

# REVIEW ON IMPACT OF SOCIAL MEDIA ON SOCIETY

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## Abstract

*Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas, images, videos and many more over the internet and in virtual communities. Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, Myspace, and Facebook, Orkut which has made social media a vital aspect of their life. Social networks are transforming the behavior in which youthful people relate with their parents, peers, as well as how they make use of technology. The effects of social networking are twofold. On the positive side, social networks can act as invaluable tools for professionals. They achieve this by assisting young professionals to market their skills and seek business opportunities. Social networking sites may also be used to network efficiently. On the negative side, the internet is laden with a number of risks associated with online communities. Cyber bullying, which means a type of harassment that is perpetrated using electronic technology, is one of the risks. In this paper we cover every aspect of social media with its positive and negative effects.*

**Keywords:** Facebook, Myspace, Social media, Social networking, Twitter.

## I. INTRODUCTION

A social media is a web platform which humans use to construct social networks or social family members with different humans who proportion comparable personal or profession hobbies, activities, backgrounds or actual-lifestyles connections. The impact of social networks on young human beings is vast. it is becoming an increasing number of clear that social networks have come to be a part of human beings' lives [1]. Many adolescent human beings are using their laptops, pill computers and clever phones to test Tweets and status updates from their pals and circle of relatives. Because of the advancement in generation, humans are pressured to accept exclusive life. Social networking web sites can help young people to emerge as more socially successful [2].

Social media is an internet-based shape of recorded conversation. Social media systems permit customers to have conversations, share facts and create internet content material. Social media has distinctive paperwork, together with blogs, micro-blogs, wikis, social networking websites, image-sharing websites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of humans around the world use social media to percentage facts and make connections [3]. On a personal degree, social media permits us to speak with our buddies and family, advantage knowledge of new things, increase your interests, and be entertained. On an expert level, we are able to employ social media to increase or broaden our know-how in a selected field and build our expert community by way of connecting with other experts in our industry [4].

At the enterprise level, social media lets us have a conversation with our audience, benefit customer comments, and increase your brand. Social Media is a revolutionary concept with a totally exceptional possibility with additional scope for improvements. With the advancement of social media many corporations are utilizing this medium to better their practices. With these of social networking we are able to advertise or talk in a more efficient way. Likewise, people don't have to depend on the media or television to get their everyday dose of news; it may all be obtained from a social networking web site. Humans can track or get facts from all over the world.

## II. DISCUSSION

### A. Popular Social Media Sites:

1. **Facebook:** This is the largest social media network on the Internet, both in terms of total number of users and name recognition. Facebook came into existence on February 4, 2004, Facebook has within 12 years managed to collect more than 1.59 billion monthly active users and this automatically makes it one of the best mediums for connecting people from all over the world with your business. It is predictable that more than 1 million small and medium-sized businesses use the platform to advertise their business [5].
2. **Twitter:** We might be thinking that restrictive our posts to 140 characters is no way to advertise our business, but we will be shocked to know that this social media stage has more than 320 million active monthly users who can build use of the 140-character limit to pass on information. Businesses can use Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences. Twitter was founded on March 21, 2006, and has its headquarters in San Francisco, California [1].
3. **Instagram:** Instagram is a visual online networking stage. The site has more than 400 million dynamic clients and is possessed by Facebook. A significant number of its clients utilize it to post data about travel, form, sustenance, workmanship and comparable subjects. The stage is likewise recognized by its remarkable channels together with video

and photograph altering highlights. Right around 95 percent of Instagram clients additionally utilize. Facebook.

4. **YouTube:** YouTube: the biggest and most well-known video-based online networking site — was established on February 14, 2005, by three previous PayPal workers. It was later purchased by Google in November 2006 for \$1.65 billion. YouTube has more than 1 billion site guests for every month and is the second most well-known internet searcher behind Google [6].
5. **WhatsApp:** WhatsApp Messenger is a cross-platform instant messaging client for smartphones, PCs and tablets. This application needs Internet connection to send images, texts, documents, audio and video messages to other users that have the app installed on their devices. Launched in January 2010, WhatsApp Inc. was purchased by Facebook on February 19, 2004, for about \$19.3 billion. Today, more than 1 billion persons make use of the administration to speak with their companions, friends and family and even clients.

## B. Impact of Social Media On Society:

social media can be very influential on society in both positive and negative ways. It gives people a way to stay in touch with people who live far away. It lets people share fun, interesting and informative content. It gives businesses a way to engage with customers. One of the problems, however, is that anybody can share anything, including material that may not be accurate. In some cases, real harm is done when people spread inflammatory, unverified or outright false information. This can harm private individuals, as when someone is bullied online. It can also have a harmful impact on society as a whole. The 2016 presidential election, however, gave us many examples of this problem [7].

## C. The Rise of Fake News Sites:

Social media has made it very easy to spread information quickly. Because Facebook and Twitter timelines move so quickly, viewers don't often verify what they've seen. A great deal of content is also spread through images and memes, which may or may not be based on valid information. Of course, many memes are created to be funny, cute or outrageous. Others, however, are intended to influence our thinking. Huffington Post recently published an interesting experiment that highlights this problem. In the article Bernie Sanders Could Replace President Trump With Little-Known Loophole, Matt Masur illustrated the problem of people sharing content that they didn't bother to verify or, in many cases, even read. In the second paragraph, Masur reveals that the claim of the headline is false. Thousands of people, however, shared the article on social media without reading that far. Of course, most fake news stories don't tell you that they're fake [8].

There are now several categories of what might be called fake news sites. There are satirical sites that publish parodies of news stories. The best known of these is The Onion. However, in the last few years many other sites have appeared. Many don't make it clear that they are satire sites, leading to confusion on the part of readers. As more and more satirical news sites crop up, it can be hard to tell whether a story is real or fake. Of course, when you actually read an article you can usually tell. The problem, however, is that on social media many people just glance at headlines and share links. Many websites publish fake news simply as clickbait. They want people to click on shocking headlines in order to get clicks so they can sell more advertising. There are also sites with a strong ideological slant [9].

These may be extreme right wing, left wing or conspiracy sites. Many of these sites aren't very discerning about publishing "news" stories that back their point of view. A professor named Melissa Zimdars recently published a controversial list of fake news sites. This list mentions several categories of fake news sites that are often linked to on Facebook. Of course, any such list is bound to be incomplete, as new sites are constantly appearing. In some cases, there's also a question of who is qualified to determine what is real and what is fake. Zimdars list has already come under criticism for being biased against conservatives. The fact remains, however, that there are now at least hundreds of fake news sites circulating false information over the internet.

#### **D. The Harmful Impact of Fake News:**

In some cases, false information can have a strong impact on society. During the previous election, for example, many questionable or fake news stories circulated. One example of this occurred close to the election, when a story that tied Hillary Clinton to a pedophilia and human trafficking ring was widely shared on Facebook. It turned out that this originated with a single unsubstantiated post on a conspiracy forum and was then reposted on thousands of other websites. Social media stories, whether true or not, often go viral. The more outrageous and newsworthy something is, the more likely that many people will share it. During a highly-polarized election, people are motivated to share anything that supports their candidate or, more likely, attacks the opposing candidate. This can result in false stories widely circulating. Even if false stories are discredited and recanted, the damage is already done. By the time a retraction is published, millions of people may have already seen the story [10].

It's even possible that the outcome of the election was swayed by fake news stories. The Washington Post recently published an interview with Paul Horner, someone who admits to writing many fake news stories about the election that were widely circulated by Trump supporters. It's really the widespread sharing of fake stories that causes harm on social media. If you're a person or business that shares lots of content, perhaps with the aid of social media software, you should be extra careful. It only takes a minute or two to verify something you see on social media. Consider the source of the story. If you've never heard of it, Google it and see if it's reputable. If you don't have that much time, it's best to ignore it, especially if it has the appearance of something that could be satire, clickbait or propaganda.

By not sharing questionable material you can help to cut down on the proliferation of misinformation and fake news. Facebook CEO Mark Zuckerberg recently announced plans to crack down on fake news. Google has expressed similar intentions. It remains to be seen how effective such efforts will be. Given the scale of social media today, it's probably not possible to completely eradicate false information. It's ultimately up to social media users to be more discerning about what they read, believe and share. Almost a quarter of the world's population is now on Facebook. In the U.S., 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.

### III. CONCLUSION

As the technology is developing, the web-based social networking has turned into the routine for every last individual, people; groups are seen dependent with this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students. Business uses online networking to upgrade an organization's execution in different courses, for example, to fulfill business goals, expanding yearly offers of the organization. Youths are found in contact with these media every day. Social media has different merits yet it likewise has a few faults which influence individuals contrarily. False data can lead the training framework to disappointment, in organizations wrong promotion will influence productivity, online networking can mishandle the general public by attacking on individuals' security, some pointless sites can impact youth that can end up plainly savage and can take a few wrong activities. Last but not least, all the citizens are advised to adopt the positive aspects of social media and avoid negative effects, so that we can avail the benefits of these latest and emerging technologies.

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