



The Impact of Social Media

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ORIGINAL ARTICLE



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Received on : 29/02/2024
Revised on : -----
Accepted on : 01/05/2024
Overall Similarity : 07% on 23/04/2024



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Date: Apr 23, 2024

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ABSTRACT

Social networking platforms offer a forum for talking about topics that are overlooked in the modern world. The purpose of this study is to evaluate how social networking sites affect young people's education. This study is survey-based, and the information was gathered using the survey. A sample of one hundred young people was asked to complete a questionnaire; sample units were chosen using non-random sampling techniques. The primary goals were to examine how social media affects young people. To examine the advantageous and popular forms of social media among young people to ascertain young people's attitudes towards social media and calculate their overall usage hours. Here, the frequency and proportion of the data that was gathered were examined. The reply from the respondents that their top three social media platforms are Facebook, Skype, Twitter, YouTube, and Myspace. Their second and third favourite platforms are respectively Facebook, Twitter, and YouTube. The primary issue that respondents encounter when utilising social media is unsolicited messages. Does social media use undermine our societal standards? Does it aid today's youngsters in their education? Social media has a harmful impact on youth education. Social media incites hate between members of various communities by spreading immoral photos, videos, and images among young people as well as anti-religious posts and links. The relationships between countries are worsening due to negative social media use, yet social media is also crucial in fostering youth awareness of politics.

KEY WORDS

Social Media, Facebook, Email, Instagram, Tiwtter.

INTRODUCTION

The term “Social Media” refers to a grouping of apps (such as YouTube, LinkedIn, Facebook, Twitter, and WhatsApp) and websites that enable information sharing and notify users of events via social networking. Since the start of the twenty-first century, social media has been developed. Individuals from various age groups utilise social media. Social media is an essential part of life. Technology (IT) has altered the quality of life. These resources offer many modes of communication and chances for language learning across the globe.

Thanks to social media, the globe has become a global village. Users can use video conferencing to quickly establish connections with others and exchange ideas as well as opinions. Different cultural groups are able to discuss any topic. Links to social media the public to their culture through the presentation of various documentaries.

Social media is also used by people to learn about other nations. Adolescents’ lives are impacted by social media, both positively and negatively. Students use social media for amusement, study, and innovation. Students created and joined many Facebook groups to engage in conversation and debate various subjects. Social networking platforms offer chances for job searching. A few businesses use an online hiring and selection process. Some businesses set up their own page or group to update their staff on company news. Businesses primarily use it for advertising.

Objective

The primary goal in choosing this subject is to examine how social media affects young people. How they apply it in everyday living and its effects on society from a variety of perspectives, including online commerce, education, entertainment, employment prospects, health, and communication and engagement.

History of Social Media

Social Media before 1900

The first written communications sent by hand over long distances was utilised for communication from one individual to another. Stated differently, letters. Postal service originated as early as 550 B.C., and in later years, this antiquated transport method would expand and become more efficient. The telegraph was created in 1792. This made it possible for messages to go a great distance much more quickly than they could be carried by a horse and rider. Despite their briefness, telegraph transmissions were a revolutionary means of disseminating news and information. Despite its decline in popularity beyond drive-through banking, the invention of the pneumatic post in 1865 offered a different means of speedy mail delivery between receivers. Subterranean pressurised air tubes are used by pneumatic posts to transport capsules from one location to another the radio (1891) and the telephone (1890) in the latter decade of the 1800s. Both technologies are still in use today, albeit with far more advanced versions than those of the past. Humanity had never before been able to communicate instantly over long distances before the invention of telephone lines and radio waves.

Social Media in the 20th Century

The 20th century saw a fairly rapid change in technology. Following the development of the first supercomputers in the 1940s, Scientists and engineers started working on methods to connect those computers into networks, which eventually resulted in the creation of the Internet. CompuServe and other early versions of the Internet were created in the 1960s. During this period, early email protocols were also developed with advancements in networking technology by the 1970s, users could now interact virtually through newsletters thanks to UseNet, which debuted in 1979. In the 1980s, social media was developing and personal computers were becoming more widespread. IRCs, or Internet relay conversations, were initially used in 1988 and

remained widely utilised long into the 1990s. The initial identifiable social Six Degrees is a media website that was founded in 1997. People might add their profiles and friend other people with it. The first blogging websites gained popularity in 1999, sparking the social media craze that continues to this day.

Social Media Today

The development of blogging led to the meteoric rise in popularity of social media. In the early 2000s, websites like Myspace and LinkedIn were popular, including websites like Flickr and Photobucket made it easier to share photos online. When YouTube launched in 2005, it opened up a whole new avenue for people to share and communicate with each other over long distances. Both Facebook and Twitter were accessible to users worldwide by 2006. These websites continue to be among the most widely used social networks online. Other websites started to appear to satisfy particular social networking niches, such as Tumblr, Spotify, Foursquare, and Pinterest. Social networking sites come in a huge variety these days, and many of them can be linked together to enable cross-posting. This establishes a setting in which users can attain the largest possible audience without compromising the closeness of interpersonal communication. We can only hypothesise as to how social networking will appear in ten or even a hundred years, but it seems certain that it will continue to exist in some capacity for as long as people are on the planet.

Types of Social Media

- Facebook.
- Email.
- Twitter.
- Instagram.

Facebook

Facebook is the social media version of cocktail hour, for those of you who may not be aware. While you do occasionally socialise with strangers, you spend the most of your time with your friends. You can share “status updates” with others to share your whereabouts, thoughts, activities, and pretty much anything else you’d like them to know. You may add images and videos, create fan sites, clubs, and events, schedule events, and much more. Although privacy is a problem, you don’t really need to worry about it if you take precautions. Although Facebook is not the best platform for maths communication, there are still some excellent uses for it by maths teachers. Among the greatest methods to use The first step in using Facebook for your class is to create a Facebook “group” for it. On the group website, students can join the group and “write on the wall.” When you first create the group, you are automatically designated as the “admin.” However, you have the ability to designate other people as admins and even rotate this responsibility around the class whenever you’d like. Who may join the group and what they can write on the group wall are completely under your control.

Email

There are many reasons why you might not want to receive emails from your students and vice versa, but there are probably just as many There are numerous reasons to utilise email; the choice is entirely yours. If you decide it’s a good idea, Math Type makes it very simple to add mathematical notation to these email clients:

- Thunderbird,
- Eudora,
- Yahoo Mail,
- Outlook Express,
- Gmail, Hotmail,
- Windows Live Mail,

- Outlook,
- Windows Mail.

Students are permitted to use Math Type on their own devices, such as laptops and home PCs, if your school has a site licence.

Twitter

Twitter is an online social networking and microblogging platform that lets users exchange text messages, or “tweets,” with up to 140 characters. Following the online registration process, users can browse tweets posted by other “followed” users and publish their own using a computer or other Twitter-compatible device, like a smartphone. Because Twitter is so popular and comparable to the SMS text messaging system used on telephones, it is sometimes known as the SMS of the Internet. People have utilised Twitter to learn about a variety of TV shows, including the MTV Video Music Awards and the Oscars. Twitter is frequently referred to be social television or the virtual watercooler as a result.

Instagram

Instagram is a free app for sharing photos that lets users snap images, apply filters, and post them on the platform or a numerous additional social networking sites, such as Prosperous, Flickr, Facebook, Twitter, Foursquare, Tumblr, and Flickr. The app works with Android-powered devices such as iPhones, iPads, and iPod Touches. Instagram restricts photo size to a square, paying homage to the Kodak Instamatic and Polaroid cameras. This is not the same as the 3:2 aspect ratio that iOS device cameras often employ. Kevin Systrom and Mike Krieger built the application. In April 2012, Facebook purchased Instagram. Due to the abundance of benefits and the general perception that everything has a good impact, let’s begin with the drawbacks is applied adversely.

Advantages & Disadvantages of Social Media for the Society

- **Cyberbullying:** A study released by PewCenter.org claims that the majority of kids have experienced cyberbullying in the past. Given that anyone can make a fictitious account. It’s now quite simple for anyone to bully someone online and do anything without getting caught. It is possible to spread rumours, intimidation tactics, and threats among the general public to incite unrest and disorder in society. View the six accounts of cyberbullying that resulted in suicide.
- **Hacking:** On the Internet, it is simple to hack and disseminate personal information. It may result in both monetary losses and personal losses. Likewise, identity theft is an additional problem that can cause financial losses for individuals through the compromise of their personal accounts. In the past, someone has hacked into a number of people’s personal Facebook and Twitter accounts, posting things that have impacted the victims’ daily lives. One of the riskier aspects of social media is this, and users are encouraged to safeguard their accounts and personal information to prevent these kinds of mishaps.
- **Addiction:** Social media’s addictive qualities are terrible and can also interfere with human relationships. Teens are the group most impacted by the social media addiction. They become deeply committed and are ultimately excluded from society. Additionally, it can squander people’s time that could be better spent on worthwhile projects and activities.
- **Fraud and Scams:** There are several instances of people using social media to con people and conduct fraud. As an illustration, this top five social media frauds that are regularly perpetrated are listed below.
- **Security Issues:** Security agencies nowadays have access to people’s personal accounts. it practically compromises privacy. You never know when an investigator will come to your house to talk about something you may have inadvertently or unintentionally discussed online.

- **Reputation:** Someone's reputation can be quickly destroyed by social media simply by fabricating a tale and disseminating it widely. Likewise, companies may experience losses as a result of negative perceptions spreading via social media.
- **Cheating and Relationship Issues:** Most people have proposed to and married each other via social media. But eventually, they ultimately come to regret their choice and split up. In a similar vein, couples have deceived one another by expressing false emotions and providing false information.
- **Health Issues:** Overuse of social media can be detrimental to one's health as well. Since losing weight requires exercise, the majority of People who use social networking sites excessively tend to become lethargic. This ultimately causes chaos in daily life. This study by discovery will astound you with how negatively using social media may impact your health.
- **Social Media causes Death:** Not only by utilising it, but also by imitating the antics and other bizarre things that are posted online. For instance, riders doing the superfluous antics, individuals jumping across trains, and other potentially fatal situations. For instance, the 14-year-old Mumbai boy in this video died while performing feats on a moving train. Teenagers do these kinds of antics as a result of seeing other people's successful ones posted on social media.
- **Glamorizes Drugs and Alcohol:** One drawback of social media is that users begin to follow and share the content of those who are wealthy or drug addicts. Online videos and views. It ultimately encourages others to do the same and develop an alcohol and drug addiction.

Advantages of Social Media for the Society

- **Connectivity:** The primary benefit of social media is its ability to facilitate connectivity. Anyone can connect with anyone from anyplace. No matter where you live or your religion. Social media is wonderful because it allows you to connect with people to exchange ideas and learn from them.
- **Education:** Teachers and students can benefit much from social media. It is quite simple to learn from experts and professionals through social media. You may learn from anyone and broaden your knowledge in any field by following them. You can educate yourself without having to pay for it, regardless of where you live or your educational history.
- **Help:** To obtain support and giddiness, you can talk about your problems with the community. Whether it is providing financial assistance or counsel, consult the people in the community you are a part of.
- **Information and Updates:** The primary benefit of social media is keeping oneself informed about the most recent events occurring globally. The majority of Nowadays, biased print and television media fail to deliver the actual message. You may do some study and obtain the facts and accurate information with the aid of social media.
- **Promotion:** You may advertise your business to the broadest audience whether it is online or offline. The world is wide open for you and are able to market to them. Because advertising and promotion account for the majority of a business's expenses, this makes the firms less expensive and more profitable. By consistently and frequently using social media to engage with the appropriate audience, this can be reduced.
- **Noble Cause:** Social media can be utilised for charitable purposes as well. For instance, donations and social welfare initiatives might be used to support NGOs for those in need. Social media is being used by people to donate to those in need, and it can be an easy way to assist those in need.
- **Awareness:** Social media also raises awareness and transforms people's daily lives. Social networking is what has made it easier for people to find new and creative items that can improve people's life. Every member of society, from farmers to teachers, students to lawyers, can profit from social media and its awareness component.

- **Helps Govt and Agencies Fight Crime:** Another benefit of social media is that it makes it easier for law enforcement and security organisations to monitor and apprehend offenders to combat criminal activity.
- **Improves Business Reputation:** It has the power to destroy a company's reputation, but it also has the power to boost sales and reputation. Positive remarks and dissemination can benefit a business in terms of revenue and goodwill. Positive comments can have a beneficial effect since people can post anything they want on social media.
- **Helps in Building Communities:** Given the diversity of religions and beliefs in our globe. Social media facilitates establishing and engaging with one's own religious group and is inclined to talk about it and research it.

In a similar vein, individuals from other communities can interact and exchange relevant content. For instance, a person who enjoys video games may join groups about them, a person who loves cars might join communities about them, and so on. These are a few of the benefits and drawbacks of social media for the community. But these are sufficient benefits and drawbacks to choose your course of action on social media.

CONCLUSION

This study looks into how social media affects young people. Findings indicate that social media is crucial for learning and employment prospects. Social media is primarily used by teenagers to communicate with their friends and family. The results also show how social media affects our cultures and contributes to health issues. Users of social media must keep in mind Islamic principles, social conventions, and cultural values.

On the basis of analysis, the major recommendations are:

- Social media ought to be utilised constructively.
- Utilising social media in an educational manner improves competencies.
- The Government must implement certain stringent measures to reduce its detrimental impacts. The Government ought to outlaw unethical websites.
- It is strongly advised that the Government implement laws or community initiatives to prevent immoral behaviour which users utilise websites.
- The Government must enact laws to prevent unfair media reporting that undermines society.
- It is strongly advised that social media users keep in mind why they are utilising the platform media and consistently visit educational websites.
- Teenagers should make good use of their time rather than squandering it on other social media platforms such as YouTube, Facebook, Twitter, and WhatsApp
- Teachers and parents should monitor their children's social media usage to ensure their future media.

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