
INFLUENCE OF SOCIAL MEDIA IN TODAY'S LIFESTYLE

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Abstract

Man is a social animal, he cannot live in isolation, so his actions affect not only him but society in general, and society affects a man in so many ways. Using mass media, the behaviors and habits of people can be changed. For starters, many of us have mistaken or incorrect notions about different diseases, such as leprosy or HIV/AIDS. This paper gives a brief definition of what media is and what are the effects of media on society. During the course of this literature various types of Impacts of media on the individual, his family and society are highlighted. Social media contributes to an online statement that attaches to a cluster of communities, who network and share the information. There are well known social media like Facebook, Wikipedia, twitter, Google+, Pinterest, LinkedIn, Instagram, Tumblr and reddit. They are all social networking websites where users can share their information to the public.

Keywords: *Information, Message, Society, Social media, Youth, Networking, Influence, Impact.*

I. INTRODUCTION

Human beings express their nature by creating and recreating an organization which guides and controls their behavior in many ways. This organization liberates and limits the activities of men, sets up standards for them to follow and maintain. Whatever the imperfections and tyrannies it has displayed in human history, the satisfaction of life is an essential condition. This organization which is responsible for fulfillment of life of every person is called society. Man has suffered from one or the other problems in every culture [1]. Men often face different problems in modern societies and their conduct is influenced by several factors, one of them is the media. Media is the plural of the medium of the term. The media are the vehicles or networks used to disseminate information, entertainment, news, education or promotional messages [2].

Each broadcast and narrow casting medium, such as television, radio, newspapers, billboards, emails, mobile, fax, internet, etc., involves media. A significant proportion of our leisure time is occupied by the mass media: on average, people spend 25 hours a week watching television,

and they still make time for radio, movies, magazines and newspapers. For teenagers, it takes a similar amount of time to watch television than that spent in school or with family and friends. Although education, home and peers are all recognized as significant socializing factors on children, the potential impacts of the mass media are surrounded by a large controversy, and results both in favor and against impacts are contentious. The question of effects is typically raised with an urgency deriving from a public rather than an academic agenda and with a simplicity which is inappropriate to the complexity of the issue [3].

As if a pro-effects view presumes the population to be a gullible mass, cultural dopes, vulnerable to an ideological hypodermic needle, and as if television was being suggested as the primary cause of a variety of social activities, the likelihood of media impacts is also seen to threaten individual respect and autonomy. Such a stereotyped view of research continues to pose an alternate view of imaginative and educated audiences making critical decisions on what to see as similarly stereotyped [4].

A. Mass Media Can Help In Change: -

Using mass media, the behaviors and habits of people can be changed. For starters, many of us have mistaken or incorrect notions about different diseases, such as leprosy or HIV/AIDS. Many of us think that we would be affected by touching people who suffer from these diseases. You may have heard or read announcements on radio or television programmers that tell us that we are not contaminated by touching an HIV/AIDS patient. Similarly, there are special campaigns and messages disseminated through the media to prevent polio. They remind people of the need to give children polio drops and about the day that is declared a "Polio-day" [5]. Special plans are made to provide as many children as possible with polio drops on the day of polio. Shift would mean things for the better as well. When old procedures and equipment are modified and modern, improved and more effective means are used, the idea of a country's growth is again a matter of transition. In communicating this transition, the mass media plays an important role. By giving the required knowledge, and sometimes skills, the media can help bring about this change. You can ask yourself if the media can teach skills. Mass media like television can demonstrate and show how things work. You would have seen on television how a certain dish is cooked using modern kitchen equipment [6].

B. Mass Media have made the World Smaller and Closer: -

The speed of the media has contributed to bringing people closer to the world. Let us look at an example. You feel like you are part of the crowd in the stadium when you watch a cricket match between India and another country in England, Australia or New Zealand, live on television. Events occurring everywhere, joyful or sad, can be seen online. We sometimes assume like one big family is the whole world. Perhaps you have used the word "global village." It means the entire planet is becoming a village and shrinking. We see the same items such as soft drinks, television, washing machine, refrigerator, etc., and the same kind of

commercials everywhere we go to every part of the world. Similarly, the World Wide Web and internet have brought people and countries much closer [7].

C. Mass Media Promotes Distribution of Goods: -

The consumer sector uses mass media to educate people through advertisements about their goods and services. Without ads, the public would not be aware of the different goods (from soup to gasoline, TV sets to cars) and services (banking, insurance, hospitals, etc.) available on the market and their costs. Mass media is therefore benefiting businesses and customers.

D. Entertainment and Informative: -

Mass media is one of the best means of recreation. Television, radio, internet are the best means of entertainment and extremely informative. Social media keeps us up to date with the happenings around the world [8].

E. Social Impacts of Media: -

The mass media occupy a high proportion of our leisure time: people spend, on average, 25 hours per week watching television, and they also find time for radio, cinema, magazines and newspapers. For teenagers, it takes a similar amount of time to watch television than that spent in school or with family and friends. Although education, home and peers are all recognized as significant socializing factors on children, the potential impacts of the mass media are surrounded by a large controversy, and results both in favor and against impacts are contentious. Usually, the issue of effects is posed with an urgency derived from a public rather than an academic agenda and with a simplicity that is insufficient to the complexity of the problem [9].

As if a pro-effects view presumes the population to be a gullible mass, cultural dopes, vulnerable to an ideological hypodermic needle, and as if television was being suggested as the primary cause of a variety of social activities, the likelihood of media impacts is also seen to threaten individual respect and autonomy. Such a stereotyped view of research appears to provide a similarly stereotyped alternate view of reasonable decisions made by imaginative and educated audiences on what to see. Overview articles often describe a history of progress over the past seventy years of research which alternates between these two extremes -- first we believed in powerful effects, then came the argument for null effects, then the return to strong effects etc. -- a history whose contradictions become apparent when old research is reread with new eyes [10].

F. Media effects: a matter of change or reinforcement: -

If by media effects, we mean that exposure to the media changes people's behavior or beliefs, and then the first task is to see whether significant correlations exist between levels of exposure and variations in behavior or beliefs. 'Change' theories -- on which this chapter will focus --

generally presume that the more we watch, the greater the effect. Most research does show such a correlation (Signorelli & Morgan, 1990), albeit a small and not always consistent one. The next problem relates to the course of causality. For example, researchers may question whether more aggressive people prefer to watch violent programming, whether violent programmers make viewers aggressive, or whether certain social factors both make people more aggressive and lead them to watch more violent television, after finding that those who watch more violent television appear to be more aggressive. The impact tradition has traditionally followed an experimental approach to solve this problem, arguing that individuals can be randomly assigned to experimental and control conditions only in controlled trials, thereby adjusting for all other variables in the situation [4].

Causal inferences about any observed association between the experimental manipulation and the resulting actions can only be drawn then. Some scholars make a bidirectional claim in research on media abuse, concluding that evidence exists for both selective exposure and media impact. Undoubtedly, many viewers tend to watch violent or stereotyped programmers selectively. It does not; however, necessarily follow that the viewing of such programmers does not have any effects or that inspired viewers will effectively undermine any potential effects. Many are particularly concerned about the impact of programmed violence on children and so-called disadvantaged individuals [3].

II. CONCLUSION & DISCUSSION

In this paper discussed various positive and negative impacts that today's media has on society. Find that a major chunk of youth is using social media networks more than 5 hours a day resulting in decreasing their general health in general and mental health in particular. We also found that the media is playing both constructive as well as destructive roles on one hand it has lots of advantages but on the other hand it has lots of disadvantages and at the end it's up to the individual and society to decide which ones to use.

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