

## Impact on Social Media

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**Abstract - Social Networking is a current popular trend amongst college students, businessmen and professionals. It is an electronic word of mouth media. Social Networking has had a great impact on society, since its inception.. The rise and wide spread of Internet and the fast growing consumers' digital media use led companies occupied in different business sectors to think about a new way of communication with customers. Social Networking is among the fastest growing online tools for reaching the consumers Social Networking is becoming an important part in peoples' lives as can be seen from the recent marketing approaches done in that sphere. The world spends above 100 billion minutes on Social Networking networks and blog sites. The purpose of this study is to analyze the impacts of Social Networking on society. This work examines the effect of Social Networking and its impact on society.**

**Index Terms**—Internet, Social media, SSN benefits, Society, Digital Divide.

### I. INTRODUCTION

Interacting with friends and family has been a habit of humans for centuries. Communications strengthen relationships. When direct discussions are inconvenient, humans have invented many creative solutions. Social Networking is such an invention of a concept that provides instant communication across geographical distances. Social Networking has gained popularity worldwide in recent years; however, the concept is not new. During the mid-90's, when personal computers were being sold in a boom, users were also attracted to service like chat rooms, newsgroups and instant messages. Social Networking like Facebook, Instagram, Twitter and You Tube are means of socializing on Internet. Social Networking offers the ability to form a group

for like-minded people to work together. A study h analysed the reasons for Facebook usage and found social interaction, professional advancement, and entertainment as the reasons for using Social Networking [1]. In education, Social Networking allows students to exchange ideas about assignments [2]. School blogs are used to reinforce English, skills and creativity. Social Networking is also an excellent marketing tool. Research outcomes have found that many Social Networking websites are being utilized by companies to communicate with customers, thus using it for their business [3]. Further, social networking sites are used to spread information faster than traditional news outlets or any other form of media. Everyday examples of Social Networking sharing are seen in the emergency alerts or missing persons' photos. Facebook, has 1.4 billion users around the world, nearly a fifth of the world's population, thus helping us to better understand, learn and share information instantaneously making the world look like a small village. However despite these benefits, Social Networking has brought about detrimental side effects to society. This work details and analyses the impact of Social Networking on society based on multiple factors. Figure 1 depicts the Usefulness of Internet and Social Networking.

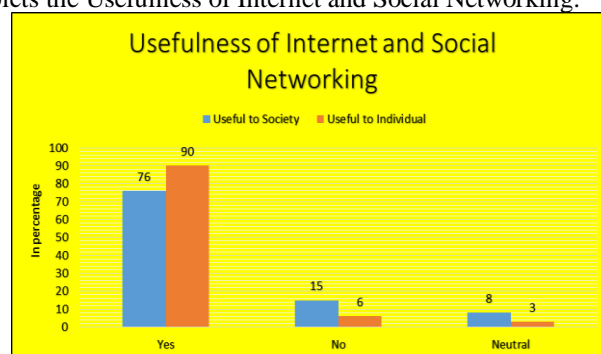


Fig. 1 – The Usefulness of Internet and Social Networking

## II. KEY CHALLENGES IN SOCIAL NETWORKING

Social Networking which plays a vital role in communications poses major challenges. The primary challenge posed by the Social Networking is the privacy, since most people restrain themselves from dialogues for fear of losing their privacy. Creating special provisions for people with disabilities on social networking is another challenge. Commercial advertising on Social Networking may have porn content. If formalities of censorship and restrictions are not imposed, it can collapse young minds and cause greater issues. The issue of porn content on web and social networking is one of the vital challenges posed. The terms of agreement in most Social Networking are vague while creating a new account. These pose a direct threat, as social networking websites get an agreement accepted by the users that their information can be used by the owners of the Social Networking sites. Social Networking sites pose threat to the security of personal information as hackers can easily get hands on sensitive information. Recently, an Indian parliament member's social networking account was hacked. The identity of the individuals who join social networking sites are mostly counterfeit, thus Social Networking turns to be an easy way of deceive people with the help of technology making it a major challenge in avoiding them. Social networking can also be misused, as it has the power to change the information flow on instant basis and this may not operate in best interest of the people or democracy. It can turn ant democratic, for example rioting in parts of UK was fuelled by the use of Social networking [4]. The importance of social networking in youngsters is indisputable. Social networking is mostly used for updating profiles, posting public messages and commenting. Reading and writing of blogs remains on top ten online activities carried out by youngsters. Blogging is losing its popularity mainly due to the rise of micro-blogging practices in social networking [5]. Australians are the most inexhaustible users of social networking in the world. Youngsters form the most active group when it comes to creating, updating and viewing Social networks [6]. The range of risks and opportunities associated with the practices of social networking must be understood and addressed by policy makers and also youngsters, since it can lead to both positive and negative impacts. Previous studies have shown evidence of benefits associated with the use of social networking including Literacy, Formal and Informal Education and many more. Early researches have focused on understanding the characteristics of individuals in Social networking.

## III. RELATED STUDIES

Social Networking is an online system and a technology that utilizes peer-to-peer interaction.. This is a digital communication technology that is continuously evolving with uncertain terms and usage [7]. The Social networking has been defined as web-based services that allow individuals to a public profile within a circumscribed system, communicate a list of other users with whom connections are shared and allow traversing their list of connections [8] Though there are many more definitions, this is the clearest one. Table I lists Social Networking Usage in a Global Context.

TABLE I  
SOCIAL NETWORKING USAGE IN A GLOBAL CONTEXT

Country	Active online users
Philippines	75%
Indonesia	75%
Malaysia	68%
India	63%
Singapore	61%
Poland	57%
Mexico	55%
USA	52%

The users of Social networking like to visit sites and engage in conversation and discussion forums that assert their current beliefs and viewpoints [9]. Social networking is turning out to be major source of information for society as a whole around the world. Youngsters . A study tried to establish Social networking 's n impact on political self-efficacy and involvement [10], The study established that the percentage of Americans who got political information online increased between 1996 to 2008 [11]. The dependence on Internet information has been more popular among the younger generations. Existing empirical evidence indicates that Internet is certainly connected with political outcomes and includes political involvement, efficacy, knowledge and participation [10]. In 2014 Indian general elections, over 150 million first-time voters between the ages of 18-23 years were expected to cast their votes [12]. Several past research studies have also focused on the effects of electronic word-of-mouth communication on consumer behaviour. The study by Hu et.al. [13], discovered a positive relationship between products with good online reviews and sales. Number of reviews on a product and credibility of the reviewer were more influential on individual's feedback outcomes. This

word-of-mouth communication had an impact on potential buyers' decisions and supported by another study [14], which explored a consumer's partake in electronic word-of-mouth communication and found a sense of desire to aid others. Political leader have a following on Social networking from people of ages 35 and above as depicted in Figure 2.

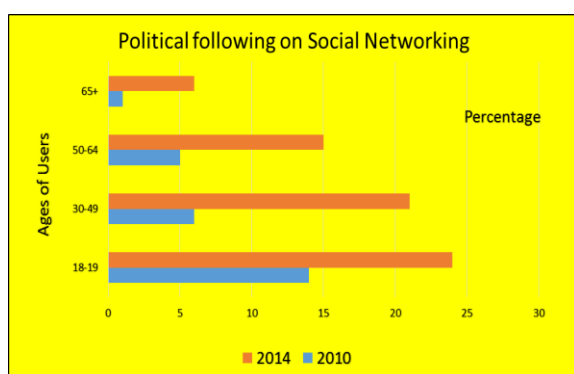


Fig. 2 – Political following on Social Networking

Ladue discovered that companies use Social Networking sites to communicate directly with the customer, as companies are able to increase brand loyalty, create sales leads, and increase publicity through social networking [15]. Social Networking sites is used for researching the market by customers and companies [16]. Customers investigate companies and brands on Social Networking websites [17]. Social networking sites can make it more difficult for an individual to differentiate between significant and meaningful and casual relationships in social networking. If the Social networking is not used appropriately, it can lead to damaging errors and can in fact challenge democracy. Social networking's power to change the information flow on instant basis may be against the interest of the people in a country. This can be counter-democratic citing the examples of rioting in parts of United Kingdom, which has been fuelled by the use of Social networking [4]. Most youngsters aged 16 – 29 are online using the internet daily. They spend more than 20 hours in a week than any other age group. Above 35 % people use social networking using mobile phones [18]. A study which explored personalities and motivations of individuals who used the Social networking sites, found individuals, who exhibited higher levels of sociability belonged to social networking groups. The study also found personality traits like Openness to New Experience in individuals who were sociable through social networking

[19]. Social networking can facilitate skill development outside formal learning environments. It can support peer-to-peer learning, collaboration while empowering and developing new skills valued in workplaces [20]. Social networking can be important learning spaces for youngsters who struggle in traditional educational settings [21]. Social networking can support informal learning interests and needs like advanced IT, online marketing and creative content production. Studies show that social networking is a new avenue learning activities like sharing content and maintaining relationships where youngsters are engaged in self-directed, peer-based and interactive learning [22]. Though informal learning on social networks cannot be assumed that daily use of technology outside of formal educational contexts translates into meaningful use for learning, social networking will provide the most benefit in terms of learning when used in educational settings and everyday lives [23]. Social networking is important for the expression of identity. Social networking is flexible and designed to promote individual customization [24], thus allowing youngsters to experiment their identities legitimately and reinforce parts of their identity like ethnicity, particularly for youngsters from minority ethnic groups [25]. Social networking can provide youngsters with a space to negotiate public life. Away from adult regulation, youngsters express different parts of their identity to This socialization is essential for psychosocial development at a time when many youngsters are consolidating their identities and developing new types of relationships, including intimate ones [26]. Table II lists Youngsters means of establishing their online identity.

TABLE II  
YOUNGSTERS METHODS OF ESTABLISHING THEIR ONLINE IDENTITY

Identity Type	2006	2012
Photo of Self	79	91
Educational Institution Name	49	71
Home Town/City Name	61	71
Email address	29	53
Mobile Number	2	20

Social networking is important for the strengthening and development of social relationships in society using online and offline convergences. A positive interpersonal relationship is an important forecaster of welfare. It can help



individuals in transition from childhood to adulthood and strengthen existing relationships [27] [28]. Email, instant messaging and social networking can address various barriers in society through positive social relationships. Youngsters can use social networking in times of fear, wrong perceptions and overcoming a sense of insecurity, thus accessing Social networking any time from different physical locations. Studies have found that social networking helps students who grade from secondary schools to colleges or universities to develop new relationships and dating, while maintaining their old friendships. People with lower levels of satisfaction or self-esteem in society are benefited the most from using social networking [29]. Groups of participants are primarily used to maintain existing societal networks. Many studies found that social networking plays an important role in strengthening relationships. For, Youngsters with chronic illness or disability social networking has helped develop dependable and enduring friends [30]. Youngsters often work collaboratively in the online space through social networking, creating or commenting on activities. Increasing evidence from studies indicate that youngsters experience online and offline social worlds and combine modes for social interaction. Research shows that social networking can facilitate a sense of connectedness and belonging to societies. The opportunity to express oneself creatively, explore and experiment with identity and online content is the vital way that social networking strengthens and builds societies [31] [32]. This is mainly because of the experiences people gain using social networking regularly [33]. An online society can be defined as a collective group of entities, individuals or organizations that come together either temporarily or permanently through an electronic medium to interact in a common problem or interest space.

#### IV. ANALYSIS OF SOCIAL NETWORKING'S IMPACT ON SOCIETY

This section analyses social media's impact on different aspects of society.

##### A. Impact on Politics

Every politician needs to jump on the social networking bandwagon as these sites have their mown say in elections. During 2014's Indian lok sabha general elections, the political leader Mr. Narendra Modi made use of Social networking to a great extent as compared to the opposition leader Mr. Rahul Gandhi. Many people are attributing the win of Mr. Narendra Modi to adaptation of technology of social networking. For instance, the victory message by Mr.

Narendra Modi was the highest re-tweeted message on twitter in Indian history.

##### B. Impact on Marketing

Social media is a cheaper and effective option to enhance brand image and popularity. Table III lists the Ad-revenues of Social Networking sites.

TABLE III  
AD-REVENUES OF SOCIAL NETWORKING SITES IN BILLIONS USD

Social Networking Site	2015	2016	2017
Google	1.47\$	1.89\$	2.38\$
Twitter	1.19\$	1.72\$	2.29\$
Instagram	0.57\$	1.37\$	2.39\$

C. I

##### Impact on Socialization

Social networks users can stay abreast of the latest global and local developments, and participate in campaigns and activities of their choice. Professionals use social media sites like LinkedIn to enhance their career and business prospects. Students can collaborate with their peers to improve their academic proficiency and communication skills. One can learn about different cultures and societies by connecting with people in other countries. Figure 3 depicts the Impact of Social Networking on Socialness.

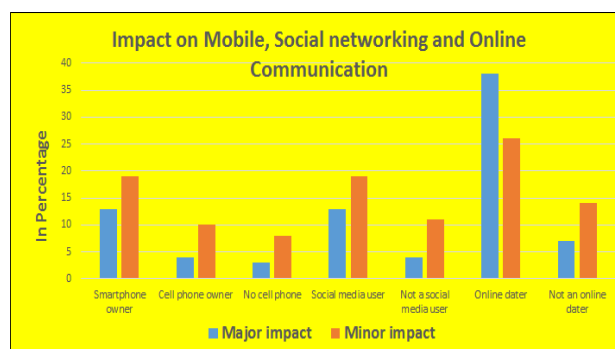


Fig. 3 - Impact of Social Networking on Socialness

##### D. Impact of Social Media and Society

Social media sites have taken over everyone's lives. It's hard to imagine that there was no social networking even one decade back. Fifteen years ago even email was not common. Social networking has definitely integrated parts of the world.

It has given a new world of communication. Anyone around the world can be contacted at any time, with just a few keystrokes. It is free and live. Elements of life can also be

on social networking, it can drastically affect their chances of getting the job.

•**Relationships:** Many relationships have been broken up over social networks, as social networking makes it easier to cheat, or to do things that cross a boundary in relationships. Blatant infidelities that are sure to be caught the first time a user forgets to log out of the computer with the spouse. Table IV lists negative factors of Social networking.

TABLE IV  
NEGATIVE FACTORS OF SOCIAL NETWORKING

Negative Outcomes of Social Networking in Percentages		
Parameters	Youngsters	Adults
Got into trouble at work/Educational institution	6	3
Got into Physical Fight	8	3
Caused a problem in the Family	19	11
Face to Face Argument	25	12
Ended Friendship	22	15

shared like photos. It is like being a part of a person's own world, even though separated by distances. Communication also occurs between people and businesses. Social networking has paved a new way of interaction between customers and businesses. Customers can now tell brands exactly what they want, while businesses can then use that information to tailor their products of more appeal. Before the rise of social networking, companies spent huge sums of cash on marketing, while customers spent hours on phones for getting more information or complaints. Sites like Facebook, Twitter, YouTube and others are a cost effective means of spreading information in the word and getting support. There is no doubt that there are many reasons to love social media.

## V. NEGATIVE EFFECTS OF SOCIAL NETWORKING

Unfortunately, there are a few downsides too to social networking. Many introverts and socially reclusive users lay too much emphasis on virtual interaction, and ignore the real world outside. Read on to learn about a few more negative repercussions of social networking.

•**Cyber Bullying and Online Harassment:** Unscrupulous people can target users for cyber bullying and harassment on social sites. School children, young girls, and women fall prey to online attacks which can create tension and distress. In cyber bullying, appropriate legal action should be taken against the attacker.

•**Impact on Productivity:** Studies show that British companies have lost billions of dollars per year in productivity because of social networking addiction among employees.

•**Impact on Privacy:** Many companies perform a background check on the Internet before hiring an employee. If a prospective employee has posted something embarrassing

## VI. RESULT AND DISCUSSION

Of the many roles executed by the Social Networking, the following are the most prominent and key roles played by the Social Networking. Social Networking has wide-ranging functions that turned imperative in a person's day to day life. Life without Social Networking is beyond imagination and turns to be very crucial.

### A. Communicate

Nevertheless Social Networking is of most recent origin, it turned to be one of the most effective communication tools in the history of communication. Interactive technology involved in this form of communication gives a lively and face to face communication. It has an added advantage of the ability of very easily monitoring change initiatives. Social Networking is not only the media of extroverts, but also of introverts.

### B. Collaborate

Collaboration is off the charts. Today, it's very common that almost all Citizens get themselves involved in Social Networking chats, blogging and hangouts of Google talk etc. One person initiates the communication by his posts with or without the support of multimedia content and it is circulated among a closed or open group of Citizens. People keep on adding the comments to the post which further processes the communication. The comments can be considered as the feedback to make the conversation a dynamic one. The entire process turns to be innovative and collaborative.

### C. Educate

The third major role played by the Social Networking is educating the masses. The entire organization of community is made a global class room on the Social Networking platform. Virtual classes around the world are made possible through Social Networking. People in nooks and corners of

the world can attend an online lecture delivered by a resourceful person from a remote location. Even the audience can pose their doubts and get them clarified. Such a facility is more similar to that of a live class room environment. This type of education has an added advantage. Simultaneously, the entire thing can be recorded, to revise at a later stage. The world's best resources can be made available to all the desired people with the involvement of technology in Social Networking. Table V lists percentage of jobseekers using the internet for search of jobs.

TABLE V  
JOBSEEKERS PERCENTAGE USING THE INTERNET

Job Seeker Type	Use the internet for job searches	Registered with more than 1 job portal	Social ranking (scored out of 16)
Experienced job seekers	78%	29%	4.73
Recent graduates	64%	18%	6.73
Rural job seekers	62%	12%	7.04
Urban job seekers	73%	34%	6.44
General caste	71%	41%	7.92
OBC, ST, SC caste	68%	24%	8.42
Female	61%	21%	7.29
Male	70%	25%	6.80

Table V implies 78% of seasoned job seekers used the internet to search for employment opportunities, versus only 64% of recent graduates. Experienced job-seekers relied on job portals more than less on social networks. The latter may reflect differences in perceived value of social networks across difference groups. At the baseline, when asked to rank the usefulness of their social network in finding jobs, recent graduates consistently ranked their social connections higher than more experienced job seekers ranked their own. Thus the results suggest that while the internet and job portals are helping job seekers find employment, the extent to which certain groups utilize these tools differs. More intensive internet job searching also lowers an individual's reliance on social networks, which could help certain groups overcome inequalities that might otherwise be associated with

traditional job search avenues. Job seekers registered with job portals are 1300 rupees higher (a 10% increase over the mean), relative to those who do not rely on the Internet. Also currently workers, who are registered with portals, have higher actual wages than employed workers who aren't registered with portals. Conversely, workers who derive greater assistance from their social networks have slightly lower chances of being employed and lower associated reservations wages.

#### D. Entertain

Social Networking is the new media that offers the audience a great entertainment. It enables the user to get all sorts of multimedia content, thereby dispelling all the limitations which otherwise are possessed by each of the traditional media.

#### VII. SOCIAL NETWORKING IS CHANGING THE WORLD

Billions around the world use social networking every day and the numbers keep growing at breakneck speed. Social networking is changing many things in the world. Across industries, social networking is an essential component of any business strategy. In recent years, social networking has completely disrupted newsrooms. Social networking affects the way the whole organization runs. It has become a trend that is already spreading to businesses beyond the newsroom, either because of digital marketing or new customer service communication channels. Figure 4 depicts Social Networking Usage in Fortune 500 Companies

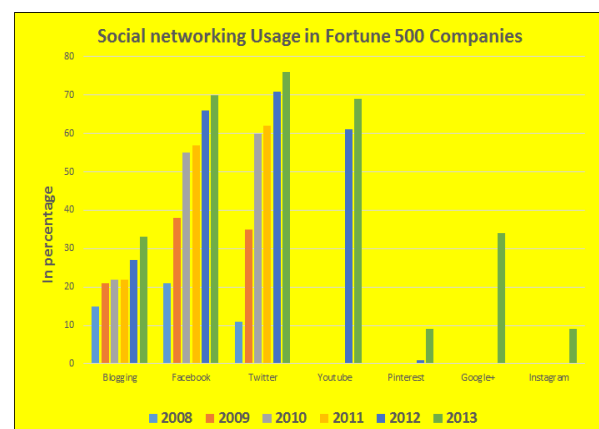


Fig. 4- Social Networking Usage in Fortune 500 Companies



•**Banks:** Social networking platforms may be the banks of the future. An investment through social network may not be far off. It is improving customer service by allowing users to send money to others via online platforms. New financial technology companies are using social networking to help people simply open a bank account. Social networking can even impact the ability to secure a loan. Banks will also have to implement sophisticated social networking policies with security of personal information.

•**Healthcare and public health:** Social networking is revamping healthcare and public health. The health industry is already using social networking to change how it works, either through public health campaigns or virtual doctor visits on Skype. It also allows non-experts to share information just as rapidly as health agencies. This is the problem that health industry will need to plan against misinformation or support accurate information shared via social networking.

•**Politics:** Social networking is changing the governed. Politicians and government officials once had to travel to interact with citizens, now online town halls strengthen the connections between them, while providing a platform for direct input on government initiatives. Before the dawn of social networking, governments, along with the traditional media, were the gatekeepers of information. This largely symbiotic relationship has been radically disrupted by the concurrent rise of digital technology and the social networking ecosystem that it enabled.

•**News:** Social networking is helping us better respond to disasters. Facebook's Safety Check allows users in disaster zones to mark themselves as safe. Individuals and teams are activated based on skill sets of volunteer and technical communities who help close the gap in worldwide disaster response. Figure 5 depicts Social media news Cycle.

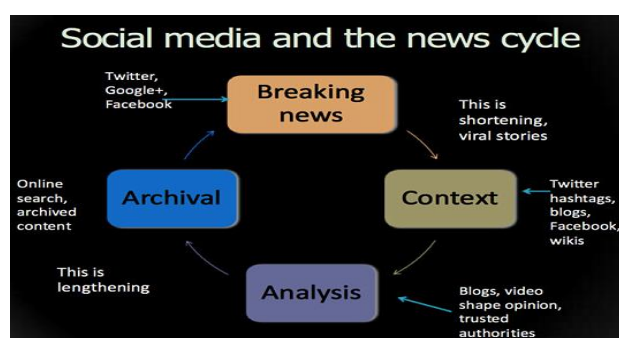


Fig. 5 - Social Media News Cycle

Social networking is tackling some of the world's biggest challenges, from human rights violations to climate change. The videos or photos are potential evidence that may one day be brought before an international court. This capacity for social networking to bring together disparate but like-minded people is also helping fight another enormous challenge, climate change. The networks can also influence environmental decisions historically made by governments and corporations that affect us all.

## VIII. SOCIAL NETWORKING AND EDUCATION

Evaluations of e-learning strategies have found social networking platforms allow for the extension of learning discussion outside the formal classroom setting, therefore promoting deeper learning as youngsters not only engage with the material for longer but are more likely to relate to it and incorporate it into their everyday lives (e.g. education.au 2009 & Notley 2009). Finally, studies conducted on the use of hand held devices to deliver workplace learning demonstrated that regular accessibility means youngsters can access resources in a way that is both convenient and relevant to them. This in turn translates into increased levels of implementation into work practice. It is important to note that the educational benefits of social networking are not experienced equally by all young people. Certain groups of learners as Indigenous young people, those from low socio-economic backgrounds and those living in remote areas, face persistent challenges of internet access and literacy. Maximizing the benefits of social networking for these groups specifically requires addressing access and digital literacy. Yet, where access and skills are promoted, social networking and Social networks can enhance the interactions of marginalized youngsters with their teacher and increase their confidence in educational activities. Utilizing different formats for example, attaching a multi-media file or attaching clip art – enables individuals to articulate and explain themselves when faced with cultural, social, language or learning barriers. Creative content production and sharing empowers individual youngsters through the following demonstrated benefits:

- Fostering the development of literacy and technical skills
- Developing a sense of aspiration, personal achievement and self-worth, and fostering further creativity and self-expression, all of which are key predictors of wellbeing;
- Encouraging exploration and experimentation with new or different aspects of their identity

•Reinforcing aspects of identity, such as ethnicity or cultural background

## IX. CONCLUSION

Social media comes in different forms and structures. For instance, those who run social media accounts for their organizations can explore how some of the conversational “styles” might be most applicable and useful to their work. For example, a brand may want to cultivate community, or an in-group might want to open up to outsiders. Social media network maps can be useful in understanding the variety of social structures that emerge and make the best uses for these communication services. It can also help make informed decisions on online conversations. An organization may have a goal to create a discussion with a particular kind of social structure, like a community or a brand. Social media managers, for example, have many topics of interest, including brand names, events, products, services, companies, and candidates. This work concludes that despite the positive benefit of rapid information sharing, social media enables people to create false identities and superficial connections, causes depression. The advantages of social media are emphasized quite often, as opposed to its negative aspects which are very rarely discussed.

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