
IMPACT OF SOCIAL MEDIA ON LIFESTYLE

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Abstract

In educational institutions and culture today, the influence of social media (SM) or digital media (NM) is undeniably overwhelming. Young people's use of social media has become a way of life and personal activities are made public. Several studies have been carried out on the use of social media by students, its impact on their social behavior, schooling, academic success, as well as the positive and negative effects. For different purposes, students in developed and developing countries are becoming more addicted to social media and its applications. These causes can lead to a shift in both academic and off-academic social and personal lifestyles. Social media research gathers and analyses information from blogs and websites of social media that lets business people make a wise decision. Social media also positively impacts students in recognizing human actions and being greedy and fanatical negatively. For people from all walks of life, social media is therefore used for the purpose of construction and destruction.

Keywords: *Community, Digital media, Lifestyle, Social media, Student, Networking.*

I. INTRODUCTION

Over the years, there has been a drastic improvement in technology. Social media which is mainly for conveying information is essential among students including female students. The growing trend in the World Wide Web (WWW) has increased knowledge acquisition, sharing and transfer of information has become easier than before. . People from all walks of life can now easily share information, pictures and post both motivational thoughts on social media and advert jobs. With the advancement in technology, all these can be convenience time using smartphones, tablets, or personal computers [1]. With this advent of social media globally, many female students have up their games in terms of utilizing the media wisely for more acquisition of knowledge meanwhile, many devote most of their time on things that add no value to their academics such as constant chatting and uploading of different pictures. Social

media simply refers to online tools created for the purpose of interaction and content sharing among people in the community [2].

Young people's use of social media has become a way of life and personal activities are made public. Several studies have been carried out on the use of social media by students, its impact on their social behavior, schooling, academic success, as well as the positive and negative effects, the factors affecting use, ethical use, and many more. Social media, altering social norms and history, is now part of our society [3]. Sharing of knowledge and material is now a common need. How many individuals, including students, particularly female students, connect, communicate and socialize in learning institutions has changed. As most frequently referred to, the new media offers good connectivity, collaboration and sharing of content between students and the rest of society. Students may now engage in social discussions, posting comments, photographs, videos, sharing opinions, and much more [4].

A. Female Students and Social Media

Social media provides pathways between individuals for networking, contact, conversation and interaction. The channels provide gender-wide news and information, believing that SM influences the youth and women involved. Today's world events are influenced by social media, as research indicates that 50 percent of people receive instant news via this medium on a regular basis. The use of social media has, undeniably, influenced social and human emotions. Such emotions can lead to pain, hurt, mental and emotional breakdown, marital crisis, and many more. But there is little research on the impact of social media on the discontinuity of marriage [5].

B. Social Media Impact on Female Students

If used carefully, social media will act as a strong avenue for student collaborative learning. Gross (2004) claimed that the usage of social media has grown so high over the past decades that many perceptions have risen, such as:

1. The prediction of gender social media use as boys seem to spend most of their time surfing the internet while girls talk,
2. The use of social media contributes to teenage depression and loneliness,
3. Teenagers use social media Facebook is one of the styles of social media apps generally used by all ages and careers [6].

For the purpose of linking friends and well-wishers, communicating and exchanging personal ideas, SSM applications can be assessed from devices such as computers and anywhere at any time. In addition, the use of social media such as Facebook can contribute to addictive

behaviors and student dependency that calls for concern. Students' use of social media may also cause self-esteem, depression and sleeplessness issues.

C. Social Media Impact on Social Life Style

The era of knowledge introduced by the change of the Internet has created the world of social or new media. Social media has created an alternate new world of information, communication and interconnectivity that cannot be enabled among students by means of a face-to-face process. There was a new world order. With SM, pressing social problems are debated and answered [7].

Positive Impacts of Social Media on Female Student's Social Lifestyle

1. Social media does not destroy social values and lifestyle.
2. It also encourages female students to get involved in politics.
3. According to the findings, half of the participants affirmed that the usage of social media influences how they fall in love with non-South African men.
4. The use of social media is not regarded as the latest channel for female students to find love, rather they prefer traditional methods.
5. The usage of social media by females has not destroyed their relationship with family, friends and course-mates [8].

Negative Impacts of Social Media on Female Students' Social Lifestyle

1. Social media promotes borrowing of foreign culture and traditions. Gender inequality, rather it promotes it.
2. The use of SM features (calling, chatting, sharing contents, linking links and many According to the findings, half of the participants affirmed that the usage of social media influences how they fall in love with non-South African men.

D. Disadvantages of Social Media

In this report, there are many issues assessed related to social media use in society around the world. Privacy is the number one issue among many ill-used social media and the internet. The improper use of technology, lack of privacy, sharing of private data, and dropping testimony on user pages, vulnerable teenagers for threats and notable risk, based on Palfrey (2010) [4]. The hacker will access users constantly browsing data that the user leaves on the pages, enabling the hacker to be able to acquire the registry data from one site to implement threats. When it comes to social media cyber-attacks, they are cheap, easy to manage, and often have little risk in terms of attribution, but their effect could last longer. The low attribution, based

on Summit and Katheleen (2016), is because in the current network architecture, monitoring cyber-attacks is primitive. In addition, the lack of enforcement provisions in universal law makes cybercrimes difficult to argue, even though identification is recognized, and thus, attribution is merely a hindrance [9].

E. Impact of Social Media on Society

As we all are aware, social media has an enormous impact on our society. Many of the social media sites are most popular on the web. The way people connect and socialize on the web has been influenced by certain social media sites. Social networking sites provide individuals with the ability to reconnect with their old friends, peers, and mates. It also enables individuals to make new friends, exchange information, images, audios, videos, among them. Social networking even alters a community's lifestyle. In September 2014, 52% of online adults used two or more social media platforms, according to a survey conducted by the Pew Research Center. 60% of Facebook is used by more than half of online adults aged 65 and over, comprising 31% of all seniors. 53 percent of young adults between the ages of 18-29 use Instagram and half of Instagram users (49 percent) use the website on a regular basis. The proportion of internet users using LinkedIn for college education surpassed 50 percent. In comparison to 13 percent of online men, 42 percent of online women now use the site [10].

II. CONCLUSION & DISCUSSION

This unique study carefully explores the effect of social media use on female student lifestyles, amid studies on social media and its cultural influences with less emphasis on female students. The research was able to uncover numerous positive and negative effects of the use of social media as a result of developments in digital technology. The highlights of the results include the following; social media refines how women students think, connect, engage, and fall in love, their social lifestyle, and many more. Reasonable guidelines have been made, including: making social media culture focused, female students spending less time on social media to prevent addiction, female students should restrict believing in anything they read and watch on social media platforms, and people should stop making abusive comments and sending immoral videos on social media.

III. REFERENCES

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