuals' are increasing over a larger age span. These are some of the content creation activities that networked individuals take part in:

Writing material, such as text or online comments, on a social networking site such as

- Face-book: 65% of Internet users do this
- Sharing digital photos: 55%
- Contributing rankings and reviews of products or services: 37%
- Creating "tags" of 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%

Another survey conducted (in 2015) by Pew Internet Research shows that the Internet users among American adults who use at least one social networking site has increased from 10% to 76% since 2005. Pew Internet Research illustrates furthermore that it nowadays is no real gender difference among Americans when it comes to social media usage. Women were even more active on social media a couple of years ago, however today's numbers point at women: 68%, and men: 62%.

India will have the world's second-largest Internet user base by this December, overtaking the US. This is among the many interesting findings in the 'Internet in India 2015' Report released by the Internet and Mobile Association of India (IAMAI) and IMRB International.

According to report, India will have 402 million Internet users by December 2015 and its user base has increased by 49 per cent compared to last year. In October, 317 million Indian users accessed Internet. China has the largest Internet user base, with over 600 million users.

It is not surprising anymore that mobile is responsible for a big chunk of this growth. In Urban India, the mobile Internet user base grew by 65 per cent over last year to reach 197 million in October 2015. In Rural India, the mobile Internet user base is expected to reach 87 million by December 2015 and 109 million by June 2016.

Ninety-four per cent of users access the Internet through their mobile phones in Urban India. However, 64 per cent also use the desktop or laptop to access the Internet. But 90 per cent of those who use the mobile to access the Internet consider it their primary device for browsing.

that users who frequently discussed their problems with friends, through social media, experienced higher levels of anxiety than those who did not."Texting, instant messaging and social networking make it very easy for adolescents to become even more anxious, which can lead to depression

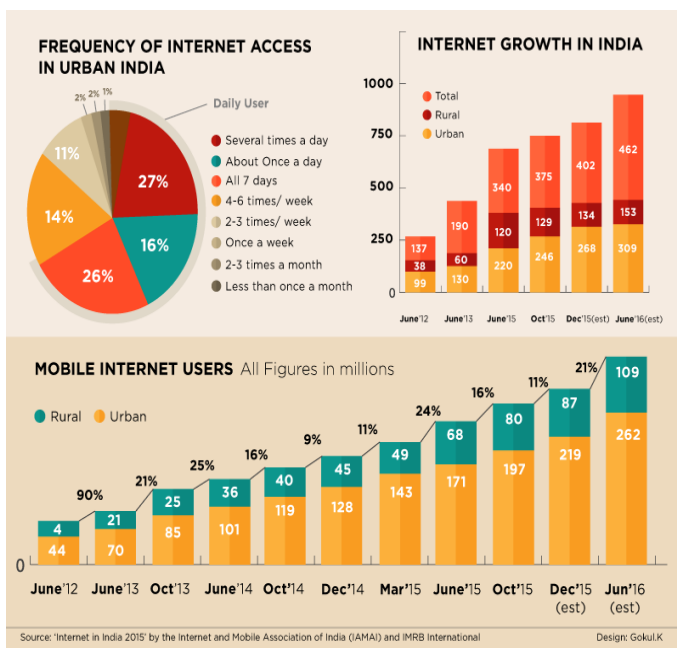
In doing this our more important relationships with our loved ones and close family members suffer because more of our time and effort is put into the illusion of social media. MTV's show, Catfish based off a documentary film, is a good example showcasing the illusion of social media connections. The term Catfish describes people who create fake social networking profiles, and "catfishing" is the process of befriending strangers online while using a fake or stolen identity. It is a deceptive act and it has ruined marriages, relationships and the emotional well being of many people. In one of the episodes on Catfish, the narrator of the current television show, Nev Schulman, went to meet his online love in person only to be shocked by the deception he discovered. The woman whose picture he had seen on social media was that of an entirely different person. In Nev's mind if she could lie about something so basic as her appearance her whole character as a whole was called into question. After conversing with her he found that many other of her personal details of her life were false as well.

Social media have negative effects on peoples' self-esteem and self-worth. People compare their own lives to the lives of their friends through their friends' posts. People are motivated to portray themselves in a way that is appropriate to the situation and serves their best interest. Often the things posted online are the positive aspects of people's lives, making other people question why their own lives are not as exciting or fulfilling. This can lead to depression and other self-esteem issues.

Girls generally show more emotion in their 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.

- One of the negative effect of social media or network is it 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.



Face-book Depression Several researchers have proposed a new phenomenon called "Face-book depression", which is defined as depression that develops when individuals spend an excessive amounts of time on social media sites, such as Face-book, and then begin to exhibit classic symptoms of depression. Seeking acceptance and staying connected with peers is an important element of social life. However, the intensity of the online world, which requires constant engagement, creates a factor of self-awareness that may trigger depression in some people. For clarity, Face-book depression is not just limited to Face-book, but also refers to the impact of other social networking sites causing psychological problems. Because Face-book is currently the largest and most widely used social medium, the phenomenon of social media caused depression has taken its name.

Researchers discovered that, in a sample group of teenage girls, excessive Face-book usage caused the sample group to be at a higher risk for depression and anxiety. A year later, the researchers re-evaluated the group for any signs of depression or anxiety. The study findings proved

- We prefer texting to phone conversations, online chat to a face-to-face meeting, and many have replaced human interaction with convenient platforms such as Face-book, Twitter, and Instagram.

CONCLUSION:

To summarize, despite the positive benefit of rapid information sharing, social media enables people to create false identities and superficial connections, causes depression. In this research, I have explored the harms posed by 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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