A Review on Use of Social Media and its Impact on Society

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Abstract

Social media has taken our society to a completely new level since its inception, but there are many limitations and bad practices associated with it. Youth are the most powerful segment of the population because they are vibrant, dynamic, innovative, and enthusiastic and it quickly learns and efficiently uses the social media for various purposes. This group of people is thought to be the most adaptable to changes. It means that their ideas, beliefs, and behaviors are expected to shift in response to the unleashed new forces of social media. Youth rate is very much to shifting into social media so its influences are much on youth. Thus, it is necessary to understand the impact of social media on youth and how it influences their values, customs, education, social, and professional lives. Present paper aim is to discuss the role of social media and its impact on society.
Key words: Social media, communication, impact, society.

Introduction

Communication is a vital part of regular daily existence. It is a standout amongst the most fundamental and indispensable piece of our reality. It is crucial for a person's growth as well as the creation and maintenance of groups as well as the relationships between them. Leagans (1961) defined Communication is the process by which two or more people exchange ideas, facts, feelings or impressions in ways that each gains a common understanding of the meaning, intent and use of messages. It is a two-way process comprises the following elements: sender, message, channel, receiver, feedback, and context. Beyond merely storing and decoding information, news, ideas, and emotions, it requires people coming to a mutual understanding. It is crucial that they additionally develop and share meaningful content for the messages sent[5]. Communication is a process of sending and receiving verbal and non-verbal messages that produce a response. When the intended reaction or response is received from the recipient, communication is found to be effective. Communication is essential for building and maintaining healthy relationships. It fosters connection, trust, and mutual understanding. Good communication skills enable individuals to express empathy, active listening, and effective feedback, enhancing interpersonal relationships at personal and professional levels. Effective communication is crucial for successful collaboration and teamwork. It enables individuals to share information, coordinate efforts, and work towards common goals. Clear and open communication within teams enhances productivity, problem-solving, and innovation. Strong communication skills contribute to personal and professional growth. Effective communication enhances self-expression, assertiveness, and confidence. It also enables individuals to present ideas, negotiate, and influence others, leading to better career prospects and personal fulfilment. Communication skills are essential for influencing and persuading others.

Effective communication enables individuals to convey their ideas convincingly, address objections, and inspire action. It plays a vital role in leadership, sales, marketing, and public speaking. Communication is fundamental for social bonding and overall well-being.

Positive social interactions through communication contribute to mental and emotional well-being. Effective communication skills help in managing conflicts and maintaining positive relationship.

Utilization pattern of social media among the rural and urban youth

In a study on internet use by rural and urban college students found that out of total respondents 36.42 per cent used internet for information, 26.15 per cent for education, 16.89 per cent for communication and 12.91 per cent for audios and videos[13]. Use of social networking sites by the research scholars revealed that majority of the researchers (65.00%) used desktop for accessing social networking sites, while 45.00 per cent used laptops and 12.5 per cent used mobile phones in order to access social networking sites[26]. Study on the usage of social networking sites among the college students in India found that most of the respondents (80.00%) spend significant amount of time on using social networking sites regularly and 20.00 per cent of the students do not spend any time using social networking sites[15]. It was found that majority of the respondents (83.33%) referred social networking sites for gaining knowledge, for referring news update and gaining exposure. Around two third of the respondents used social networking sites for learning and 44.6 per cent of the respondents referred for gaining command over language[21]. The excessive users in the educational computer labs use the social media forms for comments, chatting, image and video sharing and texting etc. This average touches almost half of the sampled population. This shows that they ignored their primary focus on their study and other activities while utilizing the facility of internet in connecting with their friends on the social media networking forums with their average utilized time between 30 to 60 minutes[25]. The impact of Social Networking Sites on the Youth reported that 37.00 per cent of the respondents use social media to get updates from family/friends, 31.00 per cent seek to these sites as a source of entertainment, 23.00 per cent derived information about general awareness and only 9.00 per cent look up to them as a source of job-related information[9]. Social networking on Indian youth- A Survey found that on social networking sites 35.00 per cent of the respondents spent less than one hour per day, 28.00 per cent of the respondents spent 1 to 2 hours per day, 22.00 per cent of the respondents spent 2 to 3 hours per day and 15.00 per cent of the respondents spent more 3 hours per day[13]. It was found that 55.00 per cent of the respondents use mobile phones for using social media, 29.5 per cent of the respondents use laptops and 15.5 per cent use personal computer (PC) to access social media sites[14]. In a study on Kolkata metropolitan it was found that 9.00 per cent of the total respondents used Facebook for time pass, six per cent used it for chatting, 29.00 per cent used it for collecting information, 26.00 per cent used it for uploading and sharing, 18.00 per cent used it for like and comment and 12.00 per cent of the respondents did not used Facebook[17]. It was reported that the students have access to internet, 73.00 per

cent are members of any one of the social networking sites, Facebook being very popular followed by Google+. Majority of the students used social networking sites mainly for social purposes rather than for educational purposes[19]. Positive and negative effects on the life style of Indian youth found that majority of youth use social media for entertainment, chatting, site surfing etc[26]. It was found that WhatsApp was the most preferred social media among youth (98.00%), followed by Facebook (81.00%) and Instagram (69.00%). Twitter and Google+ users were found to be lagging[29]. Majority of the respondents (89.00%) use smartphones for accessing social media, six per cent of the respondents use personal computers and five per cent of the respondents use laptops for accessing social networking sites[9]. It

was reported that 20.00 per cent of the respondents uses WhatsApp, 30.00 per cent of the respondents uses Facebook and Instagram, six per cent of the respondents uses twitter and 14.00 per cent of the respondents uses other types of social media[22]. On attitude of adolescents towards use of social media reported that 76.00 per cent of the adolescents are using social media more than 3 hours a day and 14.00 per cent adolescents are using social media for 1 to 3 hours and only 10.00 per cent of the selected adolescents spend less than an hour on social media[1]. A cross-sectional study reported that 41.7 per cent students use social media for less than 2 hours a day, 29.8 per cent students for 2-4 hours and 14.6 per cent students for more than 4 hours while 13.9 per cent use social media rarely in a day[19].

Impact of social media on rural and urban youth.

Students created connections with peers, formed a virtual community of learners, and eventually improved their overall learning by exploring and encouraging engagement with social media[8]. Respondents were always active and in touch with social networks and these sites were very popular among the youths with the majority of them stated that they were always busy in their online activities which had both positive and negative impact on their lives[6]. A case study of MDU Rohtak found that social media was one of the major issues that has been overlooked is the changing mind-set of the youth due to social networking sites. These social networking sites undoubtedly offered opportunities for job, marketing, personal development, and information sharing, but the main threat frequently came from individuals or online predators[23]. A cross-lagged panel study reported that uncontrolled and frequent usage of internet increases loneliness over

the time. Higher level of internet usage among youngsters enhances the emotional loneliness[30]. Positive effects include socialization, enhanced communication, learning opportunities and access to health information. Negative aspects included depression, online harassment, cyber-bulling, sexting, fatigue, stress, suppression of emotional and decline of intellectual ability[10]. Social media has negative impact on youth and adversely affects their education, behaviour and routine lives. It messes up much of study time of students and spoils their spelling skills and grammatical construction of sentences. Many apps were found to be highly addictive, which left a trace and becomes difficult to control. The impact was so powerful that users gave up their real-world interest and their entire emotional quotient was restricted to the app. Their moods depend on the reply which they received from their friends[2]. In a study on impact of social media on

students' academic performance- a case of Malaysia tertiary institution revealed that time appropriateness and health addiction has a significant influence on the academic performance of the students. The students who are preoccupied with social media platforms or social networking results in skipping the meals which has a negative impact on their health. It was also found that privacy or security problems and time duration have no or minimal impact of student's academic performance[6]. It was found that 40 per cent respondents strongly agree that usage of social networks affects physical activity, 17.5 per cent respondents agree that usage of social networks affects physical activity, 22.5 per cent respondents strongly disagree that usage of social networks doesn't affect physical activity, 20.00 per cent respondents disagree that usage of social networks doesn't affect physical activity[7]. A survey analysis on the usage and impact of WhatsApp messenger Global found that WhatsApp users believed that it has improved their relationship with friends and family members. More than 63.00 per cent of its users thought it was not harmful for them. Impact of social media on changing mind- set of the youth: a case study of Chennai city revealed that 47.93 per cent of the respondents agree that social media is playing a key role to create political awareness among youth while 24.48 per cent of the respondents responded strongly agree[24]. Positive and negative effects on the life style of Indian youth found that over utilization of social media has adverse effects on the user's physical and mental health such as panic

Conclusion

Thus, we can say that social media has positive as well as negative impact.Youth population quickly learns about the use of social media in various

sensations, anxiety, strain, mental fatigue etc. It was inferred that youth cannot imagine their life without social media despite its negative effects. It was also revealed that over use of social media makes youth sluggish and unenthusiastic about the interactions with people in real life[27]. Social media use and its impact on relationship and emotions revealed that more time an individual spent on social media the more likely they were to experience a negative impact on their overall emotional well-being and decreased quality in their relationship[4]. Excessive use of social media can lead to increased depression, anxiety, distress, unhappiness, and dissatisfaction with life which is deteriorating mental health of youngsters[31]. Impact of social media upon Indian youth found that most of the students hold the view that spending much time online creates lot of physical problems like constant mild–severe headache, sleep deprivation, eye-pain, loosing eyesight early, loss of appetite that leads to poor health and severe irritation, which turns into anxiety disorder[18]. It was found that 20.00 per cent of the respondents said that they have benefits/positive impact of learning from social media and another 20.00 per cent of the respondents got benefits of staying connected with friends through social media, 28.00 per cent of the respondents got benefits like entertainment and fun, 18.00 per cent of the respondents got benefits like in quest of job opportunities. Results also depicts that social media cause health problems and affect our cultures[22].

fields because youth is a phase of life when people are curious and learn a lot about their surroundings. These young people are the future of the Nation and their socialization is

dependent on their interactions with the environment. Without a doubt, social media is simple to use and saves our time, money, and energy. Using technologies can reinforce new social behaviours and ways of thinking, including both desirable and undesirable behaviour.

Social media provide youth a platform to express themselves and communicate their thoughts and ideas. This can help them to develop their communication skills and build confidence. Youth has an access to a wealth of information on a wide range of topics which helps them to expand their knowledge and stay informed about the world around them. Social media offers to express the creativity through posts, videos, and other forms of content creation helping youth to develop their artistic skill.

Students are exploring and experiencing the world not only by books and assignments but also, by adapting social media. With a greater emphasis being placed on technology in business and education, youngsters are being assisted in gaining skills that will serve them throughout their life.

Social media is a type of technological innovation, and every innovation has some advantages and disadvantages. Excessive use of social media has been an ongoing activity that is growing at an alarming rate and contributing to addiction among young people which is a serious problem. Problems resulting from excessive social media use have been observed across the globe, especially in India, where usage has expanded considerably.

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