

Illeffects on Social Media and Networking

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ABSTRACT: Social media marketing means using platforms such as Facebook, LinkedIn or Twitter to share information with your customers. Many companies use this form of marketing to supplement their online presence, typically a simple webpage or website. While this is a newer form of advertising with rising popularity in the recent years, it has a few negatives. Prior to social media, it was hard for a customer to complain about a product in a public domain. Many times, a complaint would be spread by word of mouth, which could only reach a small group of people. In social media, anyone can post a negative comment on the wall or page of a large company's social media site. While many place controls on their pages to limit damaging posts, some companies do not. One way to combat this is to have a person monitor the site to delete or immediately respond to negative comments in a positive light. For global companies, this is even a bigger issue. Since many consumers are checking their social media sites several times throughout the day, constant monitoring is necessary to prevent hacking, negative smear campaigns and over-use by consumers who are simply trying to sell their product on your page. In this paper we are going to discuss about the reasons, disadvantages, problems ill effects of social media and network.

KEYWORDS: Social media, Illeffects, Advertising, word of mouth, Global companies, hacking, negative smear campaigns, Consumers, Customer.

I. INTRODUCTION

The popularity of the social networking sites increased rapidly in the last decade. This is probably due to the reason that college and university students as well as teens used it extensively to get global access. These social networking sites such as Twitter and Facebook have become a raging craze for everyone nowadays. The negative effects of these social networking sites outweigh the positive ones. These sites have caused some potential harm to society. Social media has changed the way people interact. In many ways, social media has led to positive changes in the way people communicate and share information; however, it has a dark side, as well. Social networking can sometimes result in negative outcomes, some with long-term consequences. The students become victims of social networks more often than anyone else. This is because of the reason that when they are studying or searching their course material online, they get attracted to these sites to kill the boredom in their study time, diverting their attention from their work. Other negative side effects of social networking websites include the following

II. PEOPLE AS PRODUCT

According to e-Marketer, global social networking revenues will exceed \$10 billion 2013. Most social networking sites like Facebook, Twitter, Tumblr, and many others offer their services to members for free, yet still net significant income. In fact, according to Mashable Business, Facebook earned \$1.6 billion in revenues in the first half of 2011, and was on pace to achieve more than \$3 billion in revenues by year end.

If the services are free, then, how do social networking websites earn such staggering sums of money? The answer is that you, the social network user, is the product these online giants sell to generate revenue. According to BBC News, social networking sites are uniquely positioned to make money by matching people to products. Since you generate content on a social networking site that indicates your interests, social and work background, and a great deal of other information about your personal preferences, the social networking sites can target advertisements specifically to you, a service for which advertisers are willing to pay significant amounts of money. I sometimes truly wish that 'tools' such as the iPhone (or any smartphone), laptops, iPads, tablets, etc. hadn't been invented. Sure, they're great, incredibly useful, and fun time-killers. But the way teenagers abuse them, and turn them into mini social control rooms is frankly

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awful.” At first glance, you might think this quote came from a parent or grandparent lamenting on the disadvantages of social networking and how social media has doomed today’s children. This student goes on to write, “The teenage way of life has completely changed from what it was only twenty years ago. Now, there is a dramatic decrease in face-to-face communication, which reduces our generation’s ability to interact with others on a speaking level.”

III. ILLEFFECTS OF SOCIAL NETWORKING IN WORKPLACE

Social networking plays multiple roles in the workplace. Many workplaces use social networking to allow employees to share information with one another throughout the day or while away from the office and to build relationships with one another. Social networking also provides a way for an employer to learn more about potential and current employees. Many social networking sites also allow a company to promote itself online without paying any advertising costs. According to a study by Nucleus Research, companies that allow employees to use Facebook during the work day lose 1.5 percent productivity. With its wealth of applications, games and status updates, employees may find themselves compulsively checking Facebook throughout the day instead of performing work-related tasks. Allowing employees access to Facebook and other social networking sites for business-related activities may have some benefits, but the distractions available on the websites often outweigh any benefits.

IV. ILLEFFECTS OF SOCIAL NETWORKS IN EDUCATION

Students are having a harder time getting to communicate face to face with people, and are losing their people skills, due to that they are spending more and more time talking from behind a screen. The attention to details, attention to pronunciation and grammar, has declined drastically, due to that most of the communication that happens online is not proper. Our ability to retain information has decreased, and the willingness to spend more time researching and looking up good information has reduced, due to the fact that we got used to the ease of accessibility to information on social media. Social Media had become a major distraction to students, causing the overall performance of students to decline, especially the ones who tend to check their Facebook and twitter while studying.

V. ILLEFFECTS OF SOCIAL NETWORKS IN FAMILY RELATIONSHIP

Young adults who have a strong Facebook presence show more signs of other psychological disorders, including anti-social behaviours. This may lead to them not wanting to interact with their parents or share about their day in school. Overtime, a misunderstanding might occur if one party does not explain his/herself clearly. Daily overuse of media and technology has a negative effect on the health of all children, preteens and teenagers by making them more prone to anxiety, depression and other psychological disorders. A teenager with anxiety and depression issues, amongst many others, will tend to react to certain minor issues quite drastically, and if he/she quarrels with their parent over a small matter, the illness could worsen. Facebook can be distracting and can negatively impact learning. Studies found that American middle school, high school and college students who checked Facebook at least once during a 15-minute study period achieved lower grades.

VI. OTHER ILLEFFECTS DUE TO SOCIAL NETWORK

REDUCED LEARNING AND RESEARCH CAPABILITIES:

Students have started relying more on the information accessible easily on these social networking sites and the web. This reduces their learning and research capabilities.

MULTITASKING

Students who get involved in activities on social media sites while studying result in reduction in their focus of attention. This causes reduction in their academic performance, and concentration to study well.

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REDUCTION IN HUMAN CONTACT:

The more time the students spend on these social media sites, the less time they will spend socializing in person with others. This reduces their communication skills. They will not be able to communicate and socialize effectively in person with others. The employers are getting more and more unsatisfied with the communication skills of the fresh graduates due to this reason. The effective communication skills are key to success in the real world.

REDUCE COMMAND OVER LANGUAGE USE AGE AND CREATIVE WRITING SKILLS:

Students mostly use slang words or shortened forms of words on social networking sites. They start relying on the computer grammar and spelling check features. This reduces their command over the language and their creative writing skills.

TIME WASTAGE:

Students, while searching and studying online, get attracted to using social media sites and sometimes they forget why they are using internet. This wastes their time and sometimes students are not able to deliver their work in the specified time frame.

LOW GRADES:

Students get low grades in school due to lack of the desired information and writing skills.

LOSS OF MOTIVATION IN STUDENTS:

The student's motivational level reduces due to the use of these social networking sites. They rely on the virtual environment instead of gaining practical knowledge from the real world.

EFFECTS ON HEALTH:

The excessive use of these sites affects the mental as well as physical health. Students do not take their meals on time and take proper rest. They take excessive amount of coffee or tea to remain active and focused which effects negatively on their health. The overuse of these sites on a daily basis has many negative effects on the physical and mental health of students making them lethargic and unmotivated to create contact with the people in person. The parents should check and balance on their children when they use the internet. They should be on guard whether they are using it for appropriate time period or not. The peers and teachers should also help students make them aware of the negative effects and explain what they are losing in the real world by sticking to these social networking sites.

VII. CONCLUSION

Every year I anxiously await the results of this study. The trends we identified last year have largely been confirmed. The study also gives us an insight into the status of the latest online toys. In my opinion, the main conclusion is that we social media fanatics should take care to remain firmly anchored in reality. Not everyone wants to try every new platform and not all of us are waiting for some obscure software update. On the contrary, the reality is that the average consumer has more or less shaped the social media landscape and structural changes are unlikely in the next few years. Consumers are active on just one or two social networks. They have integrated these sites into their everyday lives and while mobile technology is speeding up this process, this is as far as it goes for now. In each and every category humans are affected by social media and network .so, Every person wants to reduce time to work in social networks and want to use it effectively.

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