



## Impact of Social Media on Society

Swetalina Das<sup>a\*</sup>, Pranati Mishra<sup>b</sup>, Babita kumari<sup>c</sup>, Hitesh A. Solanki<sup>d</sup>



<sup>a</sup> Department of Journalism and Mass Communication, Sophitorium Institute of Technology and Life Skills, Khurda, Odisha-752050, India

<sup>b</sup> Department of Electronics and Telecommunication, Sophitorium Engineering Collage, Khurda, Odisha-752050, India

<sup>c</sup> Department of Biotechnology, Sophitorium Institute of technology and life skills, Khurda, Odisha-752050, India

<sup>d</sup> Department of Botany, Gujarat University, Navrangpura, Ahmedabad, Gujarat, India

### ARTICLE INFO

#### Article History:

Received 2 February 2020

Revised 14 June 2020

Accepted 04 July 2020

Available Online 05 July 2020

#### Keywords:

Social media,  
Socialization,  
social networks,  
society

### ABSTRACT

Now-a-days social media plays a vital role in our lives. Which is a computer based technologies that provide facilities like sharing of information, ideas, pictures, career interest by virtual medium. It is a digital tool for quick access to any content at any time. For individuals social media is medium to connect with their friends and families. People using social media for career opportunities and also find people across the Globe. The power of social media is to share information to any one on the world simultaneously with many people. Social media have many technologies based activities such as photo sharing, blogging, social networks, video sharing and much more. Globally there are 3.80 billion social media users. Social media plays a key role in on our attitudes and behaviour which is regarded as an important contributor to the socialization process.

### 1. INTRODUCTION

Social media is one of the powerful agents of socialization. It is a process where an individual gets a personal identity and learns the norms, values, behaviour, and social skills appropriate to his her social position. Social media has huge impacts on our attitudes and behaviours which is an important contributor to the socialization process. It serves as both positive and negative function. Social media help us to know things that are going on different countries. We can also learn new things through it. In spite of these merits social media serve as negative impact in young people life (Wilder *et al.*, 2008). It set a standard that tells you what characteristics one should have to fit in with society such as looks, personality for media displays (Gerbando *et al.*, 2018, Reale *et al.*, 2017, Flecha *et al.*, 2015).

\* Corresponding Author: Swetalina Das

E-mail Address: [dasswetalina86@gmail.com](mailto:dasswetalina86@gmail.com)

DOI: 10.46890/SL.2020.v01i04.002

© 2020 by the authors. The license of Science Letters. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

Social media also influences young people behaviour. Their behaviour became devious and un- real. It shows that being devious makes them ool. Research tells that many young people get crime ideas by watching crime videos on social media (Poppy 2015, Lubchemco *et al.*, 1998, Nagar *et al.*, 2015). By watching this it increases their appetites to get involved in crime. It opens their mind to makes crime. People think that media does not play a key role in the socialization process but in reality media plays a vital role in the socialization process. The main aim of this study is to see the positive impact on society. Today no one can imagine his and her life without social media. In present day scenario making and sharing of information through social media is a part of our day to day life. Social media serves as a medium that transmit information to a wider range of people through technical means (Shabnoor *et al.*, 2016). The social include Facebook, WhatsApp, Instagram, twitter, you tube.

Social media is internet based which is the main factor of spreading of information. Users engage in social media through computer, laptop and smart phone. It has powerful influence on socialization process of an individual. Social media has also

huge influences on people's attitudes, outlooks. Behaviours, Social media fill our brains with information (William *et al.*, 2012, Akram 2017). The main purpose of social media is to help individual to become a good member of society and on socialization process that continues throughout life.

Social media provides an on line platform to build social networks and social relations to other people who share same interest, activities and backgrounds that help in socialization process (Evans 2011, Tariq *et al.*, 2012, Paulusson *et al.*, 2014). It assists young generation to become more socially capable. So now it clears that social media become an important part of our lives. We use social media to check status update from our family and friends. Social media is innovative idea with various scope and opportunities. Social media has a huge influence on young people and children. They easily use latest technologies in its various forms. It has its both positive and negative effects. The research paper is based on secondary data collection from online sources, different research papers and Google search engine (Sahjahan *et al.*, 2014, Zhao *et al.*, 2011, Fuchi 2012, Holt 2013). In this research paper we also discuss about popular social media networking sites and also give some diagram. Media used is not bad but use it right way can change our life from better to best.

## 2. POPULAR SOCIAL MEDIA

### 2.1. Face book

Now-a-days face book is a popular social media networking site. It is an American based site. Founded by Mark Zuckerberg in February 4, 2004. Face book allows users to sign up for free profile to connect with friends and relatives around the world to share photos, videos, music, articles and also own thoughts, ideas to many people. Face book available in 111 languages. It has 269 million users around the world.

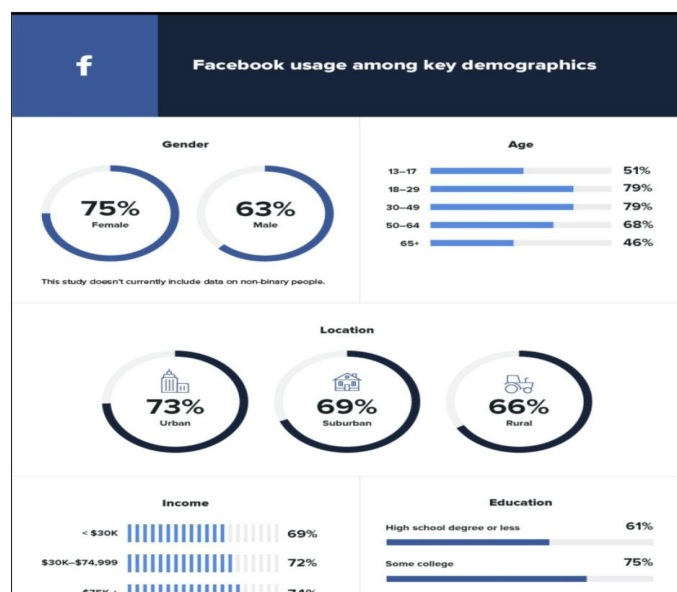


Figure 1. Demographic role of Facebook Population

### 2.2. Twitter

Twitter is also a micro blogging American social media networking site. Only registered can post on it and UN registered users only read the post. It is started in the year 21 march 2006 by Jack Dorsey, Evan Williams, and Biz Stone, Noah Glass. Users can send and receive tweets using this website. It has more than 126 million users.

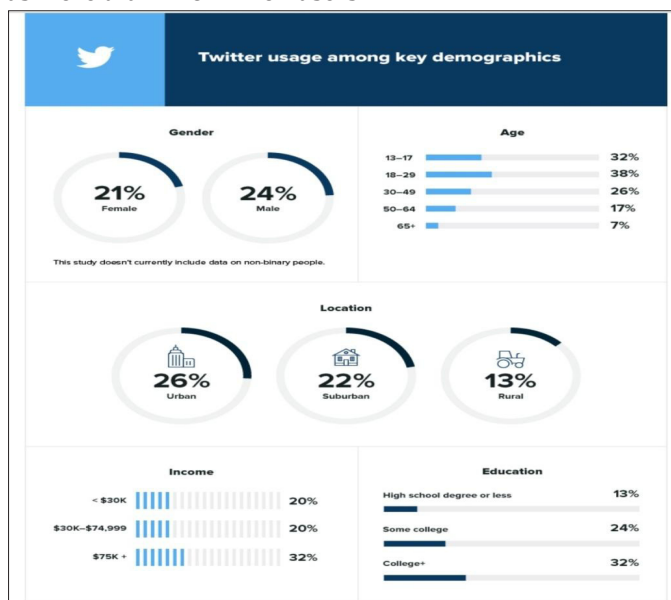


Figure 2. Role of Facebook in Demographic Transition

### 2.3. LinkedIn

LinkedIn is a social network site designed for career and business purpose. It is ideal for network for building connection for freelance work, custom care service or keeps your job prospects open. It launched on May 5 2003 and founded by Mountain View on December 28, 2002. LinkedIn had 706 million registered users 150 countries.

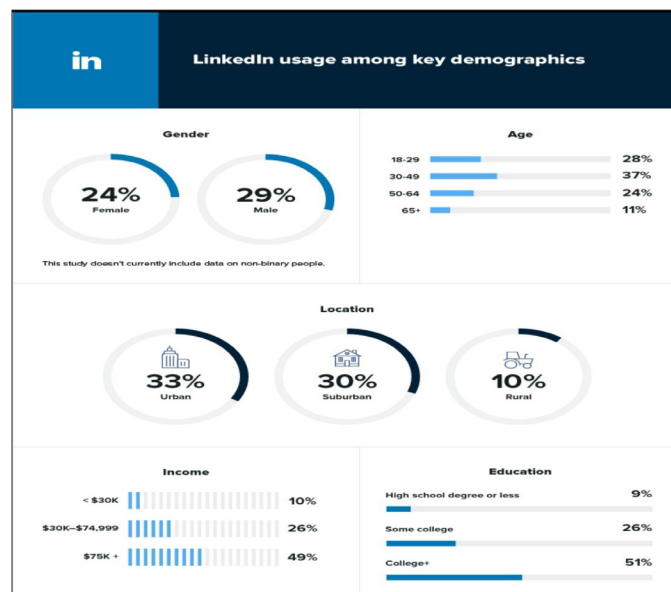


Figure 3. Population Consumption through LinkedIn

## 2.4. Snap chart

Snap chart is an American based multimedia social network. Founded on September 16, 2011 by Evens Spiegel, Bobby Murthy and Reggie Brown. It available in 32 languages. Snap chart is a very popular messaging app. It Offer a lot more cool stuff for games, news, entertainment. Snap chart had 238 million users.

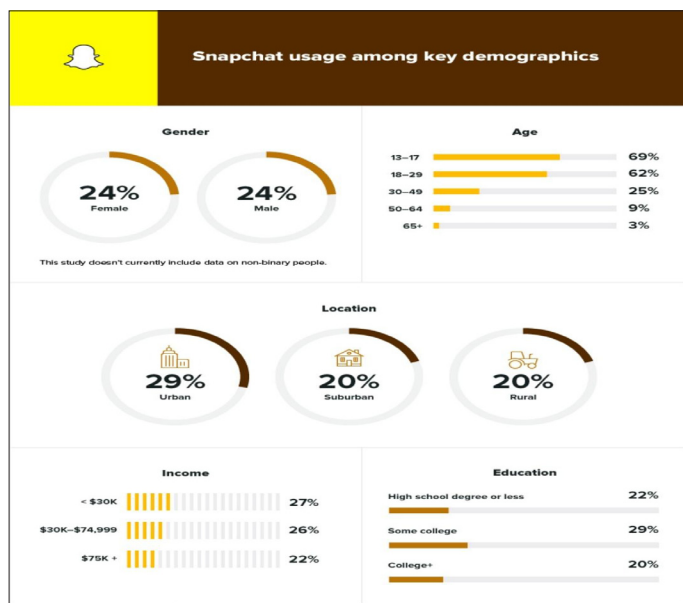


Figure 4. Snap Chart role in Social Consumption

## 2.5. YouTube

You tube is an American video sharing social media platform. Launched in February 14 2005 founded by Chad Hurley, Steve Chen, and Jawed Karim. You Tube is a free video sharing media. People upload, view and share videos in it. It had 2 billion users.

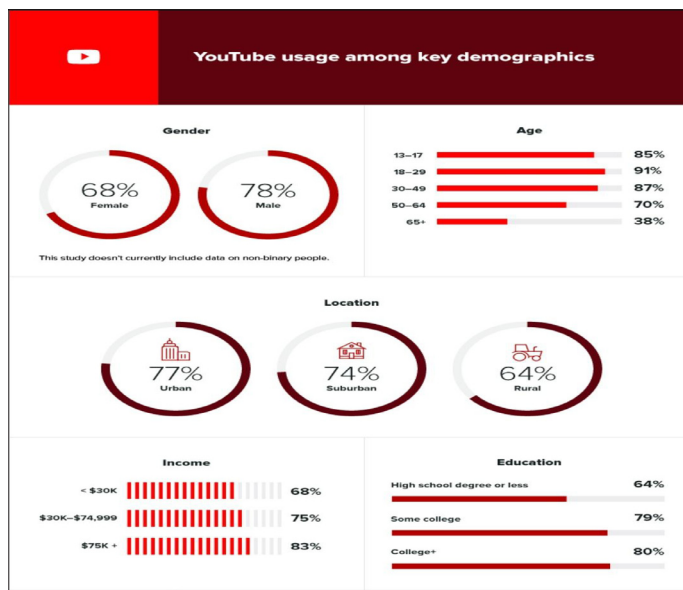


Figure 5. Demographic transition of YouTube.

## 2.6. WhatsApp

WhatsApp is an American freeware, cross- platform messaging social media plat form. Founded by Jan Koum, Brian Actor in February 24, 2009. This social media allows users of sending of text message and voice calls, video calls and also documents. It has 2billion user’s worldwide.

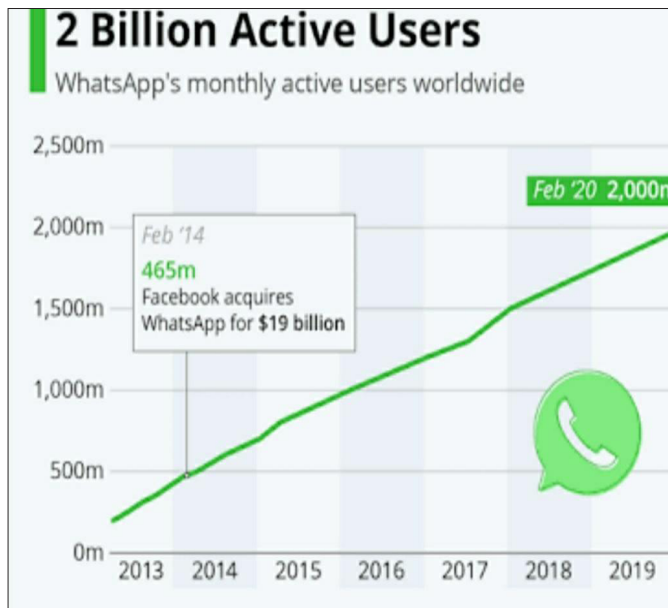


Figure 6. Global Status of WhatsApp.

## 3. IMPACT OF SOCIAL MEDIA ON SOCIETY

Now-a-days many people spend their valuable time on social media apps like face book, you tube and decrease their personal social interactions. People who use social media are not getting their face-to-face interactions and suffer loneliness. The excessive use of advanced technology like TV, smart phone, and social media not only heads towards the decline of face-to-face interactions but also leads to decrease in happiness.

## 4. POSITIVE IMPACT OF SOCIAL MEDIA

The positive impact of social media can highlight through following channels:

### 5. EDUCATION

Social media provides on line platforms in academic field. Through social media both teachers and students gets benefit. It becomes more accessible and easier to use. Experts and professionals easily educate children from other place through social media, Social media gives student unlimited resources and text to enhance their knowledge and utilize in their projects and presentation.

### 6. CONNECTIVITY

The connectivity refers to social connection through social media. It provides an effortless way to connect with many

people regardless their location, culture. Religion and help in building relationship with others. It become easier to connect with people, family, others.

## 7. NEWS AND INFORMATION

A significant virtue of social media is regarded as one of the fastest medium of news and information. One can refresh himself by knowing about recent happenings around the world and in the country. Users can access news and information within less time than TV and radio.

## 8. ADVERTISING

The factor of advertising promote his own business through social media to the large number of audience and have a great impact in time consuming which helps to achieve target easily and increase profits.

## 9. CONCLUSION

Thus, it was concluded that with the growing advancement of technology in the field of social networking sites appeared as an integral part of our everyday life. Now a days 90% of people spent many hours in social media in a day. It makes our life easier and fulfils our business goal, helps in keep touch with our near and dear ones.

**Conflict of Interest.** The authors declared no conflict of interest

## 10. REFERENCE

- [1] Shabnoor S., Tajinder S. (2016), Social Media its Impact with Positive and Negative Aspects *IJCATR*, Volume 5(2), pp 71 - 75,
- [2] Willium S., 2012 "Network Security and Communication", IEEE Transaction, Volume.3(4), pp.1.23-141
- [3] Akram, W., and Kumar R. (2017). A study on positive and negative effects of social media on society. *International Journal of Computer Sciences and Engineering* Volume 5(10), pp 351-354.
- [4] Shahjahan A. T., Chisty K. (2014)."Social Media research and its effect on our society" *International Journal of Information for communication Engineering*, Volume 8(6), pp 45-49.
- [5] Zhao B. (2011)."Online Detection of Unusual Events in Multimedia via Dynamic Sparse Coding" Volume 6(2), pp 23-27
- [6] Evans P, Krauthammer. M. (2011). Exploring the use of social media to measure journal article impact. Volume. 2(5), pp 42-49.
- [7] Tariq W., Mehboob, M., .Khan M., F. (2012). "The Impact of social Media and Social Networking on education and Students of Pakistan" *International Journal of Computer sciences* Voumel:9 (2) PP 56-59.
- [8] Paulussen S. and Raymond A. (.2014). "Social media references in newspapers: pp 542-551.
- [9] Fuchs, C..(2012). "Social media, riots, and revolutions." pp 383-391.
- [10] Holt, K. (2013). "Age and the effects of news media attention and social media use on political interest and participation: Do social media function as leveller? pp 19-34.
- [11] Gerbaudo, P. (2018): "Social media and populism: an elective affinity? 40(5) pp 745-753.
- [12] Reale E, Avramov D, Canhial K, Donovan C, Flecha R, Holm P. (2017). A review of literature on evaluatingthe scientific, social and political impact of social sciences and humanities research. *Research Evaluation*; pp 55- 75
- [13] Flecha R, Soler-Gallart M, SordeÂ-Martõ Â T. (2015). Social impact: Europe must fund social sciences. *Nature* ; pp 16-25
- [14] -Flecha R, SordeÂ-MartõÂ T. (2016).Social Impact through Social Media. ;pp 40-65
- [15] Poppy G. (2015). Science must prepare for social impact. *Nature*. pp 112-135
- [16] Lubchenco J.(1998). Entering the century of the environment: A new social contract for science. Volume 7(2) pp 155-175
- [17] Nagar H., Chetna D., Gupta H. (2015). "Navie Bayes and K-Means Hybrid Analysis for Extracting Extremis ACM Conference, pp 27-32.
- [18] Wilder L., Walpole M. (2008).Measuring social impacts in conservation: experience of using the Most Significant Change method. 42(4): pp 529-538.