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The Real Impact of Social Media and its accelerating pace

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Abstract

In the new era of modernization, Social Media particularly in the last decade has remarkably transformed our ways of seeing, understanding and perceiving Social Reality and enabling us to make sense of our own identities in the larger tapestry of relationships. Thus Social Media embodies latency within itself having potential to manifest and bring forth huge change. The power of Social Media like any power comes with the choices of either harnessing it for positive and making our lives better or making its usages in such a manner which impacts and puts constraint to our lives in a negative manner. The Paper tries to analyze the ways in which social media today has made an irreversible impact in various fields of our lives along with its consequences.

Keywords: Social Media, education, change, Society, Transformation, Addiction, modernisation

INTRODUCTION

Social media plays an important role in one's life right from shopping to electronic mails, education and business tool, educational presentations etc. It also plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can express view and easily connect with each other. They are relatively inexpensive and widely accessible and they also facilitate to publish

information, access information, collaborate together and build a new relationship, downloading internet content, purchasing online goods, studying and reading e-books. The social networking sites like Twitter and Facebook have emerged as key tools for news, journalists and their organizations. These sites have become a day to day routine for the people.

IMPACT OF SOCIAL MEDIA ON VARIOUS FIELDS

Impact of Social Media on Education

Most of the college students use social networking sites. Latest technology has shown a rapid development by introducing small communication devices which can be used for accessing social networks any time anywhere. These gadgets include pocket computers, laptops, iPads and even simple mobile phones which support internet. For the purpose of education, social media has been used as an innovative way. But students should be taught to use this tool intelligently for education since media is not meant just for messaging or texting rather it should be used to learn and figure out solutions for all educational problems. Social media has also increased the quality and rate of collaboration for students. Students use social media to communicate or share information quickly with each through various social networking sites like Facebook, Orkut, and Instagram etc.

Students can also do practical online work instead of doing paper work. They can use this media to write blogs to improve their knowledge and hone their educational skills and participate in online examinations which play an important role to enhance knowledge. Teachers can also use electronic media for themselves to enhance their knowledge and communication skills. In

India the two traditional reasons for using Internet is Mailing and Surfing and the social networking sites are growing too fast to gain popularity but they definitely haven't reached the expectation of global scenario.

Positive Effects and Negative Effects of Social Media on Education

As far as the positive effects of Social media is considered it paves way for students to effectively reach out to class ventures, bunch assignments or homework assignments. They can also take interest in expressing their thoughts easily on social media. Teachers may also post on social media about class activities, school events, homework assignments which will be very useful to the students. The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity. Social media marketing has also emerged as an excellent career option. It prepares young workers to become successful marketers.

Apart from all the main concern is the kind of distraction to the students in the classroom and also during Self Studies. Posting personal inappropriate information on online sites is the biggest breakdown these days on social media which may lead the students to the wrong path. Students have started losing their ability to engage themselves for face to face communication

and they completely rely on social media for all kinds of information without even looking at its authenticity.

Impact of Social Media on Business

Social media is the upcoming area in marketing which helps to create news, make friends, connections and followers for all kinds of business, organizations and brands. Social media is used to enhance an organization's performance, to accomplish business objectives, increasing annual sales of the organization and making the business more profitable. Social media provides this benefit to the organisation by acting as a communication platform to facilitate two way communication between the company and the stock holders. This is facilitated by giving advertisement to attract maximum users or customers who can connect and interact on a more personal level. For all the established brands of organisation, social media also helps in developing the network for the brand and give the business a global voice because every brand has a certain percentage of target section of online users. The company can depute design teams to invent new ideas to achieve goal. Professional Networking Sites like LinkedIn helps business by connecting with experts who can share strategic plans and help in growth.

Positive and Negative Effects of Social Media on Business

Social networking sites help to make new customers by advertising and promoting their brands and by the likes and dislikes of audience, improvements can easily be implemented. This helps in enhancing market insight and stretching ideas to get a global range of customers with little to no budget.

But social media is not entirely risk free. Many followers can post their negative opinion about an organization which can lead the organizational marketing strategies or a particular brand to failure. Even a wrong brand strategy can be a huge social disadvantage. They can also fall victim to hackers. Moreover getting involved with Social Media is very time consuming so organization must depute person to always bolster the pages and profile with significant substance who can continuously measure the results of social media advertising.

Impact of Social Media on Society

Social media has an enormous impact on our society. It actually changes the life style of the society. Many of the social media sites are most popular on the web wherein people communicate and socialize. Social networking sites render the opportunity for people to reconnect with their old friends and colleagues. It also helps people to make

new friends, share content, pictures, audios, videos amongst themselves.

Positive and Negative Effects of Social Media on Society

Social Media helps to meet new people and share ideas beyond the geographical boundaries, caste, community and religion barriers. It provides open opportunities for all writers and bloggers to connect with their clients and unite people on a huge social platform to achieve specific goals of bringing about positive change in the society. Social media provides Online Awareness Campaigns, promotes advertisement articles, shares current news which helps the society to be upto date with the current information.

On the contrary Social Media also makes people addicted to it as they spend a lot of time in social networking sites which diverts their concentration and focus level away from their goals and also weakens social ties. Sometimes certain photos, videos on media can adversely affect the behavior of kids or teenagers as they can be used for inappropriate purposes which can lead to societal abuse.

Impact of Social Media on Youngsters

Nowadays social media has become a new set of cool tool for young people. Day to day life of youngsters is woven around social media which is impacting their behavioural

and academic standards. They are continuously in conversation and communication with new friends and new groups through various media and devices. Along with being in contact with known friends they also get along with unknown people through social networking sites, instant messengers etc.

Positive and Negative Effects of Social Media on Youngsters

Social media helps youngsters to stay connected with each other for gathering useful information which can be exchanged over social networking sites. During Adolescence Stage and in this critical transition period teenagers and their parents can easily get advice and information. Youngsters can rely to a certain extent on social media for getting the answers related to their career objectives and then accordingly they can plan for higher education.

But one thing every frequent user of Social Media has to remember that "Strangers" are not easily recognised in this field. Sharing details with "Strangers" can lead to heinous crimes. There are many cases registered in police station where adults target young children and lure them for engaging in crime. Apart from this mostly youngsters waste a lot of time in chatting which adversely affects their health and curtails their academic performance level.

CONCLUSION

With the growing power of technology, social media has become an addiction for everyone. Though the impact of Social media is different on different sections of society but it has definitely increased the quality and rate of collaboration for students. Business uses social media to enhance its performance, to accomplish business objectives, increase annual sales of the organization, attract new clients etc. In spite of all the positive and negative impacts of Social Media it has to be kept in mind that any irrelevant information shared on this public portal can lead the system to failure, affect the productivity, abuse the society, invade on people's privacy, negatively influence youth to get engaged in violent activities. Use of social media is beneficial only if it is used in a limited and intelligent way without getting addicted to it.

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