

SOCIAL MEDIA: AN OVERVIEW

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ABSTRACT

The impact of social media in our society is overwhelming. Students are becoming addicted to social applications for multiple reasons which lead to change in social and personal lifestyle. This study focuses to calculate the effect of E-Media and deployed a quantitative research methodology involving questionnaires among 69 female students in North-west University, South Africa. The findings include the following:

- *How female students think, interact and communicate using social media with others such as friends, relatives as well as family and come to know what is going on in the world. It affects our life in several ways, but it can also be pernicious if utilized inappropriately.*

Keywords: Social Media, E-Media, Quantitative Research, Questionnaires, Society.

Introduction

Electronic platforms enable users in creating and sharing content among the masses to widen the horizon of knowledge and connect the people to exchange ideas. It eliminates communication barriers and opens the window for the public to raise their voice. It benefits various groups such as youngsters to work outside the classroom environment. It enhances uniqueness and critiques on a number of topics such as politics, education, health, economy, race and relationships etc. It provides a range of benefits allowing the connections across the globe, to break down international borders and cultural restrictions.

It acts as an electronic form of communication to exchange information, create web content including virtual blogs, photo-sharing sites, micro-blogs, instant messaging, wikis, social networking sites, video-sharing sites, podcasts, widgets and more.

Background

The virtual platforms like Google chrome, Twitter, Face book, YouTube etc are regarded as the most famous destinations on the web. It is unfair to say that it has not only spread positivism but also contributed to cyber crime, fraud, increasing addiction level, bullying, distraction, disrupting the sleep patterns and peer pressures. Spotlighting the fact that in the present scenario some have the opinion that social media have a paramount hold on culture, business and the entire world where one can discuss proposals and interact across boundaries. It also offers various decentralized communication channels to have a voice and engage in a democratic manner.

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Objectives

The article has the following objectives:

- Imparting the knowledge about the distinct social networking sites that are mostly used in modern society.
- Exploring the inspiration behind an individual's involvement in social networks and its utilisation.
- To pinpoint its usage on the general public both positively and negatively.

Social Media Decay Mental Health

It impacts physical and mental health in numerous ways. Firstly, it can open the feelings of insufficiency and low self-pride.

Most people post only about their flattering as well as heavily filtered photos in order to appear in their best light such as posting only the joyful moments and most memorable achievements online. While the bad days, sufferings, sadness, isolation, disappointment are neglected.

To illustrate when any social media user mentions their holiday tour, it shows that they have a good perspective towards life but they don't see the invisible in-flight arguments or discrepancies.

Social Media Gives Rise to Depression

A new study by JAMA psychiatry suggests that youngsters who spend more than three hours on the internet are most likely to suffer from various mental health problems.

A study in 2018 from the college of Pennsylvania shows that minimising the use of social sites to 30 minutes per day leads to sound sleep and less depression.

Social Media a Paradox

Social networks are a boon and bane. It can join the masses across unapproachable areas. For a large number of people, the internet community is the first way to reach out to others. This is how they grasp events, be in touch with strangers too and help them in running their business while having fun in their leisure time.

Figures of Social Media Users

India VS United Kingdom

Years	Number of users in India (In Percentage)	Number of users in UK (In Percentage)
2015	19.13	57
2016	22.99	63
2017	29.49	66
2018	35.44	65
2019	46.44	68
2020	50.44	70
2021	54.58	87
2022	58.31	90

Favourable Side of Social Media

• Gives New Opportunities for Interconnections

Digital platforms help to stay connected with relatives and family members in a way that wasn't possible before. The potential of social media resides in its capability to seize up communication hurdles and build links among the populace on a vast level.

• Bind the Audience and Keep them up-to Date

Anyone can exchange intimate experiences by posting photographs, brand new music, and can upload videos about various topics. Further it created the way through which a person remains in touch with admirers.

• Permit Individuals to Share Substance Voluntarily

Social media provides the ability to have a life in hand. People love to check what's happening in others' lives.

Being able to be in touch with others constantly means in case of any ups and downs in life, then anyone can seek identical guidance and can take action rapidly.

- **Allows Populace to Express their thought**
Social media helps the public to share their viewpoints with known, extended family, associates, and anyone who has access to the Internet.
- **Generates a Sense of Belonging**
This platform helps the users to design their own chat groups on the basis of their own likings. So the communities have the opportunities to come together and talk about different topics.
- **Creates Employment in the Economy**
Popular sites like Face book and LinkedIn have the opportunity to share the job profiles where they can post new job opportunities on a daily basis. Unemployed people can find and apply for jobs with the help of social networking sites.
- **Notify users about Offline and Online Happenings**
Social media sites can be useful to bring any concerts and events live on different platforms. One can go live to bring such events in real time and interact directly with the audience.
- **Assist in Raising Charity Funds**
Donors take help of social sites to raise funds for several causes. For example, one can collect donations from the public by raising charity events.
- **Helps in Creating Goodwill for Business**
One can establish relationships with customers by taking its help and sharing news products and current affairs. So it acts as a medium to build brand reputation by uploading posts across the globe.
- **Enables Trade Mark to do Business**
It is used by several business houses to sell their products directly through their business page.

Unfavorable Side of Social Media

- **Impact on Social Relations**
Youngsters always seem to be busy with their smart phones. This leads to depression and isolation in their lives. Also, it reduces the quality of their interactions and relationships.
- **Emotional Numbing**
The more time one spends on social site resulting in one has to become disconnected from reality. It also diminishes the time spent on outdoor activities.
- **Disruptive**
Social network is a paradox in itself. It is a great way to connect with other people, but it can also be an eminent way to waste precious time.
- **Poor Sleeping Habits**
Poor sleeping habits can be exacerbated by late night social media sessions. Many people check their feeds before going to bed which results in poor concentration, and mental health problems.
- **Threats from Imposter Accounts and Hackers**
Sham accounts are utilised for different purposes including forged accounts, hacking, Data thefts, money laundering, spam messages, spam calls etc.
- **No Privacy**
The confidential information is unsafe and is available to everyone which can be stolen by hackers and can be traced by third parties.
- **Social Isolation**
The time spent on social media has reduced real human relationships, like friendships with neighbours or colleagues which leads to loneliness, depression or anxiousness and can cause sufferings from other negative emotions.
- **Stress and Instant Messaging**
Statistics have revealed that the daily usage of social media and the urge to reply promptly can result in excessive levels of stress and anxiety.

- **Fake News**

Although various social media platforms are doing well to stop fake information, it is still a major hurdle. The frequency with which information can spread makes it even more vital for us to be aware of sources of the news.

Conclusion

Social networking depicts pros and cons that affect society. It is in the hands of an individual how to utilise it. So, it can be stated that social media favours the humanity if used properly and it can be a weapon of demolition if misused.

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