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SOCIAL MEDIA AND IT'S IMPACT

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Abstract

It is to bring light on the research that have found how these social sites impact the lives of our youth in a society with a great deal in terms of moral , behaviour and even educational wise. Social media have become prominent part of our daily life . Most people engaged with social media without stopping to think how it will effect on our lives whether positive or negative. We as a society becoming more concern with our facebook “ friends “ than we are interacting with the people on our daily lives. Some people are having double faced personality, on their social media pages and profiles they show they are living a happy life , but in reality their lives are not that fascinating . The people who are giving” love” react to our photos are also the one who are backbiting . So, what is the long term effect of social media use?

Introduction

Is social media is a craze ? or is the biggest shift to the industrial revolution ?

Radio took 38 years, tv took 13 years , internet 4 years , ipod 3 years to reach 50 million but facebook added 100 million users in less than 9 months . It says facebook were a country it would be the world's 4th largest. In 2009 , us department of education study revealed that an average online students out performed those receiving face to face interaction . 805 of companies are using linkedin as their primary tool to find employees, 80% of twitter usage in on mobile , people update anywhere, anytime. People say what happens on Vegas stays on Vegas , but its stays on You Tube. Yes, You Tube is the 2nd largest search engine in the world. Wikipedia has over 13 million articles. Studies shows it's more accurate than encyclopedia . 78% of these are non English. There are over 20,00,00,000 blogs , 50% of bloggers post content or tweet daily.

355 of book sale on amazon are for the kindle. Studies shows 24 out of the 25 largest newspapers are experiencing record declines in circulation.

Nowadays we no longer search for news, the news find us.... In near future we will no longer search for product and services. They will find us via social media . Social media isn't a fad , it's a fundamental shift in the way we communicate. More than 1.5 million pieces of content are shared on facebook daily.

By now, we are all aware of social media has a tremendous impact on our culture , business and on the world at large. They have revolutionized the way people communicate and socialise on the web.

A CLOSURE LOOK AT THE POSITIVE AND NEGATIVE EFFECTS OF SOCIAL MEDIA

POSITIVE IMPACT OF SOCIAL MEDIA:-

1. We can connect with anyone around the globe. We can find our old friends and family and classmate that we would otherwise not have found.
2. It is more convenient than traditional methods of communication due to lack of time. It is significantly faster than writing a letter or making a call.
3. Business houses can use social media as a platform to target their specific audience.
4. Nowadays everybody uses social media say it facebook, instagram, twitter etc means more employees are required to manage them as a result it creates many job oppurtunities for social media development / management.

NEGATIVE IMPACT OF SOCIAL MEDIA:-

1. Cyber bullying i.e internet trolling. These bullies can hurt other people just by typing harsh words on screen and posting it.
2. No verbal communication. Because of social media, there is lack of effective verbal communication skills.
3. It lowers our self esteem. Browsing social media give us a false sense of what the world really looks like. Everyone is posting the most beautiful and amazing pictures of themselves because we

want others to like us. We pick up our most beautiful pictures to upload it on social media. Very rarely we find someone sharing their hardships of their life on social media.

4. Hurts our social skills. Kids who grow up using social media show a significant decrease in social skills comparative to those who don't. This is because communicating through social media is very easy as compare to communication in real life. In social media you just need to know fluent English and how to use emojis but in real life you require body language, group conversation, tonality etc these are super complicated than using emojis.

CONCLUSION

Social media was created to help people to maintain connections, network and obtain information. Recently, almost everybody has atleast one account on any social networking sites. People who doesn't bother about others opinion and thought as are also been found on any of these networking sites. Social media allows us to connect with our community no matter where we are , with whom we are with. According to social media supporters, connecting with our community via internet makes lonely. In reality social media attracts more isolated people. Researchers have found relationships which are build today on social media are found to be of low quality because of lack of virtual communication.

Social media can be a great tool if used correctly, but more often people misuse and abuse it. Many social media users including us cannot prove why social media is helpful or beneficial other than connecting people across the world. Instead those who support social media wants an explanation

as to why social media is bad shifting the burden of proof to the opposers of the incessant use of social media. Thus, the negative effect of social media still outweigh the positive effect.

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