A Study the review of effect of Social Media on Societies

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Abstract - The term "social media" refers to a group of online communication channels devoted to fostering participation, engagement, the exchange of ideas, and collaboration among members of a certain community. This review's overarching goal is to provide specifics on the societal effects of social media. Previous research shown that social media can have both beneficial and negative effects on individuals. The positives outcomes are better socialization and communication; increased educational possibilities; and better access to health information. Social media can have a negative impact on society in the form of depression, anxiety, bullying, terrorism, or other criminal activity.

Keywords - Social Media, Society, Social Networking, Facebook, Twitter, Whatsapp

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INTRODUCTION

In the present era, social media is widely used, especially by young people [Evelyn D. 2016]. It has been claimed that 89 percent of users between the ages of 16 - 27 are on social media, according to the most recent figures. If you'd like to connect with others, you can do so through a web-based application called a "social network." The user can post blogs, communicate, share photos and videos, and more on this site. The majority of today's youth use social media to keep up with the latest news, communicate with friends, and, most importantly, have fun [Akashdeep Bhardwaj 2017.]. For a long time, the primary purpose of corporate social networks was to facilitate communication between employees and their coworkers and clients. However, this time, it included close family members as well. The fact that it's so widely available means that it's frequently used. Despite the fact that the actions have had a major effect on society, particularly among youth.

Many experts have grown interested in analyzing the emergence of social media & its effect on society as a whole during the past few years. Social media has been useful in a variety of fields, but it's also proven problematic in others. Social media is a new concept that has the potential to revolutionize the way we communicate and collaborate. Many organizations are taking advantage of social media to improve their processes as it has grown in popularity. It's easier to market and communicate with one another these days thanks to social media. Social networking sites like Facebook and Twitter mean that individuals no

longer have to rely on traditional media like newspapers or television to get their daily dose of news. Almost anywhere in the world can be tracked or accessed for information.

POPULAR SOCIAL MEDIA SITES

Facebook

There are more users on this site than any other social media network, as well as a greater brand recognition. A decade after its founding on February 4, 2004, Facebook now boasts more than 1.59 billion monthly active users, making it one of the best platforms for bringing customers from around the world together with your brand. A current study conducted by S. Shabnoor found that More than a million small & medium enterprises use the platform to advertise their business, as is typical in the world of online marketing.

Twitter

This social media platform boasts more than 320 million active monthly users who can make the most of the 140-character constraint to spread the word about our products & services, even if we don't like it. Using Twitter, businesses can engage with potential customers, respond to their inquiries, share new information, and place ads that are specifically targeted at certain demographics of people on the network. Since its

inception on March 21st, 2006, Twitter has had its corporate headquarters in San Francisco.

Google+

Nowadays, Google+ is one of the most prominent social media networks. It's a must-have for any small business because of its SEO worth. The launch of Google+ took place on December 15th, 2011, and as of December 2015, it had 418 million active users.

YouTube

On February 14, 2005, three former PayPal employees launched YouTube, the world's most popular video-sharing website. Google later bought it for $1.65 billion in November 2006. More than one billion people visit YouTube every month, making it the second most popular search engine after Google. [Bin Zhao (2011)]

Pinterest

When it comes to social media networking, Pinterest is often seen as a newbie. On these electronic notification sheets, groups can stick their materials to share with the general public. In September 2015, Pinterest announced that it had attracted 100 million users. Businesses that cater to women should invest in Pinterest because the majority of its visitors are female..

Instagram

Instagram is a platform for visual networking on the internet. Facebook owns the site, which has more than 400 million active users. Many of its users use it to submit information about travel, fashion, food, craftsmanship, and other related topics. Ahmed Mahmoudi, Ph.D. The stage's extraordinary channels, as well as its video and photograph-altering features, are very well-known. Over ninety-five percent of Instagram users are also active Facebook users.

Tumblr

Tumblr is one of the most difficult to use informal communication platforms, but it's also one of the most fascinating places on the internet. A variety of post types are available, including citations, talk, video & photograph and sound posts, so you're never limited in the content you can share. Reblogging, that is more like retweeting on Twitter, is quick and easy to do. In February 2007, David Karp founded the long-range informal communication site, which now has more than 200 million sites.

Flickr

Flickr, pronounced "Glint," was created by Vancouver-based Ludicorp on February 10, 2004 and acquired by Yahoo in 2005. It is a platform for

sharing images and videos online. Shared and installed images of the stage are well-known to clients. As of this writing, [S. Willium 2012] Flikr had more than 112 million users and a global presence in more than sixty countries. On Flickr, millions of photos are uploaded every day.

Reddit

As a social media content duration platform, this one allows users to curate and publish their own social media material. Voting entries up or down on the site's pages can also be used by customers to organize and determine their position on the page. Entries with the most votes are displayed on the primary page with the most relevant information.

Snapchat

When Reggie Brown, Evan Spiegel, & Bobby Murphy were undergrads at Stanford University, they created Snapchat, an image-sharing application training tool. In September 2011, the app was officially released, & within a short period of time, they've accumulated a daily average of 100 million active users. Snapchat is used by more than 18 percent of all social media clients.

WhatsApp

Apps for smartphones, PCs, & tablets are all supported by WhatsApp Messenger. An Internet connection is necessary to use this app's features such as sending photographs and videos to other users who have the app installed on their devices. As of February 19, 2004, Facebook acquired WhatsApp Inc. for around $19.3 billion. Since its inception, the administration has been used by more than a billion people to communicate with loved ones and even clients.

BizSugar

BizSugar is a platform for entrepreneurs, corporation visionaries, & directors to connect with each other. Formed by DBH Communications in 2007, the site was later purchased by Small Business Trends LLC, a distributor of award winning business products, in 2009. Clients can use the stage to post recordings, articles, blog posts, podcasts, and more. Customers can also see and vote on other people's submissions.

Delicious

In 2003, Peter Gadjokov & Joshua Schachter founded this site, which was purchased by Yahoo in 2005. Delicious predicted that it will have 180 million bookmarks and more than 5.3 million users by the year's end. When Delicious Media

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announced in January that it had acquired the administration, it was widely reported.

IMPACT OF SOCIAL MEDIA ON MEDICAL AND HEALTH

As Health Care Professionals, we have access to a wide range of social media platforms that allow us to communicate with patients, students & colleagues as well as the general public. As health care professionals, we have the capacity to enhance health outcomes, build a professional network and keep up to date on the latest news & discoveries, motivate patients and provide health information to the public.

To keep up with the latest medical developments, research, and discuss patient concerns with fellow doctors and colleagues on the internet, physicians routinely join online forums. A wide range of topics can be discussed, including as practice management issues, making referrals and distributing research. They can also participate in health advocacy. Additionally, a big number of doctor's usages social media to communicate with their patients in order to provide better care. Since social media has a specific impact on healthcare systems, both developed as well as underdeveloped countries are affected. More people can benefit from better healthcare thanks to the work of healthcare consultants, who improve the quality of care while also giving their clients, their families, or their communities a boost.

A. Positive Effects of Social Media on Health

Prescriptions from doctors can be given to close family & friends, as well as coworkers.

- You can consult with a doctor online at any moment.

- A variety of diseases & symptoms are discussed among friends, family, and coworkers.

- Information availability in emerging countries.

- Mutual support & accountability in health-related internet communities.

- Help for medical causes.

- Prioritizing the most critical situations for medical attention.

- Increasing consumers' sense of responsibility.

- Health researchers will have access to more information.

B. Negative Effects of Social Media on Health

- Incorrect self-diagnosis

- Potential breach of privacy

INFLUENCES OF SOCIAL MEDIA ON SOCIETY

Social media, as we are all aware, has the potential to have a major impact on our society. Some social media sites have revolutionized the way people communicate & interact on the Internet. Individuals can reconnect with former friends, partners, and mates via person-to-person communication venues. Individuals can reunite with old friends, partners, & mates at person-to-person communication venues. It also encourages people to make new friends and to share content, images, sounds, and recordings with one other. In addition, societal norms are shifting as a result of the rise of web-based social networking.

A. Positive Effect of Social Media on Society

Connectivity – Connectivity is the primary advantage of social networking. People from all around the world can communicate with each other at any time. Regardless of where you are or what faith you practice. That anyone may connect with you to learn & share their opinions is what makes social media so appealing.

Education – Students and educators alike gain from social networking in a variety of ways. With the help of social media, it's simple to learn from people who are experts & professionals in a given area. Anyone can be followed to learn from and expand one's knowledge in any subject area. We all have the ability to educate themselves for free, regardless of where we live or what our educational background is.

Help – You can share your problems with the group in order to receive support & inspiration. When it comes to financial assistance or advice, the organization you belong to will be able to assist you.

Information and Updates – Because it keeps you up to date on global events, online social networking is a great way to stay informed. Nowadays, television & print media are frequently one-sided and fail to convey the true meaning of what is being said. You can receive the real facts and data by doing some research with the use of web-based social networking.

Advertising – In order to reach the broadest possible audience, we can disseminate information about our company's offerings. Everybody is out there, and you have the power of

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promotion. It will help the company make more money & accomplish its goals.

Noble Cause – It is possible to utilize social media in a good-hearted manner. Social media is increasingly being used by the public to donate to those in need, and it is a convenient way to do so.

Helps in Building Communities – People from different faiths & cultures can interact to talk & share similar topics because our globe is diverse.

- There is no longer a need for traditional marketing methods like radio, TV advertisements, or print adverts. Company can reach their intended clients for free by utilizing social media. The only expenses are the businesses' own time and effort.

- Social media platforms like Twitter, Facebook & LinkedIn have attracted a lot of attention as a potential communication option for bloggers, authors, & content providers.

- Every blogger has been given the opportunity to connect with their well-informed consumers through these long-distance informal communication destinations, which have opened the door for all bloggers to associate with their well-informed customers to share your talent & articles.

- People of all levels of expertise, including students, have the ability to discuss & exchange information with others of a similar interest.

- Social media facilitates the meeting of persons with whom one would not otherwise have come into contact.

- Using social media, people from all over the world may communicate and exchange ideas.

- It gives all writers & bloggers a chance to communicate with their customers in an open environment.

- It facilitates the fulfillment of specified objectives by bringing people together on a large stage. As a result, society as a whole benefits.

B. Negative Effect of Social Media on Society

Cyber Harassing – Many young people have fallen victim to cyberbullying in recent years, according to a study released by PewCenter.org. Because anyone can build a fake record and do anything they want online without fear of being tracked, it has become

quite simple for anyone to scare people online. Population annoyance & commotion can be caused by disseminating threats, intimidating messages, and rumors to the general public.

Hacking – Security & privacy could be compromised by hackers on the Internet. Hackers have gained access to Twitter & Facebook accounts in the past, and they've shared content that had a significant impact on the victims' lives.

Addiction – Individual lives can be ruined by the addictive nature of online networking. In addition, it wastes people's time, which could have been better spent on other productive activities & workouts.

Fraud & Scams – There are several examples of people committing fraud & scams on the internet.

Reputation – The spread of a fabricated narrative on social media can do significant damage to a person's reputation.

It induces a state of awe. Spending a long time at a social event can divert one's attention away from completing a certain task. Rather than absorbing the real-world knowledge and skills that come with living day-to-day, they are heavily reliant on technology and the internet.

Children can have a profound impact on the world when given the opportunity to communicate with others directly. The reason for this is that people occasionally post images of cruelty & sex on social networking websites like Facebook & Twitter, which might have a negative impact on children's behavior.

Another negative of web-based social networking is that users divulge too much personal information, which can pose a risk to them. Even if you have your privacy settings as tight as possible, your personal information may still be exposed to third parties. It should just take a few seconds to duplicate your status & download your recordings or images.

SOCIAL MEDIA USAGE RISKS

Social Media & Psychological Issues

Several examples of how social media, particularly Facebook, can cause mental health issues. We know that social media has harmful effects on people's lives, leading them to over-analyze & critique themselves as well as their own problems.

Facebook Depression

People who spend an excessive amount of time on social media sites like Facebook and then exhibit traditional symptoms of depression have been dubbed "Facebook depression," according to a

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number of studies (Jackob 2015). It's crucial to have a strong social network in order to have a fulfilling & rewarding life. Some people may become depressed because of the intensity of the online environment, which necessitates regular interaction. Social isolation is a problem for those with Facebook depressive disorders, and they may seek out "help" on dubious websites and blogs that promote substance misuse, unsafe sexual practices & aggressive and self-destructive activities. In the words of Jackobs (2014),

Social Media & Anxiety

For many people, social media is a source of stress, in addition to the melancholy & anxiety it can cause. According to a survey of 7,000 mothers, 42 percent of mothers who use the photo-sharing site report experiencing occasional stress. Depression & anxiety can be caused by social media in two ways. Depression & anxiety can result from long-term stress. The stress hormone cortical is released when you're continually on the lookout for fresh social media messages, that activates your fight-or-flight limbic system (Jackobs, 2014) In the opinion of jackob, A primary reason for this is that social media encourages us to put on a mask of happiness & success that hides our real struggles and leads to a false sense of intimacy & connection. As a result, in order to be accepted, we put on absolutely pleasant and stylish veneers in our online personas. It's because of this that our online personas don't reflect who we really are, but rather how we'd like to be seen.

Social Media & Catfishing

Real-life relationships begin to deteriorate when people spend so much time on social media that they lose touch with each other (Saedi, 2012). Forcing ourselves to spend more time on the illusion of social media means that our most vital relationships with loved ones & close family members are put at risk. A "catfish" is a person who creates a phoney social networking profile, & act of "catfishing" is the act of befriending strangers on the internet while using a false or stolen identity. A dishonest conduct that has wrecked marriages, relationships, & emotional health of countless people.

Social Media and Criminal Activities

The following are some examples of illegal activity linked to social media:

Social Media and Bullying

In the last several decades, cyber bullying has become a big problem among young people because it allows its victims to publicly humiliate them in front of their peers. At its most basic, bullying is a violent and often repeated act perpetrated against someone who is unable to protect himself or herself (Bannink

et al., 2014). 'Cyber bullying', according to Campbell, 2005, is a new form of bullying that has evolved with the widespread use of the Internet & mobile phones. Bullying that takes place via the Internet, in particular on social media, is known as "cyberbullying".

Social Media & Terrorism

Terrorist organizations are quick to utilize social media as a tool for their attacks. Islamist extremism has been on the rise in Muslim-majority nations as well as Europe, Russia, & United States in recent decades. They are utilizing social media to acquire information, attract new members and fundraise for terrorist groups (Weimann, 2008).

Terrorists began using the Internet, as according Weimann, over 16 years ago. Since then, the number of terrorist web sites being monitored has risen from 12 to over 9,800, according to Weimann's estimate.

Social Media & Criminal Activities

It is imperative that we look at the various profiles of new recruits so that we can establish a relationship between terrorism & social media (Bhui et al, .2014). Isolated individuals are among the most likely to join extremist organizations. People with mental illnesses like depression fall into the second category, while others join terrorist organizations because they want to feel important. Because of the aforementioned psychological problems including sadness, loneliness, & unstable personality, terrorist organizations are able to recruit new members far more easily. Emotional problems can arise from a variety of sources, as the preceding sections have shown. As a result, social media can be seen as both a tool utilized by terrorist organizations and a possible recruiting tool for those organizations (Weimann, 2008).

CONCLUSION

Social media allows people to construct fake identities & superficial connections while also causing sadness, in my opinion, despite the advantages of rapid information exchange. Facebook & WhatsApp are the most popular social media platforms among young people. In each positive & negative ways, it has affected its consumers. A person's decision on whether or not they're willing to accept the negative consequences or minimize their use is up to the individual. We are all exposed to a gradual breakdown of social cohesion & destruction of our traditional values unless we take responsibility to constantly appraise our comprehension of social media & its impacts with what is happening in the world. This research explores the harms of this

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uncensored & unmonitored new medium of communication.

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