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The Positive and Negative Impact of Social Media on “Education, Teenagers, Business and Society”

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ABSTRACT: Social media are computer mediated technologies that facilitates the creation and sharing of information, ideas, opinion, issues, career interests and other forms of expression via virtual communities and network. Social media services are web-based services which can be used via Desktop computers, laptops, and mobile (Smartphone) & tablet computers. Using these services people can have highly interactive platform where they can also share images, videos, information's and even more with each other through a particular network. In these research papers I have tried to cover all the aspects of social media with its positive and negative impact.

KEYWORDS: Social media, Business, Society, Education, Facebook, LinkedIn, Twitter, Students, & YouTube.

I. INTRODUCTION

Today in the era of 21st century Social Media has become a vital part of every one's life which includes online shopping, E-mails, education sites etc. People now a day's stay connected with each other using social networking websites like Facebook, Twitter & LinkedIn where Facebook is used for mainly two purpose 1) need to belong and 2) need for self –presentation, we can find friends and remain in touch with family, colleagues, share various images, videos, events, making fan clubs, posting articles, advertisement etc.. Twitter is a free micro blogging site where people can post small blogs called tweets, its also used for sharing news briefs, advertisement of job opening. LinkedIn gives people a platform for “Social Profiling”, it is popular among business community and professional. Social media is defined as “forms of electronic communication, such as websites for social networking and micro-blogging, through which users create online communities to share information, ideas, personal messages, and other content, such as videos and other various media”.

II. IMPACT OF SOCIAL MEDIA ON VARIOUS FIELDS:

1.1. Impact of social media on Education:

The point of unhealthy addiction, in the latest happenings via apps such as Facebook and Twitter. Facebook famously had its origins in Harvard University before extending to other colleges in the US, so it is perhaps appropriate to look at the role of social media in education today, According to usage statistics gathered earlier this year by Ofcom, 66% of all adults aged 16+ have a profile on at least one social networking site, and though the report doesn't break down these figures by age group, it's reasonable to assume that among those of university age, that percentage could potentially be much higher. We know that universities and other education providers have responded by increased use of social media marketing to showcase their courses and attract students. It seems that some lecturers are indeed beginning to tap into the potential benefits of social media in education. Many faculties and societies have attuned to the fact that 75% of students admit to being on Twitter “all the time” (Source: TopUniversities.com) and are using the micro-blogging site as a forum to share content, encourage debate and answer queries, with some even setting up hashtags for individual courses to create online discussion communities for their students.

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1.1.1 Positive effects of social media on Education:

1. **New Skills:** Social media teaches students skills they'll need to survive in the business world. Being able to create and maintain connections to many people in many industries is an integral part of developing a career or building a business.
2. **Quality Education:** It has also increased the rate and quality of collaboration for students. They are better able to communicate with each other, share information quickly, which can increase productivity and help them learn how to work well in groups.
3. **Familiarity with new Technology:** By spending much time working with new technologies, students develop more familiarity with computers and other electronic devices. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives.
4. **Enhance Creativity:** The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue.

1.1.2. Negative effects of social media on Education:

1. **Reduces Learning:** Today students rely on the accessibility of information on social media specifically and the web in general to provide answers, this can reduce focus on learning and retaining information.
2. **Poor Academic Performance:** Students, who attempt to multi-task, checking social media sites while studying, show reduced academic performance. Their ability to concentrate on the task at hand is significantly reduced by the distractions that are brought about by YouTube, Facebook or Twitter.
4. **Privacy is not maintained:** The degree to which private information is available online and the anonymity the internet seems to provide has made students forget the need to filter the information they post. Many colleges and potential employers investigate an applicant's social networking profiles before granting acceptance or interviews. Most students don't constantly evaluate the content they're publishing online, which can bring about negative consequences months or years down the road.

1.2. Impact of Social Media on Teenagers:

Using social media web sites is among the most common activity of today's children and adolescents. Any Web site that allows social interaction is considered a social media site, including social networking sites such as Facebook, MySpace, and Twitter; gaming sites and virtual worlds such as Club Penguin, Second Life, and the Sims; video sites such as YouTube; and blogs. Such sites offer today's youth a portal for entertainment and communication and have grown exponentially in recent years. For this reason, it is important that parents become aware of the nature of social media sites, given that not all of them are healthy environments for children and adolescents. Pediatricians are in a unique position to help families understand these sites and to encourage healthy use and urge parents to monitor for potential problems with cyberbullying, "Facebook depression," sexting, and exposure to inappropriate content. The below table shows the comparison of growth from 2012 to 2016 of social media.

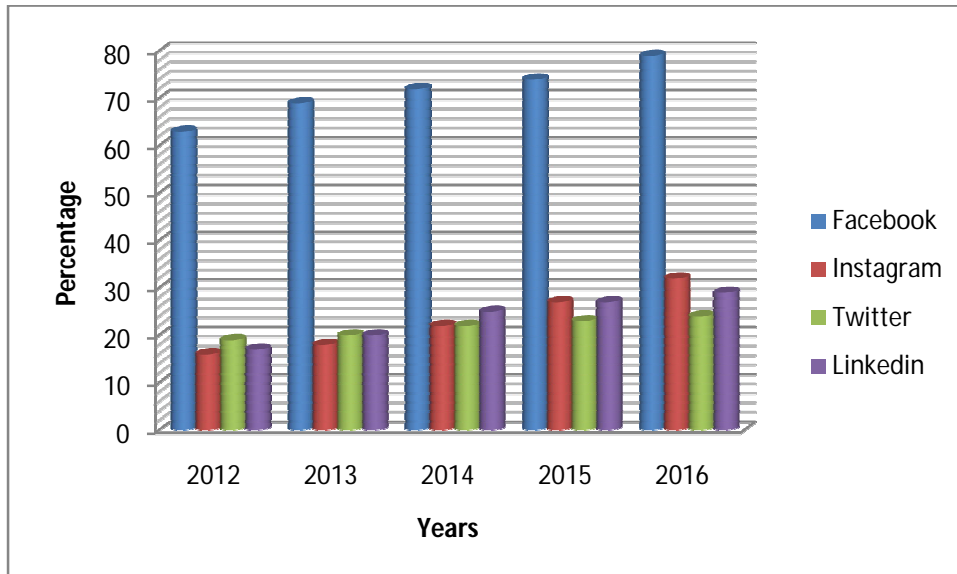
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Table: 1



The Graph shows that there is a growth in uses of all Social Media Application and sites; latest data is 79% of Teenager use Facebook, 32% uses Instagram, 24% users are on Twitter and 27% users are using LinkedIn.

1.2.1 Positive effects of social media on Teenagers:

1. **Help Develop Awareness:** Most teens live a sheltered life. But with exposure to various media outlets, they develop awareness about society and the world. This cultural and political awareness is vital if we want to groom a generation of socially responsible citizens. With news channels, magazines, social networking sites blaring about world happenings, teens can realize that there is more to the world than just what is happening in the 'hood'.
2. **Help Develop Social Skills:** Many teens are socially awkward. Media gives them the chance to groom their social skills. It also gives them the chance to expand their social circle and develop new friendships. Other benefits include social confidence, heightened literacy in the media, and more social support.
3. **Inspire Teenagers:** When a teenager watches an action flick, don't just despair about the violence. With a little guidance, they can use the movie as inspiration. Teenagers look up to celebrities, and when a celebrity tells them to stay off drugs, they just might listen.
4. **Help Fine Tune Motor Skills:** Video games draw a lot of flak these days. But there's some good in video games too! There are a few video games that can help teens develop and fine-tune their motor skills and coordination.

1.2.2 Negative effects of social media on Teenagers:

1. **Making Violence Normal:** The amount of violence in video games and movies today is scary. And teenagers spend several hours every day watching these scenes of gore. Violence becomes their reality. Many teenagers are unable to distinguish between reality and fantasy. This makes violence 'normal' for them.

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2. **Risky Sexual Behavior:** Teenagers are just discovering their sexuality. It is very normal for them to be interested in everything sexual. But the amount of sex in media today can make a teenager confused. Sex without responsibility – that seems to be the message being beamed at teenagers. This can lead to irresponsible sexual behavior and unwanted pregnancies.
3. **Making Everything Commercial:** Happiness comes at a price. At least that's the message teenagers get through media. Their life would be perfect if only you'd buy them that hot new game, that happening dress. Advertisers target teenagers to ramp up their revenues. But teenagers fall prey to the idea of commercialization of happiness.
4. **Score Low In School/Colleges:** Teens who watch too much television have lower scores in exams. Also, such teens are not good readers as they spend more time in front of the television. A study reveals that individuals with high degree scores watch less television in their childhood and teenage. Another study reveals that different media affects school work differently.

1.3 Impact of Social Media on Business: Business use social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Social media provides the benefit as a communication platform that facilitates two way communications between a company and their stock holders. Business can be promoted through various social networking sites. Social media is the new buzz area in marketing that includes business, organizations and brands which helps to create news, make friends, make connections and make followers. Many of the organization promote their business by giving advertisement on the social media in order to attract maximum users or customers. Customers can connect and interact with business on a more personal level by using social media. If an organization has established a brand, social media may help many organizations to develop their existing brand and give the business an accent.

1.3.1 Positive effects of social media on Business:

1. **Faster Information:** Thanks to digital media, companies can get their information out to the public faster than ever. Instead of printing inserts and waiting for the Sunday paper to announce their sales, companies now can let the world know about an exciting promotion through email, social networking, their websites and Internet ads.
2. **Greater Reach:** Digital media means businesses can reach more customers than ever before. A simple promotion featuring a giveaway or a freebie can earn a business hundreds or thousands of Facebook fans and email and text message subscribers, meaning that the business can send a message to these consumers with just a touch of a button.
3. **Technology:** Using digital media means using new technology both to create and support the media. New technology can be an asset for your business. When you adopt smart phones and laptops in order to use digital media, you also can positively influence other areas of your business.
4. **Options:** Thanks to digital media, businesses now have many more options that they can choose from when seeking to get word out about their businesses. Instead of choosing among a TV or radio commercial or a print advertisement, they can now create media that is a combination of audio, visual, text and interactive media. This mixed media can appeal to a larger audience with differentiated preferences.

1.3.2. Negative effects of social media on Business:

1. **Reveals Company secret or Faux :** Digital media can spread dreadful information about a business just as fast as it can spread good. A video or camera taken with a cell phone or a Facebook status update featuring a company secret or faux pas can go viral within minutes, leaving a business's reputation damaged when business before digital media would have been able to clear up the mess long before it went public.
2. **Spread Faster negative comments:** However, digital media also means that those consumers can reach back. Through negative comments to your Facebook page and other social networking sites, like Twitter and your blog, customers can use digital media to take a complaint that would have otherwise been between the two of you world wide.

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3. **New Technology is Costly:** It is more costly to keep up with the ever-changing technology and may require the creation of new strategists who can think and create digital.

1.4. Impacts of Social Media on Society:

Almost a quarter of the world's population is now on Facebook. In the USA nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow. Thanks to the internet, each person with marginal views can see that he's not alone. And when these people find one another via social media, they can do things — create memes, publications and entire online worlds that bolster their worldview, and then break into the mainstream.

Without social media, social, ethical, environmental and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses. Without social media, social, ethical, environmental and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses. The flipside: Social media is slowly killing real activism and replacing it with 'slacktivism'. While social media activism brings an increased awareness about societal issues, questions remain as to whether this awareness is translating into real change.

1.4.1. Positive effects of social media on society:

1. **Connectivity:** The first and main advantage of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The beauty of social media is that you can connect with anyone to learn and share your thoughts.
2. **Help:** You can share your issues with the community to get help and giddiness. Whether it is helping in term of money or in term of advice, you can get it from the community you are connected with.
3. **Information and Updates:** The main advantage of the social media is that you update yourself from the latest happenings around in the world. Most of the time, Television and print media these days are biased and does not convey the true message. With the help of social media you can get the facts and true information by doing some research.
4. **Noble Cause:** Social media can also be used for the noble causes. For example, to promote an NGO, social welfare activities and donations for the needy people. People are using social media for donation for needy people and it can be a quick way to help such people.

1.3.1 Negative effects of social media on society:

1. **Cyberbullying:** According to a report published by PewCenter.org most of the children have become victims of the cyberbullying over the past. Since anyone can create a fake account and do anything without being traced, it has become quite easy for anyone to bully on the Internet. Threats, intimidation messages and rumors can be sent to the masses to create discomfort and chaos in the society.
2. **Hacking:** Personal data and privacy can easily be hacked and shared on the Internet. Which can make financial losses and loss to personal life. Similarly, identity theft is another issue that can give financial losses to anyone by hacking their personal accounts. Several personal twitter and Facebook accounts have been hacked in the past and the hacker had posted materials that have affected the individuals personal lives. This is one of the dangerous disadvantages of the social media and every user is advised to keep their personal data and accounts safe to avoid such accidents.

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3. **Addiction:** The addictive part of the social media is very bad and can disturb personal lives as well. The teenagers are the most affected by the addiction of the social media. They get involved very extensively and are eventually cut off from the society. It can also waste individual time that could have been utilized by productive tasks and activities.
4. **Reputation:** Social media can easily ruin someone's reputation just by creating a false story and spreading across the social media. Similarly businesses can also suffer losses due to bad reputation being conveyed over the social media.

IV. CONCLUSION

The world is getting closer everyday and everyone wants to be connected. Static blogs and websites are losing popularity. World is moving more towards "information streams". The information comes to users rather than users have to make effort to get the information. It has become routine for every person and with these people are getting addicted with the technology. Social Media has affected various fields in both Positive as well as Negative aspects. The current research shows that in Education field students can get the quality of education, acquire new skills but at the same time he/she may get distracted and addicted by too much use of social media. Social media has helped Teenagers in developing awareness, develop social skills, but has also made violence normal, made everything commercial and also many teenagers are not able to score good in their exams. We can say that social media is a boon for Industries in many ways by fostering information on websites, emails, social networking etc, business can be promoted via Facebook fan following, advertising. In Social media helps Society in connecting each other, provides updated information, helps in social welfare activities etc. at the same time there are many negative effects such as Cyberbullying, Hacking, Addiction of Facebook, twitter, youtube. So the use of social media has many Positive aspects but it should be used in a limited way without getting addicted.

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