

# **Impact of Social Media on Information Society: A Review Paper**

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## **ABSTRACT**

*Social networking has gained a lot of popularity among people of all ages. Social networking sites like Facebook, Instagram, WhatsApp, TikTok, YouTube, etc. But the authenticity and integrity of the information available are not guaranteed. The usage among these, on a priority basis, is Facebook, YouTube, WhatsApp, Instagram, Pinterest, etc. The youngsters are keenly interested in social media networking sites and apps. Social networking sites are now a part of human beings' lives; without these, they would not imagine their life. Now people want to interact by engaging them online and do not want physical interaction. The major impact of social media is on growing children. It might be useful or harmful depending on the usage of the information. The internet has changed the scenario; now everything is available on one easy search on the web without going anywhere, without asking anybody, just search and click, and your work is done.*

**KEYWORDS:** Social Media, Networking, Internet, Artificial Intelligence, Information Society.

## **INTRODUCTION**

With the advancement of technology like mobile, Internet and networking media, the engagement of people towards the social networking sites is up to the mark. All want to share their views, ideas, their likes, dislikes, and their opinions on social media and want to gain more popularity. They are only interested in getting the most likes and shares on their posts. This is what gives them a relaxation that they got likes, their channels are subscribed to. Now on the internet, thousands of videos, views, and comments are available on different topics, but the information shared is useful, authentic, and reliable. Nobody thinks of it and just posts it without knowing the consequences of it, whether it will be useful or be harmful. This is also a challenging task to identify whether the information available is genuine, useful or fake (Kumar, et al. 2024). A lot of cybercrimes are taking place nowadays, and the use of AI and other technologies has made it difficult to detect fake or real information (Kumar, et al. 2024). No doubt that technological development is necessary for every nation, but the misuse of these technologies also hampers the safety and security issues. Social networking, one of the major platforms to exchange information, ideas, and views

among friends, relatives and the mass society. It is simple to share information, exchange views, and be socialistic through these social media channels and be in touch with the latest scenario going on and up to date with the society and indulge in the techno-savvy environment which is the demand of the era.

## **DIFFERENT PLATFORMS**

**Facebook:** It was started by Mark Zuckerberg in 2004 to help friends to connect on a single platform. It's now very popular among all internet users, especially social media fans, because they all share their videos, photographs and many other things as a source of entertainment.

**Twitter:** It is also gaining popularity, started by Evan Williams, Biz Stone, Jack Dorsey and Noah Glass.

**WhatsApp:** It is also common now in every field. All the institutions, offices, and companies have a WhatsApp group, and mostly interaction or messaging is done on this platform. It is basically useful in the organisation. Family groups, friend groups, business groups and so on.

**Instagram:** This is also another platform that is mainly the fantasy of teenagers and adolescent groups. The users share their videos, content, and get likes, subscribes and shares and thus also earn through these promotions.

**LinkedIn:** This is one of the professional networks and is useful for professionals for their career growth.

**YouTube:** This is one of the major sources of sharing videos, content, and engaging with user generated contents. It works both as a source of search engines and a wonderful social media platform. Also, the users earn when users subscribe to their channels, share videos, likes and give comments.

## **Characteristics of Social Media**

User-friendly, Group coordination, Connectivity, Reliability, Accessibility, Permanence, usability, approachability, instant messaging, no physical boundary, etc.

## **Why Social Media is Gaining Popularity**

The popularity of social media is because of its accessibility, user-friendly features, and increasing connectivity among groups. It helps in increasing skills, fulfilling professional goals, is useful for business-oriented guys, and social media is a meaningful interaction medium. One can easily interact with their friends, peers and other resourceful people. The use of social media is increasing day by day, and it is not limited to a single field but is used extensively for multiple fields and helps sort out a lot of problems, making life easier, more comfortable and contributes to advancement mostly in every field. People use social media platforms to solve their queries, as a means of entertainment, and to pass the time for many, to engage in one or more activities using social media platforms.

## **Different Fields Where Social Media Are Used:**

Education, Medical, Industries, Astronomy, Banks, Research work, Marketing strategies, Business promotion, Source of income, etc.

**Education:** Various articles, projects and many videos and research are available easily on the social media platform, which can help the needy ones.

**Medical:** Health tips are available on social media, and professional development can take place using social media.

**Business Promotion:** Social media has now become one of the best sources of promoting business online and interacting with customers directly, and it also saves the time of customers' time and gets services at their doorstep.

**Source of Income:** Social media platforms are also a source of income by getting likes, subscribers and sharing the content, users earn income.

### **Positive Effects of Social Media On Information Society:**

**Socialising:** One of the best sources to make friends, share opinions and views.

**Reduce Gap:** IT helps in reducing the gap because all the work is done side by side without any delay.

**Sharing A Lot of Information:** Helps in sharing a lot of information at a time to a lot of people from one single platform instantly.

**Gaining Knowledge:** It helps in gaining knowledge on different topics in a simpler way, easy to understand and grab.

**Format:** The information can be available in different formats, as per the user's choice or as per the requirements.

**Availability:** The information is available very easily and is searchable using the search engine and browsers.

**Popularity:** Due to the user-friendly nature, the popularity of social media is increasing day by day.

**Entertainment:** The social media sites are also one of the major sources of entertainment.

**Unlimited Information:** One of the major causes of the popularity of social media is that users can find a lot of information on any topic of their concern within a few minutes, and this will help them a lot.

**Time Saving:** One of the greatest benefits of using social media platforms is that it saves time and can be accessed irrespective of location. One can find information very easily and from multiple platforms, and this also saves the time of users and gets the information at hand.

**Accessibility:** This is also one of the most reliable factors of using social media platforms and gaining popularity among people of all generations.

**Pen Friend:** Social media platforms have now become a pen friend and the best time pass and informative source to get any type of information and resources instantly.

**Education:** The social media platforms are beneficial to students who really want to excel in the field of education. Different platforms provide informative and useful technical skills and help them understand the whole scenario. The students can do their assignments, projects, or other research work easily by using these platforms.

**Business:** The social media platforms help in building a business and also in promoting their products online easily.

**Source of Knowledge:** The social media platforms are now also one of the best sources of knowledge, provided that when you look for information, it should be from reliable sources, then it will help to understand the aspects, clearing doubts easily.

**Filtered Information:** One can get up-to-date and filtered information according to their requirements and access to different resources using different applications.

**Professional Development:** Enables professional development and networking opportunities.

**Self-Expression and Creativity:** Helps in showing creativity and sharing their work, and community building.

**Opportunities:** The social media platform provides a lot of opportunities to society, whether young, old, students, or professionals, all are taking advantage of social media for their needs and treats it as a resource.

**Approachability:** Social media makes life comfortable for all users, reducing the gap.

**Updates:** The social media platform also helps in providing up-to-date information, and it will help society to be in touch with the current scenario and the ongoing trends.

**Reliability:** The users mostly rely on friends and relatives, and thus share their content, views and get in touch through these platforms.

### **Negative Effects of Social Media Platforms On Information Society:**

**Time Wastage:** One of the main disadvantages of using social media platforms is that they are time-consuming. If you sit on social media, then you can easily spend three to four hours continuously, and you will not realise this.

**Hacking:** Sometimes, when you make friends online without any physical query, there will be a chance of cybercrime, like hacking your personal information, your personal videos or anything that is very important to you.

**Relationship Gap:** There are now a lot of gaps in the relationship between family members due to social media platforms. The meaning of communication has changed; verbal communication has changed to chat online and getting to and for reply instantly.

**Fraud:** Due to an increase in the use of social media platforms, fraud cases are also increasing day by day.

**Cyber Crimes:** Cybercrimes are at par, and there is no limit to these types of crime nowadays.

**Screen Time:** The people are now spending their time mostly on social media, and there screening time is increasing day by day without knowing it, with haphazard and other consequences. Social media has become a wonderful timepass and a type of entertainment for most of the societies.

**Dependency:** The increasing trend of using social media platforms has increased the dependency on the technological world, and this also diminishes the intellectual ability of users.

**Health Issues:** There are a lot of health issues increasing due to engagement on screens, not eating on time, not sleeping properly, and chatting late at night, which affect the health of people, and it is a great threat to the new generation.

**Mental Disturbance:** Due to a lot of engagement in social media platforms, anxiety, depression, sleep disturbance, and poor self-esteem cases are increasing.

**Excess Usage:** As it is already said that excess of everything is bad, so the excess use of social media deteriorates the lifestyle of society, and the bonding also suffers.

**Child Exploitation:** This is another major issue of using social media, where minors are exploited easily through the usage of social media platforms, and this is a major concern about snatching away the child's childhood.

**Addiction:** Social media is now becoming an addiction among youngsters; this should be avoided because these platforms are meant for helping society, not for ruining the societal structure.

### **Impact of Social Media Platforms on Education**

#### **Positive Impact on Education:**

**Collaborative Learning:** It helps in collaborative learning by engaging in group chats, video conferences, etc.

**Creativity and Critical Thinking:** The different ideas from different perspectives help in creating new skills and analytical thinking.

**Sharing Information:** The sharing of information is very easy with the help of social media. The information is available on various platforms, but the main aspect is the utilisation of the information wisely.

**Developing Digital Skills and Learning:** It helps in developing new skills and learning through different platforms, engaging in different projects, and innovative learning.

**Noble Cause:** For helping needy people, the contents are provided those are useful to society.

#### **Negative Impact on Education**

**Distraction:** The platform sometimes distracts users from their original motives.

**Security and Privacy Risk:** This is one of the major issues. The cases of cyberbullying, identity theft and inappropriate materials.

**Fake Information:** It is very difficult to rely easily on the information because many fakes news, information spreads at the same time, and it's hard to rely on the genuineness of the information available.

**Relationship Issue:** The engagement on social media had disrupted the relationship and the bonding among themselves. All are busy doing their personal work on social media.

**Lack of Privacy:** Most of the users knowingly or unknowingly share personal information on the internet, and this is harmful. So, avoid sharing your personal information on social media platforms so that no one can play with your sentiments.

**Time Wastage:** The habit of spending a lot of time on social media with friends, relatives, chatting for long hours, not only wastes time but also leads to an addiction to social media platform which will hamper health and lead to various health issues due to prolonged screen exposure.

**Rumours:** It has come to notice that some people use social media as a source of spreading rumours and disturbing the mental health of society.

### **Suggestions To Use Social Media Wisely**

**Making Education Groups:** Making a group of people to a limit and engaging them in discussions about the project work, and other discussions related to the topics, which will help in completing the projects promptly.

**Education Blogs Usage:** The use of education blogs is helpful to students who really want to excel in their fields.

**Webinars And Live Classes:** This is also one of the useful means to interact and benefit. This also improves confidence among the users and creates a competitive atmosphere.

**Low Score in Academics:** Due to prolonged engagement on social media by the students, they will get distracted from their studies, resulting in a low score. The social media platforms, if not appropriately used, can lead to low academic score so for getting advantages of these platforms, search for relevant information and topics needed.

### **DISCUSSION**

Social media is now one of the most prominent and useful resources among groups of all ages and has become a fantasy for teenagers. The fake or false information may lead to misconceptions and deception. So it is the ultimate time to use the media wisely and try to avoid engaging in inappropriate activities, which can lead to trouble and make your life restless. The technology is booming, but using it appropriately helps you to grow and nourish; otherwise, misuse will create an atmosphere of confusion and tension. The main purpose of using these multiple platforms is to gain prosperity and growth, so it is very important to spread the information, share ideas that are meaningful, authentic and useful for society. Spreading rumor's, or fake news, deteriorates the benefits of technology usage. The main purpose of social media is to use it wisely, recognise the value and ultimately the positive exposure in society. We should avoid spreading fake information just because of gaining popularity and likes. The main goal is to spread the content that is useful to society.

### **CONCLUSION**

Social media has changed the scenario, giving a new definition to communication, engaging through different platforms. The craziness of social media is at par, all are busy and engaged in social media while travelling, sitting simply at one place and watching, chatting according to their interests, likes, likings and for other related matters. Social media has brought many benefits to society, but also raised various challenges like the spread of misinformation, fake news and a threat to privacy and security.

One of the major advantages of using social media is global connectivity, real-time exposure, information exchange and building communities. Social media is useful and a life-changing platform, but it depends on the users how they implement the various resources, information and other materials available. Social networking is a platform to exchange ideas, share views, articles among groups, relatives, friends or to the mass community. The user-friendly nature becomes an attraction for most of the users. Spending a lot of time on social media divert the attention and focus and also leads to demotivation. Technology usage is like two sides of the same coin; it depends on the users how they use it. In this paper, both the advantages and disadvantages of social media are discussed, but again, it depends on how society makes use of various platforms. There is no doubt that social media platforms are popular, but still users who are using these platforms should be careful and use them wisely and helps the needful to achieve their goals or help in the growth of the masses with the help of these platforms.

## **FUTURE OF SOCIAL MEDIA:**

From the trends, social media platforms will gain popularity in future and will be the most important part of life. So, improvement in the usage and authenticity is needed, and also to understand the utility of social media and implement it systematically for the benefit of society. The upcoming phase is AI-driven. Social media continues with new technologies, new features and aspects. This paper covers both the positive and negative impacts of social media on information society. But it is in the hands of users how they want to utilise the different media available to get maximum benefits. So, being a part of society, all of us contribute towards the welfare of society.

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