Impacts of Social Media on Human Life

Archana Rahulan¹, Sanjana Ghag²
Department of Information Technology¹, ²
B.K Birla College of Arts, Science and Commerce (Autonomous), Kalyan, India

Abstract:
Social media has been dramatically altering the life of everyone these days. The purpose of this research paper is to understand the impacts of social media on today’s generation and the way by which it is adopted by the people. Social media was introduced to develop communication and connect people from all around the world. Gradually social media started to play a vital role in business marketing and started becoming a source of entertainment. Nowadays social media is used on a huge scale by children, adolescents, and adults. Social media site is any website that allows social interaction that includes social networking sites such as Facebook, Twitter, WhatsApp, Instagram; video sites such as YouTube and blogging sites. Like every coin has two sides similarly social media also has its pros and cons as well. People are also getting addicted to social media. It has also become a medium through which various crimes are being committed such as cyberbullying, trolling, etc.

Keywords: Social media, addiction, online, cyberbullying, connectivity.

I. INTRODUCTION

Social media includes websites and applications that are designed to allow people to share their thoughts and expressions efficiently with their family, friends, and relatives within a fraction of time. Social media has lately become a part and parcel of our life. Social media can be used for storing information and also helps in delivering the information or data to other people. This is the reason due to which social media is a medium that can also be used to gain knowledge regarding various events and activities around the world. Social media is also being helpful to reduce daily life stress, tensions and provides a feeling of relaxation. It has also helped organizations to expand their business as social media is an excellent platform for advertising and reaching people. As every technology has a bright side, as well as dark side similarly social media, also has a dark side. It is also turning into a threat nowadays because of cybercrimes such as cyberbullying, snooping, stalking, hacking, fraud, etc. which has led to various dangers and threats to a person's life and privacy. Addiction is also one of the dark sides of social media.

II. AIM AND OBJECTIVES

There are millions of people using social media in today’s world so the research aims to figure out the impacts of social media on human life and also give solutions that would help everyone to live their life with happiness to some extent without actually getting carried away by social media. The focus is to figure out what people think about social media and what role does it plays in the life of people. Also, it is important to known is social media causing some negative effects on their life or is being a booming factor and helping them to flourish.

III. LITERATURE REVIEW

Social media usually helps people to be in touch with anyone they want to across the globe. It also helps to create connectivity between the detached ones. The positive purpose of social media is very overwhelming. Social media has become a boon for various businesses. Social media also helps people to earn and build their business right from scratch and then it also helps the business to flourish and bloom in the market. It can be used for a noble cause as well such as promotions of Non-government organizations (NGOs). Social media has been helping to build communities that help people to interact with each other having the same interests and also allows them to help each other. Also, social media helps many ordinary people to become famous in a good way and helps them in gaining popularity and fandom. Social media acts as a stress buster as it helps one to divert from their daily life problems and helps them to entertain themselves. At the same time, the negative impact of social media cannot be ignored. The main problems focused are social media addiction, mental health that is being affected on an extremely large scale as social media is being used with no limitations and cyber-crimes are also increasing. Mental health issues such as anxiety and depression are caused because of spending a huge amount of time on social media. FOMO(fear of missing out) is a form of anxiety that happens when someone is scared to miss out on something. This FOMO is usually caused because people are engaged in social media all the time. Social media also leads to unrealistic expectations of relations. People start comparing themselves to others and start getting insecure about themselves. Sleep pattern is also being disturbing because of the excessive use of social media. Everyone is getting carried away with social media. The concentration level is being affected by social media. Sometimes people get trolled on social media by some negative people or haters online. This can create mental stress leading to depression, anxiety, security, etc. Various fake news is circulated on social media that leads to misunderstanding sometimes which leads to chaos. As mentioned in the website the global increase in social media usage since January 2018 in 9%. Saudi Arabia is the largest social media penetration in 2019 at 99%, which is well above the global average of 45%. Other countries with the largest social media penetration include Taiwan, South Korea, and Singapore. Whereas Ghana, Kenya, and Nigeria have the lowest levels of social media penetration.¹³

¹ Department of Information Technology
² B.K Birla College of Arts, Science and Commerce (Autonomous), Kalyan, India

¹³ http://ijesc.org/
IV. RESEARCH METHODOLOGY

An online survey is the method used for this research paper on the impacts of social media on human life. The survey was conducted by making use of Google forms. Various questions were asked related to how social media is affecting the lives of people. Their opinions on social media were also a point of focus in the form. The form was circulated among all the age groups of people as everyone in today’s world is using social media on a very large scale. Using this form the data was collected to make an analysis of the data and conduct the research. Responses were recorded and data was been analyzed.

DATA ANALYSIS

Based on the impacts of social media on human life an online survey via Google forms was conducted through which the data is being collected from various age groups of people.

Following is the analysis of the collected data:
The survey that we conducted consisted of a total of 155 responders.

The majority of the responders of our survey are from the age group of 18-20.

In the survey, out of those 155 responders, 41.9% are males and 58.1% are females.

From the survey, we came to know that out of the 155 responders, a maximum number of people use WhatsApp with a percentage of 94.8%. The second highest used social media is YouTube with a percentage of 84.55% followed by other social media apps like Instagram with a percentage of 76.8%, Facebook with a percentage of 67.7%, TikTok with a percentage of 16.1% and other social media apps with a percentage of 11.6%.

From our survey it was discovered that most of the responders that is 49.7% did not accept the friend request of unknown people. But 1.9% of the responders always accepted the friend request of unknown people and 48.4% accepted the friend request of unknown people sometimes.
From the 155 responders, 85.8% of them agreed to the fact that social media helps us to connect with people far away from us and at the same time disconnect people close to us and 14.2% of them disagreed. From our survey, it was found out that WhatsApp is the preferred app by the responders out of the various other social media apps. Also, almost half the number of responders agreed that they accepted the friend request of unknown people. This can sometimes be dangerous because the unknown people could have false identity profiles and they can become a threat to the person accepting the friend request thereby making them a victim. From the last question, it was figured out that a maximum number of responders agree to the opinion that social media helps us to connect with people far away from us and at the same time disconnects people close to us. This shows due to social media we are giving priority to the reel relations rather than real relations.

V. RESULT

The result evaluated by the research is
• Social media has both positive as well as negative impacts
• The methods in which social media is used by different people varies so does the impacts.
• It has been emerging as a great platform for business expansion, advertising and enhances communication between people.
• The number of crime rates via social media is increasing on a large scale.

VI. CONCLUSION

Social media in a person's life is like a ‘man with a gun’. It can be used for killing or self-defense. So it depends on an individual's perspective on how they use social media for them, it can be a boon or a curse for today's generation social media has become a necessity which is unnecessary sometimes. Social media cannot be cut-off from the lives of the people. But social media should be used within a certain limit and one should have self-control while using it. Nowadays people are not controlling social media but social media is controlling them. Various behavioral changes have been noticed among people due to excessive use of social media.

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SUGGESTION

Some solutions to stop craving of social media are as follows:
✓ Turn off notifications on the phone so that it does not distract you from your normal routine.
✓ Replacing the time you spend on social media with reading books and spending time with your closed ones.
✓ There are various applications online that can help you to keep track and control of the time you spend on social media.
✓ Focus on your interests and develop new hobbies.
✓ Meet people in real live as much as possible rather than talking to them online.

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