



THE IMPACT OF SOCIAL MEDIA ON SOCIETY

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KEYWORDS	ABSTRACT
Social, media, impact, society, etc.	Social media is impacting both positively and negatively on Indian society. Social media is the fruit of advanced science and technology with the outcoming result of globalization and liberalization. In this methodology, we can adopt a systematic methodology, which can give an accurate assessment of the use of social media by the young generation. Young people are knowingly and unknowingly addicted to social media, positively and negatively impacting their lives. The research results indicate that social media platforms such as WhatsApp, Facebook, Twitter, and Instagram have become integral parts of modern life, each offering a range of advantages and unique opportunities for users. The implications of this research are the importance of understanding the roles played by social media platforms such as WhatsApp, Facebook, Twitter, and Instagram in modern life. In the context of India, these platforms have significant impacts on social relationships, career development, and various aspects of daily life.

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INTRPODUCTION

Social media is impacting both positively and negatively on Indian society. Social media is the fruit of advanced science and technology with the outcoming result of globalization and liberalization. It has many outcomes like WhatsApp, Twitter, Facebook, Instagram, etc (Ozukum, 2021).

Social media occupies a place in our lives and has advantages and disadvantages. The research is urgent because the impact of social media has become an increasingly intense debate in society (Sarkar et al., 2015). We often see controversies around issues such as privacy, the spread of false information, cyberbullying, and social media dependence. To address these issues and maximize the benefits of social media, it is important that we have a deep understanding of its impact. In addition, the urgency of this research is also related to the rapid development of social media and changes in user behaviour (Ferguson et al., 2015).

Researchers published the results of their research that internet and social media users in Indonesia are quite high. There is about 15 percent internet penetration or more than 38 million internet users, the total population of about 62 million people who are registered and have accounts on Facebook social media (Appel et al., 2020). The researchers define social media as a group of Internet-based applications that build on a foundation of Web 2.0 ideologies and technologies, and that enable the creation and exchange of user-generated content (Kaplan & Haenlein, 2010).

The aim of this study was to investigate the impact of social media on society in a variety of contexts. This includes analyzing its effect on communication, social relationships, individual psychology, career development, as well as its effect on news and information disseminated. With a better understanding of the impact of social media, we can develop wiser strategies in its use and create a healthier online environment (Dilawar et al., 2022).

METHOD

In this methodology, we can adopt a systematic methodology, which can give an accurate assessment of the use of social media by the young generation. Young people are knowingly and unknowingly addicted to social media, positively and negatively impacting their lives.

Suppose social media is used to get opportunities like getting a job, promotion in their career, career growth, etc. In that case, it is suitable for their career development.

However, suppose they were attached to using social media just to kill time, making videos viral, pampering unusual things, etc. In that case, it can significantly hinder their personality development.

RESULTS AND DISCUSSION

By this methodology, social media has positive and adverse impacts on society. We are so addicted to social media that we can tolerate hunger. However, we can only live with social media.

When we see any accident on the road, one is not ready to help the preppie. However, people are engaging in making viral accident video recordings. It shows how we are addicted to social media. However, it also saved many people's lives, and it is easy to identify the location and help the needy. It connects people from different continents and is undoubtedly the contribution of globalization.



Figure 1 Social Media Apps

Several social media platforms help us to increase our social contacts. Let us see one by one.

Whatsapp

WhatsApp has emerged as a powerful tool in the realm of social media, revolutionizing the way we connect and communicate with others. It has become a vital platform for expanding our social circles and fostering connections (van de Koot-Dees & Young Sliedrecht, 2023). This versatile app allows users to create social groups tailored to their needs, offering a myriad of opportunities to interact and exchange information.

Among the most significant features of WhatsApp are its group creation capabilities. People have harnessed this functionality to establish various communities, such as student groups and job seekers' forums. These groups serve as hubs for individuals with common interests or goals, providing a space for discussions, networking, and support.

WhatsApp also facilitates the sharing of multimedia content. Users can send resumes, videos, and other documents, making it easier to assist those in need (Menon, 2022). This capability has proven invaluable for job seekers who can send their resumes directly to potential employers, making their applications more personal and engaging. Additionally, it allows friends and family to share precious moments through photos and videos, further strengthening bonds.

Furthermore, WhatsApp has played a crucial role in connecting people across borders. Its voice and video calling features enable individuals to have face-to-face conversations with loved ones or

business associates, even when separated by vast distances. This fosters a sense of togetherness, especially in a world where mobility and international connections are commonplace.

Face book

Facebook, a social media giant, holds immense significance in India, boasting a vast user base and diverse applications in the lives of its people (Schou Andreassen & Pallesen, 2014). With more than 12 crores (120 million) users, it has cemented its place as a prominent platform for forging connections and engaging with content (Menon, 2022).

One of the primary ways in which Facebook is used in India is as a means of escape from the rigors of daily life. A significant number of users turn to this platform to momentarily forget their job-related stress and seek solace in its virtual world. Scrolling through the news feed, liking, sharing, and commenting on posts, and exploring the stories of friends and acquaintances provide a welcome distraction from the hustle and bustle of work life.

Friend requests, another integral feature of Facebook, enable users to expand their social circles. People from different walks of life send and accept friend requests, fostering connections that might not have otherwise been possible. These connections range from old schoolmates and colleagues to distant relatives, creating a diverse network of friends and acquaintances.

Matrimonial services have also found a niche on Facebook. Many individuals and families turn to this platform to search for potential life partners. It serves as a dynamic and user-friendly space where individuals can create profiles, share their interests, and connect with like-minded people. The ability to browse through the profiles of potential partners and engage in conversations facilitates the process of finding a compatible match.

In addition to personal connections, Facebook has also become an essential tool for businesses and entrepreneurs in India. With its vast user base, it serves as a valuable marketing platform. Companies use Facebook to create brand awareness, target specific demographics, and engage with customers. The platform offers a range of advertising and promotion options, making it a cost-effective and efficient way to reach a wide audience.

Twitter

Twitter, a popular social media platform, has become a significant tool for individuals and celebrities alike to express their opinions and share a variety of content. Its versatility in accommodating various forms of media, including videos and text, makes it a preferred choice for users with diverse interests and communication needs.

One remarkable example of Twitter's impact is its use by prominent figures and celebrities. It provides a direct and accessible channel for them to connect with their followers and the broader public. These influential individuals use Twitter as a means to share their thoughts, engage in discussions, and offer insights on various topics, creating an interactive and dynamic space for discourse.

Beyond celebrity usage, Twitter has also played a crucial role in addressing diplomatic and humanitarian concerns. A notable instance is the late Indian foreign minister, Sushma Swaraj, who harnessed the platform effectively. She used her Twitter account as a powerful tool to protect and assist Indians residing in foreign countries. Through timely responses to their pleas, she provided much-needed aid and support to those facing challenges overseas, demonstrating the platform's potential for diplomatic and humanitarian efforts.

Sushma Swaraj's use of Twitter highlights the platform's role in fostering international relations and offering assistance on a global scale. It has enabled diplomatic missions to engage with the public, respond to emergencies, and provide real-time updates. The platform's widespread

accessibility and reach have proven invaluable in times of crisis and in building bridges between nations.

Instagram

Instagram, a widely used social media platform, has gained immense popularity among both ordinary individuals and celebrities, serving as a space for sharing personal experiences and connecting with a diverse audience. This versatile platform has emerged as a focal point for individuals to engage with content creators and famous personalities, often including cricket players, models, Bollywood actors, and many more. The interactions on Instagram go beyond mere social connections, encompassing the lucrative world of influencer marketing.

Instagram's user base primarily consists of ordinary individuals, making it a platform that resonates with the masses. Regular people use Instagram to share their daily lives, experiences, and interests through photos, videos, and stories. They connect with friends, family, and acquaintances, fostering social bonds and maintaining a digital record of their lives.

However, celebrities have also embraced Instagram as a means to share glimpses of their glamorous lives with the world. They post captivating photos and engaging videos, giving their fans an inside look into their daily routines, travels, and projects. This has resulted in a massive following, with fans and enthusiasts eagerly following their favorite celebrities, whether they are sports stars, models, or renowned actors from the Bollywood film industry.

A unique aspect of Instagram is its potential for income generation. Celebrities and influencers who have amassed a substantial following often monetize their accounts. They receive opportunities from businesses and brands to promote products and services to their engaged audiences. With each post, they stand to earn significant sums of money, effectively turning their Instagram profiles into lucrative marketing platforms.

Advantages of the social media

Social media platforms offer a plethora of advantages, contributing to both personal and professional development. These platforms, such as WhatsApp, provide a diverse range of social benefits that are pivotal in today's interconnected world.

One of the foremost advantages of social media is the way it facilitates the creation of specialized groups. WhatsApp, for instance, empowers users to establish groups comprising individuals sharing common interests or professional pursuits. This functionality plays a pivotal role in fostering a sense of belonging, as it enables like-minded individuals to come together, share insights, and engage in meaningful discussions.

In the professional sphere, social media platforms like WhatsApp play a crucial role in networking and career development. They serve as dynamic hubs for connecting with professionals, organizations, and groups within one's chosen field. By expanding one's professional network, these platforms open doors to a multitude of opportunities, including job openings, collaborations, and avenues for career advancement (Kapoor et al., 2018). This interconnectedness is particularly valuable in today's competitive job market.

Furthermore, social media platforms provide a convenient and efficient means of information exchange. WhatsApp, for example, supports the sharing of various types of content, from resumes and documents to articles and multimedia files. This feature streamlines communication, benefiting both job seekers and employers. Job applicants can share their resumes directly with potential employers, simplifying the application process. Additionally, students and professionals can exchange study materials, research findings, and valuable insights, thereby enriching their learning and work experiences.

Social media, including WhatsApp, have expanded their utility to include matrimonial services. They have become a popular and accessible platform for individuals and families seeking compatible life partners. Users can create comprehensive profiles, share their interests, and initiate conversations, making it easier to navigate the often complex and culturally significant process of matchmaking.

Facebook

Facebook reigns supreme in India as the most widely used and popular social media platform. It boasts the highest number of followers in the country, offering a multitude of features that enhance both personal and professional connections.

A defining characteristic of Facebook is the friend request feature. This function facilitates the expansion of our social network by connecting us with individuals who share similar interests and tastes. By sending or accepting friend requests, we can build a diverse circle of acquaintances, enabling us to engage in conversations, share experiences, and stay updated with their lives.

Beyond social interactions, Facebook plays a significant role in facilitating career growth and job opportunities (Bauer et al., 2023). Entrepreneurs and businesses frequently utilize the platform to post job openings and career-related content. This resourceful feature acts as a bridge between job seekers and potential employers, helping individuals shine in their professional journeys. It provides a space for job seekers to explore and apply for positions while allowing companies to tap into a vast talent pool.

Another vital dimension of Facebook is its contribution to addressing matrimonial matters. The platform serves as an essential channel for matrimonial posts and connections. Individuals and families often turn to Facebook to seek potential life partners, leveraging the platform to create detailed profiles, share information about their preferences, and initiate conversations. This approach simplifies the process of matchmaking and aids in resolving marriage-related issues.

In essence, Facebook's widespread popularity in India is marked by its impressive number of followers and its ability to enhance social, professional, and personal aspects of life. The friend request feature encourages social networking, job portals and career opportunities contribute to career advancement, and matrimonial posts offer a valuable avenue for settling marriage concerns (Shiu et al., 2023). As Facebook continues to evolve, its impact on diverse aspects of Indian society is expected to grow, fostering deeper connections and offering numerous opportunities for personal and professional growth.

Disadvantages

Social media platforms, such as Facebook, offer numerous advantages but also come with their fair share of disadvantages and pitfalls (Saracoglu, 2022). It's essential to be aware of these drawbacks to navigate the digital landscape safely and effectively.

One significant drawback of social media is the prevalence of false information and misinformation. Individuals, either intentionally or unintentionally, post inaccurate or deceptive content. This misinformation can spread rapidly, leading to confusion and misconceptions among users. It's essential to exercise critical thinking and fact-checking to discern the veracity of information encountered on these platforms.

Privacy and security concerns are another disadvantage of social media (Chen et al., 2021). Posting personal information, such as phone numbers, can expose individuals to potential threats. Fraudsters and malicious actors often exploit this information for identity theft, phishing scams, and other fraudulent activities. Users must be cautious about the information they share online and set strict privacy settings to protect themselves from such risks.

Social media platforms can also be breeding grounds for identity deception. Some individuals create fake profiles using photos of attractive people, misleading others about their true identity

(Tucker et al., 2018). This can lead to deceitful interactions and unfortunate consequences for users who fall victim to these deceptive practices.

The presence of fake accounts and fraudulent activities is a persistent issue on social media platforms (Gambo & Özad, 2020). Some users with ill intentions create fake profiles to impersonate others, engage in scams, or spread malicious content. It's crucial to remain vigilant and report suspicious accounts and activities to platform administrators to maintain a safe online environment.

Additionally, irregular and unreliable traffic can be problematic on social platforms. Some users employ bots or automated systems to generate fake likes, shares, or comments, artificially inflating their online presence. This can distort the authenticity of interactions and make it challenging to gauge the actual impact of content.

Moreover, fake websites and scams often proliferate on social media platforms (Wang et al., 2018). Users should exercise caution when clicking on links and be mindful of the websites they engage with to avoid falling prey to phishing attempts or fraudulent schemes.

CONCLUSION

Based on the explanation above, it can be concluded social media platforms like WhatsApp, Facebook, Twitter, and Instagram have become integral parts of modern life, each offering a unique set of advantages and opportunities for users. WhatsApp, with its group creation and multimedia sharing capabilities, facilitates networking and information exchange, benefiting both personal and professional connections. Facebook, India's most popular platform, enhances social interactions through friend requests and supports career development with job portals, while also serving as a platform for matrimonial services. Twitter empowers individuals and celebrities to express opinions, fostering discourse and diplomacy, exemplified by the late Indian Foreign Minister Sushma Swaraj's effective use of the platform. Instagram, embraced by celebrities and everyday individuals, provides a space for visual storytelling, offering income generation opportunities through influencer marketing.

However, it's crucial to recognize that social media also presents certain disadvantages. False information and misinformation can spread rapidly, leading to confusion. Privacy and security risks can arise when personal information is shared, potentially exposing users to threats like identity theft. Identity deception through fake profiles and the presence of fraudulent activities and fake accounts are ongoing concerns. Irregular traffic and unreliable interactions can distort the authenticity of online engagement. Users should also exercise caution regarding fake websites and scams, ensuring a safe online experience. In navigating the digital landscape, individuals must balance the advantages of social media with awareness of its drawbacks, adopting critical thinking, fact-checking, and privacy settings to protect themselves while reaping the benefits of these dynamic platforms.

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