

POSITIVE & NEGATIVE EFFECTS OF SOCIAL NETWORKING SITES ON SOCIETY

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ABSTRACT

There is no doubt that the internet has extremely changed the lifestyle today. The internet has today connected the people of the world to each other. Today we have many social networking sites available, through which we are connected with the whole world. Social networking sites allow users to share ideas, digital photos, opinion, posts, chats, and video. Through social networking sites, we can get all the information about the world like world activities and events, news, and new innovations. Today people are growing up surrounded by mobile devices and interactive social networking sites such as Facebook, Instagram, WhatsApp, Twitter, MySpace which has made the social media a vital aspect of their life. We have made social media sites an important aspect of our lives. But social networking sites also have positive and negative effects that affect our society. In this paper I am focusing on all aspects of social networking sites which have positive and negative effects on society. And special areas like education, younger generation, and society are also included.

KEYWORDS: *Financial Accounting, Accountability, Academics, Perspectives.*

Introduction

In today's time we have become habituated to social networking sites without them we cannot even think of anything. We are completely dependent on them, but thought in positive way our life has become very easy due to these social media include where people can easily connect with each other. These sites have become a day to day routine for the people. Social media sites platforms allow user to have conversation, sharing information and create web content. Billions of people around the world use social media to share information and make connections. Social media sites are innovational idea with a very Brilliant opportunity with additional scope for advantages. Social networking sites are very useful if we are using right way. Everything has two parts one is positive and another is negative.

Review of Literature

This research paper is based on secondary data collected from the online source, different research papers and from the Google search engine in this paper we study various social networking sites and also include positive and negative effects on society and various areas like, education younger generation and society business.

Some Social Networking Sites

GOOGLE+	FACEBOOK	YOUTUBE
TWITTER	WHATSAPP	SKYPE
SNAPCHAT	TELEGRAM	WECHAT

Google+

Google+ is one of the popular social Media sites in these days. Google is the leading internet search engine. Its primary service is offering consumers targeted search results which are selected from more than 8 billion web pages.

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Face book

This is the most popular social media network on the internet. Face book start from 4th February 2004. It allows users to share pictures, music, videos and articles as well as their own thought and opinion with however many people they like.

YouTube

YouTube is a popular and most known video based online social networking site .YouTube is second most important social networking site after Google. YouTube is a video sharing service that allows users to watch videos posted by different users. YouTube started in 2005 and was achieved by Google in 2006.

Twitter

Twitter is a most popular social networking service on which users part and interact with message knows as "Tweets". Tweets were originally restricted to 140 characters but on November 7, 2017 this limit was doubled to 280 for all languages.

Whatsapp

Whatsapp launched in January 2010 it allows users to sent text message, voice message, video calls, share images, documents, user locations and other media. Today more than one billion people use to speak with their friends and family and even clients.

Skype

Skype owned by Microsoft is one of the most biggest popular communication based social networking it allows you to connect with people through voice calls, video calls, and text message and we also conduct group conference calls.

Snap Chat

This an image messaging social platform that enables you to chat with friends by using pictures. It allows you to explore news and even check out stories that are happening around the world.

Telegram

This social networking site instant messaging network is similar to whatsapp and is available across platforms in more than eight languages. Telegram has always focused on the privacy and security of the message you sent over the internet by using this platform.

We chat

This is an all in one communication app for messaging and calling (similar to whatsapp) that enables you to connect with the people of your choice.

Positive and Negative Effects of Social Sites on Education

In today's time social media has become an important part of education. Students usually used social sited for many reason such as for study purpose, for entertainment purpose as social media provides any data whatever you want within few seconds. But it also has both positive and negative effects.

Positive Effects

- Education has gained a new place through social networking sites, education became very easy with these social networking
- A lot of students are able to inform public about their issues using social media which brought awareness and help to solve the problems.
- Helps to improve writing skills, today many students lack the necessary skills for writing essays and other academics papers.
- Social media in the classroom can be a great education tool that is able to inspire student to gain knowledge usi8ng online technologies the right way makes for a successful education.

Negative Effects

- The more time student spend on social sites the less time they spend socializing in person.
- The student's motivational level reduces due to the use of these social networking sites.
- The excessive use of these sites affects the mental as well as physical health.

Positive and Negative Effects of Social Media Sites on Young Generation

Most of the people around the world are using social sites. This is very popular among the young generation specially. Social media sites have become a very important part of life for many young generations in today's world.

Positive Effects

- It is a great benefit to know about everything just by the simple click of your finger.
- It helps you in developing social skills and the most useful part is that a number of friends can from the social websites.
- It keeps connected to their friends when they are not able to see each other always when they want to.

Negative Effects

- People of today's young generation gave more importance to social media sites. They love being in the social media sites and forget about the things that should come first for them like family and sports.
- Social networking sites have become a habit of today's young generation without this they cannot even think of anything.
- There are some young people who are very easy to get influenced by these sites. They may feel the need to change in their appearance physically and compare themselves to every next person they see in the social media.

Positive and Negative Impact of Social Media on Society

Social media networking sites are an important role play in our society and our life. As with everything there are good things and bad things about social networking sites.

Positive Effects

- One of the biggest positive of social media sites is that it has never been easier to make friends.
- There are several people I considered friends who I have never met in real life, out that don't lessen the connection we have thanks to social network.
- Another positive impact of social networking sites is to unite people on a huge platform for the achievement of some specific objective. This is very important to bring the positive change in society. People are becoming aware of the society through social networking sites.

Negative Effects

- One the most negative effects of social networking are it leads to addiction. It lowers the motivated level of the people
- Personal information and security can be hacked and shared on the internet. This can make financial losses and loss to personal life.
- Most of the people have used to social media platform to propose and marry each other. However, after some time they turn to be wrong in their decision and part ways.

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