

A study on Impact of Social Media on Education, Business and Society

⁽¹⁾Mr. C. John Samuel , ²Ms. S. Shamili

⁽¹⁾Asst. Prof. of Commerce, St.Alphonsa College of Arts & Science,
Soosaipuram, Karinkal, Tamilnadu

⁽²⁾I.M.Com., St.Alphonsa College of Arts & Science,
Soosaipuram, Karinkal, Tamilnadu

Abstract : Social media is a platform for people to discuss their issues and opinions. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allow people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. In this paper we cover all aspects of social media with its positive and negative effect. Focus is on the particular field like business, education, society and youth. During this paper we describe how these media will affect society in a broad way.

Keywords: social media, business, society, youngsters, education.

I. Introduction

Now a day's social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organizations have performed a high-wire act. These sites have become a day to day routine for the people. Social media has been mainly defined to refer to "the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship".

Social Media is a platform that lets us participate in social networking. We can share our posts on various social media platforms to improve business visibility. Today it is the best source for news updates, marketing, education, and entertainment.

History of Social Media Marketing

Social Media seems to be a new trend, but its roots stretch to the beginning of computer era. What we see today is the result of centuries-old social media development. *Usenet*, which was launched in 1979, was the first progenitor of social media, and the journey from Usenet to Facebook is a long one. Usenet allowed users to post on newsgroups. It was followed by *bulletin board systems* (BBS) which allowed users to login and interact. Online services like *prodigy* were the precursors to BBS. After online services, internet relay chat came into light which gave way to instant messaging.

In the 90s, dating sites and forums were on peak, which led to the development of social networks. But they did not let users make friend lists. *Six degrees* launched to overcome this feature. It allowed profile creation and listing peers. It was purchased and shut down after playing for a decade. Blogging emerged in this phase, creating a sensation in social media. It is popular even today. Other sites like *BlackPlanet* (African-American Social Website) and *MiGente* (Latino) cropped up having provision to create profiles and add friends.

Modern social networks came into picture post 2000. Apple launched its *Friendster* in 2002. It has millions of users. *Hi5* and *Linkedin* were launched in 2003. *Linkedin* is a ground for professionals to reach out to one another. *MySpace* also originated in 2003 and became well known by 2006. Similarly *Facebook* was launched in 2004 and surpassed MySpace, Orkut, Multiply, etc., and is still expanding. This decade also conceived media sharing platforms like *photobucket*, *flicker*, *youtube*, *instagram*, *revver*, etc., along with news and bookmarking platforms like *Digg* and *Delicious*.

Since 2000, Social Media has bloomed to horizon and is still expanding limitlessly. Along with media sharing, many other portals that provide real-time updates were introduced, for example, *Twitter*, *Posterous*, *Tumblr*, etc. In 2007, Facebook launched its advertising system.

Importance of Social Media

The importance of social media is undebatable. It is a powerful channel of marketing - a game changer for any business. It provides us the flexibility to communicate at both personal as well as business levels.

Business owners can improve search rankings, leads, sales, and traffic using search media. This can be done at reduced marketing expenses. Besides business, it is a cool platform to connect with friends and dear ones.

II. Objectives Of The Study

The following are the objectives of the study:

- ✓ To study the impact of social media on educational sector.
- ✓ To study the impact of social media on business.
- ✓ To analyse the impact of social media on society.
- ✓ To analyse the impact of social media on youngsters.

III. Impact Of Social Media On Various Fields

In this part researchers analyse the impact of social media on education, business, society and youngsters.

I. Impact of Social Media on Education

As per the survey of previous research, 90% of college students use social networks. Technology has shown a rapid development by introducing small communication devices and we can use these small communication devices for accessing social networks any time anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc..For the purpose of education social media has been used as an innovative way. Students should be taught to use this tool in a better way, in the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good. Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each through various social sites like Facebook, Orkut, and Instagram etc.. It is also important for students to do some practical work instead of doing paper work. They can also write blogs for Teachers as well as for themselves to enhance their knowledge skills. Social networking sites also conduct online examination which plays an important role to enhance the students' knowledge.

Positive Effect of Social Media on Education

The following are the positive effect of social media on education

- Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments.
- Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media.
- Teachers may post on social media about class activities, school events, homework assignments which will be very useful to them.
- It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers.
- The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity.

Negative effect of Social Media on Education

The following are the important negative effect of social media on education.

- ❖ The first concern about the negative effect comes to mind is the kind of distraction to the students present in the class. As teachers were not able to recognize who is paying attention in the classroom.
- ❖ One of the biggest breakdowns of social media in education is the privacy issues like posting personal information on online sites.
- ❖ In some of the scenario there were many in appropriate information posted which may lead the students to the wrong side.
- ❖ Because of social media students lose their ability to engage themselves for face to face communication.
- ❖ Many of the bloggers and writers posts wrong information on social sites which leads the education system to failure.

II. Impact of Social Media on Business

Social media is the new buzz area in marketing that includes business, organizations and brands which helps to create news, make friends, make connections and make followers. Business use social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Social media provides the benefit as a communication platform that facilitates two way communications between a company and their stock holders. Business can be promoted through various social networking sites. Many of the organization promote their business by giving advertisement on the social media in order to attract maximum users or customers. Customers can connect and interact with business on a more personal level by using social media. If an organization has established a brand, social media may help this organization to develop the existing brand and give the business a voice. With the help of social media organization can make their strategy to promote their organization.

Social media used in various business functions. Some of them are:

1. Marketing:

Marketing is one of the most important and common use of social media in business. It works because today every brand has a target section of online audience.

2. HR:

Is great for identifying and engaging the talent directly. HR helps company to showcase their employee benefits and culture of the company to outside world.

3. Creative:

It share enables art, copy and design teams to invent new ideas which is useful for company to achieve goal.

4. Operations/strategy:

Many of the sites like LinkedIn help the business by connecting with the experts who can share some strategic plans.

5. Business Development

Professional networking sites can be used to connect with the clients.

Positive Effect of Social Media on Business

The following are the positive effect of social media on business:

- Social Media helps to better understand their audience by their likes and dislikes.
- It helps the business for promotional activities.
- Social networking sites helps to make new customers by providing useful facilities.
- Helps to enhance market insight and stretch out beyond your rivals with online networking.
- It also helps to increase awareness among brands and reach with little to no budget.

Negative Effect of Social Media on Business

The following are the important negative effect of social media on business:

- ❖ In business filed social media is not entirely risk free because many of the fans and followers are free to post their opinion on a particular organization, the negative comment can lead the organization to failure.
- ❖ Many of the large organization have fallen victim to the hackers.
- ❖ The wrong online brand strategy can doom a company, and put at a huge viral social disadvantage.
- ❖ Getting involved with Social Media is very time consuming. As an organization you should assign a person to always bolster your pages and profile with significant substance.
- ❖ Most companies have difficulty measuring the results of social media advertising.

III. Impact of Social Media on Society

As we all are aware of social media that has an enormous impact on our society. Many of the social media sites are most popular on the web. Some social media sites have transformed the way where people communicate and socialize on the web. Social networking sites render the opportunity for people to reconnect with their old friends, colleagues and mates. It also helps people to make new friends, share content, pictures, audios, videos amongst them. Social media also changes the life style of a society.

Positive Effects of Social Media on Society

The following are the positive effects of social media on society:

- Social Media helps to meet people they may not have met outside the social media forums.
- It also helps to share ideas beyond the geographical boundaries.
- It provides open opportunity for all writers and bloggers to connect with their clients.
- Another positive effect of social networking sites is it unites people on a huge platform for the achievement of specific goals. This brings positive change in the society.
- Social media provides awareness among society like campaigns, advertisement articles, promotions which helps the society to be up to date with the current information.

Negative Effects of Social Media on Society

The following are the negative effects of social media on society:

- ❖ One of the negative effects of social media is that it makes people addicted. People spend lots of time in social networking sites which can divert the concentration and focus from the particular task.
- ❖ Social media can easily affect the kids, the reason is sometimes people shares photos, videos on media that contain violence and negative things which can affect the behavior of kids or teenagers.
- ❖ It also abuses the society by invading on people's privacy.
- ❖ Social lies like family ones also weaken as people spend more time connecting to new people.
- ❖ Some people use their images or videos in social sites that can encourage others to use it false fully.

IV. Impact of Social Media on Youngsters

Nowadays social media has become a new set of cool tools for involving young peoples. Many young people's day to day life are woven by the social media Youngsters are in conversation and communication with their friends and groups by using different media and devices every day.

In past years it was seen that youngsters are in touch with only friends and their groups in schools and colleges. But nowadays youngsters are in contact not only with known friends but also with unknown people through social networking sites, instant messaging etc.. According to BBC news research of 2013 they discuss that 67% Facebook users are very common and well known social media portal consist of the youth and students, so these praise the fact that the youth and student have more focus and relation. Throughout the country teenagers frequently use the web, mobile phones, online games to communicate and gather information with each other. As per the survey in California the below table shows that how social media impacts the behavioral health of California's adults.

Positive Effects of Social Media on Youngsters

The following are the positive effects of social media on youngsters.

- Social media helps youngsters to stay connected with each other.
- Useful information can be exchanged over social networking sites.
- Social networking sites can allow teens to find support online that they may lack in traditional relationships, especially for teens.
- In a Critical Development period youngsters also go for social networking sites for advice and information.
- Youngsters can look to social media for getting the answers related to their career objectives.

Negative Effects of Social Media on Youngsters

The following are the negative effects of social media on youngsters:

- ❖ Today it's not clear that who the "strangers" are especially in the field of social media.
- ❖ Kidnapping, murder, robbery can be easily done by sharing details on social media.
- ❖ There are many cases registered in police station where adults target young children and lure them into meeting them.
- ❖ Mostly youngsters waste lots of time on social sites like chatting which also effects their health.
- ❖ Some useless blogs influence youth extremely that they become violent and can take some inappropriate actions.

IV. Conclusion

As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for students. Business uses social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Youngsters are seen in contact with these media daily .Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.

The social networking websites has become essential need today, but it should not be motivated at all. It could ruin the future of teenagers and children and it had a very bad impact on education as it is discussed above. There is no third party or any other community which could check for what actions are been performed by which user, so it is strongly recommended to check children's activities on social networks and don't let them use social networking websites. It is also a strong recommendation for Govt. and international cyber jurisdiction to take part and ban these types of websites, other than government and jurisdiction, every parent should strictly ban use of social networks on their children and secure their future.

References

- [1] Boundless (2014, April 04). Marketing. Integrated Marketing Communication. Push and Pull Strategies. Retrieved from: <https://www.boundless.com/marketing/integrated-marketingcommunication/selecting-the-promotion-mix-for-a-particular-product/push-and-pull-strategies>.
- [2] Boyd, D.M. & Ellison, N.B. (2008), Social Network Sites: Definition, History and Scholarship. *Journal of Computer-Mediated Communication*, 13(1), p. 201-230.
- [3] Butts, C. (2012): Social Media's role in Communication and globalization: A case study of local perceptions on a global scale. Final Project, North Carolina State University, Com 521: Communication & Globalization. Retrieved from: http://media.wix.com/ugd/1e1d78_3c9ec6295b01a91552ed079170afb6da.pdf
- [4] Cha, M.; Benevenuto, F.; Haddadi, H & Gummadi, K. (2012). The World of Connections and Information Flow in Twitter. *IEEE Transactions on Systems, Man, and Cybernetics. Part A: Systems and Humans* 42.2, 991-998.

- [5] CERN (2014, April 07). Retrieved from <http://home.web.cern.ch/topics/birth-web>
- [6] Cybermobbing (2011, April): Forsa-Umfrage im Auftrag der Techniker Krankenkasse Deutschland. Retrieved from <http://www.tk.de/tk/020-positionen/meinungspuls-cybermobbing-2011/360344>
- [7] European Commission (2012). Standard Eurobarometer 78, Media Use. Report. Retrieved from http://ec.europa.eu/public_opinion/archives/eb/eb78/eb78_media_en.pdf
- [8] Facebook (2014, April 06). Retrieved from <https://www.facebook.com/zuck>
- [9] Getsafeonline (2014, April 08). Retrieved from <https://www.getsafeonline.org>
- [10] Shabnoor Siddiqui and Tajinder Singh, "Social Media its Impact with Positive and Negative Aspects", *International Journal of Computer Applications Technology and Research* Volume 5– Issue 2, 71 - 75, 2016,
- [11] Danah M. Boyd & Nicole B. Ellison, "Social Network Sites: Definition, History, and Scholarship", In *Journal Of Computer-Mediated Communication*, Vol. 13, Issue 1, October 2007.
- [12] M. Trusov, R. E. Bucklin, & K. Pauwels, "Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site", In *Journal of Marketing*, Vol. 73, Issue 5, page 90-102, September 2009.
- [13] S. Kuppaswamy, P. B. Shankar Narayan, "The Impact of Social Networking Websites on the Education of Youth", In *International Journal of Virtual Communities and Social Networking*, Vol. 2, Issue 1, page 67-79, January-March 2010.
- [14] J. Cain, "Online Social Networking Issues Within Academia and Pharmacy Education" In *American Journal of Pharmaceutical Education*, vol. 72, Article 10, February 2008. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2254235/>
- [15] N. Ellison, C. Steinfield, C. Lampe, "Spatially bounded online social networks and social capital: The role of Facebook" In *Proceedings from the annual conference of the international communication association*. Dresden, Germany, June 2006.
- [16] Jeff Cain, "Pharmacy Students' Facebook Activity and Opinions Regarding Accountability and E-Professionalism" In *American Journal of Pharmaceutical Education*, Vol. 73, Issue 6, October 1, 2009. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2769526/>
- [17] K. Williams, A. Boyd, S. Densten, R. Chin, D. Diamond, and C. Morgenthaler, "Social Networking Privacy Behaviors and Risks", In *Proceeding of CSIS Research Day*, Seidenberg School of CSIS, Pace University, USA. 2009.
- [18] Klovdahl AS, Potterat JJ, Woodhouse DE, "Social networks and infectious disease: the Colorado Springs study" In *Soc Sci Med*, Vol. 38, Issue 1, page 79–88, January 1994.
- [19] N. Ellison, C. Steinfield, and C. Lampe, "The benefits of Facebook "friends:" Social capital and college students' use of online social network sites", In *Journal of ComputerMediated Communication*, Vol. 12, Issue 4, 2007.
- [20] C. Wiley, & M. Sisson, "Ethics, accuracy and assumption: The use of Facebook by students and employers", Presented at the Southwestern Ohio Council for Higher Education Special Topics Forum, Dayton, OH. November 2006.
- [21] Tiffany A. Pempek, Yevdokiya A. Yermolayeva, Sandra L. Calvert, "College students' social networking experiences on Facebook", In *Journal of Applied Developmental Psychology*, Vol. 30, Issue 3, page 227–238, 2009.