

# The Impact of Social Networking Sites With Its Positive and Negative Aspects

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**Abstract**— Social networking sites provides productive medium to build relations with others and share information related to jobs, upcoming carrier opportunities and their life experiences also. In Today's time the social sites preferred stomping ground in cyberspace. Every Technology has its good and adverse effects on society likewise social sites has many fors and againsts. The social networking sites like <https://instagram.com/>, <https://linkedin.com/>, <https://facebook.com/> etc are incessantly disturbing students from their studies. Social networks are only electronic association between users but unluckily it has become an addiction for students, teenagers and even adults. This paper contains both merits and demerits of social media and their impact.

**Keywords**-SocialNetworkingsite,SocialMedia,CyberBullying

## I. Introduction

Social Networking Sites (SNSs) provides a platform where user can display individual profiles, sharing photos, videos and information among internet users as well as making friendships and sending messages to each other. Social networking sites developed in a fast time and have taken new roles such as advertising tool and also provide a platform for political propaganda. Social networking sites grab million of people in the globe who are united these websites into their daily life style. Social networking sites will become famous all over the world. The aim of this paper is to understand the various Positive and Negative effects of social networking sites.

## II. Effects of Social Media on Youth, Society And Business

Social media has a great influence on the life of many young people today. Now a day's most of the people engage themselves in Social media without being bothered about what is its impact on our lives. Today our society is more concerned in face book friends where people don't interact face to face. Social Media has a great impact on business also but only if it is planned strategically otherwise it can be a big failure. It is estimated that 80 percent of teen are Internet users. So, it is no doubt our real world social lives are seeing some changes. Social media is the driver behind that

connection. It is about sharing and broadcasting your life online, conversing with friends as well as strangers.

## III. Positive and Negative Effects of Social Media

### Positive effects of Social Media:-

#### 1. Social media as a tool for learning and Teaching:-

Social networking sites possess high domination and denotation over every learnt human being .It is very much helpful in teaching learning process. Teacher can upgrade their knowledge by using online tutorials and doing online courses which are very effective in their carrier. It also provides great platforms for studying at home or for those who cannot go out for learning. The most commonly used networking sites for above mentioned portfolio are listed below: - [4]:

- Weblogs.
- Wikis.
- Social bookmarking.
- Audio/video casting (AVC).
- Twitter

#### 2. News on Social Media: -

In earlier times Television was consider as the queen of News channel but right now social media has taken the place of Television and radio. According to the figures released by

the Reuters Institute for the study of Journalism showed that half (51%) of online users surveyed said they used social media as a news. Today you can check any news by only having the mobile and internet connection.

### 3. Free Advertising:-

Social networks offer an efficient means of getting one's message across to millions of people and usually free of cost. One can promote a product, service or idea and not have to invest large sums of money in advertising costs. In coming days the concept of advertisement will be changed dramatically using social networks [2].

### 4. Save Time and Money:-

Social networking sites save our time and money .Like, you can stay at home and do some works and search some useful information without going to office, store or going to college. Older people can get more certificates via online courses. Teenagers or youth improve knowledge just with network at their home. You even can buy products through sites.

### 5. Making Friends on Social Networking sites:-

This is one of the important outcomes of social media that everyone can be appreciative for. Now it is very easy to make friends on social media platform than previous years. Several years ago, it was very difficult for people to get associated with one another if they did not go out and make conversation with others. But today, Technology is used to connecting people. It is very easy to make millions of friends on Social networking sites. With the help of social networking sites we can get in touch with our real time friends all over the world.

### 6. Long-lasting relationships:-

There is no doubt that social network help us in formation of new relationships. This can put you in touch with those people who you have a lot of common things with, and that will be starting point for long-lasting relationships.

### 7. Social media sites for job searching:-

Social media sites play a vital role in job searching process. As per society of human resource management 84% of employers are using social media as recruitment tool with additional 9% planning to do so in future.(e.g.)Face book, Twitter, Google, Youtube and LinkedIn is a great source for accessing Job postings. Many colleges have implemented online alumni directors which function as social networks that both past and present students can access for career advice [2].

### 8. Education:-

Today is the age of smart phones and there is no secret that almost all students and teachers have smart-phones and have used social media in education purpose. In fact, there are number of apps and web tools that offer social media in an educational context. With the help of new technology faculty using a variety of software tools and free web applications to enhance learning skills, communication, knowledge and engagement. Now the use of social media is on the rise in higher education classrooms. A study of the MOOCs (Massive Open Online Courses) shows that the student participation improved when the social media platforms were integrated with learning programs.

### Negative effects of Social Media:-

#### 1. Cyber-Bullying: -

Cyber bullying is a form of harassment using electronic means. Cyber harassment is also called as cyber bullying. Cyber bullying is easily seen and more accessible on social media sites because of social freedom that the sites allow us to have. As technology has its positive effects, it has negative effects also. The internet and mobile phones are our system of communication which play vital role in our day today activities but they are used negatively also Mostly children and teen agers are victims of bullying. Today our technology is becoming a source of scepticism and perturbation.

#### 2. Addiction:-

Social networking sites are highly addictive. There are many people who spent their entire fruitful time on these networking sites. It is becoming a serious disorder that does not have any pronouncement .People are having a feeling of being obsessed by these sites. As a result they are neglecting their responsibilities. In search of face book friends or for maintaining communication with friends, these sites are forcing people away from our true friends which are our own family members. In recent years the mental health community has become increasingly interested in the impact that modern technology has on our lives – both positive and negative. On the positive side, technologies such as Skype, Instagram, and Face book allow us to stay in contact with family and friends on the other side of the planet. Yet, unfortunately, people spend hours every day updating their status, uploading pictures, commenting on walls, playing Face book games, reading updates from others, and searching for new friends to add.[6]

#### 3. Isolation: -

As on one side through Social media we are trying to maintain our social links but on the other side, these sides are isolating our young adults. Social media has changed our ability to stay focused on what's going on around us. We think that social media allow us to be connected to our loved

ones 24/7 but it is actually making us feel forsaken. It seems that social networking sites presents opportunities to fill the social scant but it may not be the solution what people are anticipating for.

#### 4. Decreased Productivity:-

Social networking sites has its negative effects on our work place also because out of total working hours people spent at their working space ,some percentage of their time is consumed for accessing social media due to which their output is lost. Apart from this it results in loss of intimate information, mudslinging deception and employee supplicate.

#### 5. Identity Theft and Fraud:-

Recent research reveals that identity theft affects millions of people a year, costing victims countless hours and money in identity recovery and repair.

#### 6. Lack of Privacy:-

Social networking sites are the intimidating remark to our privacy. As in these sites people share their personal information with their friends. Triflers cruise the social media networks looking for victims. They use shortened URL'S to trick their victims into visiting harmful sites or to inject virus into their computers or phones. Most of them tend to hack their victims mail accounts by using personal information so before uploading our personal information we need to have a complete understanding of privacy risks involved.

#### 7. Advertising:-

Studies have shown that sites such as Face book influence you, via advertisements, to spend more money. Advertisers gain all kinds of personal information about you via your social media, information they use to persuade you to buy their product.[8]

#### 8. Poor language and grammar:-

Social media encourages poor use of language in terms of grammar, syntax and spelling. It allows the perpetration of misinformation through sharing even while the evidences are in fact on that contrary. It exposes children to online predators often some silly mistakes in terms of sharing some inappropriate pictures and comments might cause irreparable damage to your image. [9]

## IV. Conclusion and Future Scope

According to the above study we came to know there are various positive and negative impacts of social media on youngsters, business men and society. As the technology is growing day by day the social media has become the significant part of many human lives. It's a developing phenomenon whose potentials, benefits and pitfalls will change as technology evolves. Therefore it is important to identify and manage the various ways in which social networking sites and social media negatively affect us.

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