

SOCIAL MEDIA

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ABSTRACT

Social media provides a forum for people all over the world to communicate their concerns and thoughts. Before learning about the various facets of social media, people must first understand what social media is. The interaction between groups or individuals in which they produce, share, and occasionally trade ideas, photographs, videos, and other media through the internet and in virtual communities is referred to as social media. Children are growing up in a world surrounded by mobile devices and interactive social networking sites like Twitter, MySpace, and Facebook, as well as Orkut, which has made social media an important part of their lives. A social network is changing the way that young people interact with their parents and friends, as well as how they use technology. Social networking has two distinct effects. On the plus side, social media sites can be useful tools for professionals. They do so by supporting young professionals in marketing their abilities and looking for business opportunities. Social networking platforms can also be utilised to effectively network. On the negative side, there are a number of risks linked with online communities on the internet. One of the dangers is cyberbullying, which is defined as harassment carried out through the use of modern technology. In this study, we look at the positive and negative sides of social media.

INTRODUCTION

A social media platform is an online platform that users use to create social networks or relationships with others that have similar personal or

professional interests, hobbies, backgrounds, or real-life connections. Social media has a significant impact on young people. It's becoming evident that social media has become an integral component of people's life. Many teenagers check Tweets and status updates from their friends and family on their laptops, tablet computers, and smartphones. People are being driven to accept alternative lifestyles as a result of technological advancements. Social networking platforms can help young individuals improve their social skills. Social media is a type of data communication that takes place over the internet. Users can hold conversations, share information, and produce web content on social media sites. Blogs, microblogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and other types of social media exist. Hundreds of millions of individuals use social media to share knowledge and build connections all over the world. On a personal level, social media allows us to contact friends and family, learn new things, pursue our passions, and be entertained. On a professional level, we can utilise social media to grow or widen our expertise in a specific subject, as well as build our professional network by engaging with other industry professionals. At the company level, social media helps us to engage with our audience, collect feedback from customers, and enhance our brand.

Social media is an original concept with tremendous potential for growth. Many firms are utilising social media to improve their procedures as a result of its advancement. We can advertise or communicate more effectively with the help of social networking. Similarly, individuals do not need to rely on the media or television for their daily dose of the news; everything can be found on a social networking site. People can track or obtain data from anywhere on the planet.

POPULAR SOCIAL MEDIA SITES:

Facebook

This is the Internet's largest social media network, both in terms of overall subscribers and brand recognition. Since its inception on February 4, 2004, Facebook has grown to over 1.59 billion monthly active users, making it one of the best platforms for connecting people from all over the world with your business. More than 1 million small and medium-sized businesses utilise the site to advertise their business, which is unsurprising.

Twitter

We may believe that limiting our postings to 140 characters is a poor approach to promoting our business, but we will be surprised to learn that this social media platform has over 320 million monthly active users who can make use of the 140 character limit to communicate information. Businesses may use Twitter to communicate with potential customers, answer inquiries, and provide the latest news while also targeting ads to specific audiences. Twitter was started on March 21, 2006, in San Francisco, California, and is headquartered there.

Google+

Google+ is one of the most widely used social media platforms nowadays. It is a must-have tool for any small business because of its SEO worth. Google+ was launched on December 15, 2011, and it has since grown to become one of the most popular social media platforms, with 418 million active users as of December 2015.

YouTube

YouTube, the world's largest and best-known video-based online networking platform, was founded on February 14, 2005, by three former PayPal employees. It was ultimately purchased by Google for \$1.65 billion in November 2006. YouTube has over 1 billion monthly visitors and is the second most popular internet search engine after Google.

Pinterest

Pinterest is a relative newcomer to the world of online networking. This stage consists of electronic announcement sheets on which businesses can paste their content. Pinterest announced in September 2015 that it has reached a milestone of 100 million users. Pinterest should be used by private companies whose intended interest group is primarily made up of women, given the majority of its visitors are women.

Instagram

Instagram is a visual online networking stage. Facebook owns the site, which has more than 400 million active users. It is used by a large number of its clients to share information about travel, fashion, food, craftsmanship, and other similar topics. [2] The stage is also known for its incredible channels,

as well as video and photograph modifying features. Approximately 95% of Instagram users also have a Facebook account.

Tumblr

Tumblr is a standout among the most difficult to use informal communication platforms, but it's also one of the most fascinating places. The platform supports a variety of post types, including cite posts, chat posts, video and photograph posts, and sound posts, so you're never limited in terms of what you may contribute. Reblogging, which is more comparable to retweeting than Twitter, is quick and easy. David Kar. p founded the long-range informal communication network in February 2007 and it now has over 200 million users.

Flickr

Flickr, sometimes known as "Glint," is an online photo and video sharing platform that was founded by Ludicorp, a Vancouver-based company, on February 10, 2004, and later acquired by Yahoo in 2005. Clients who share and install images are familiar with the stage. Flickr had over 112 million users and a global presence in over 63 countries. Every day, millions of pictures are shared on Flickr.

Reddit

This is social news and excitement organizing site where enlisted clients can submit substance, for example, coordinate connections and content posts. Clients are likewise ready to arrange and decide their position on the site's pages by voting entries up or down. Entries with the best votes show up in the best classification or primary page.

Snapchat

When Reggie Brown, Evan Spiegel, and Bobby Murphy were understudies at Stanford University, they created Snapchat, an image-sharing application training item. The application was officially launched in September 2011, and in a short period, it has accumulated a massive following, with an average of 100 million daily active clients as of May 2015. Snapchat is used by more than 18% of all social media clients.

WhatsApp

WhatsApp Messenger is a cross-platform instant messaging app for phones,

tablets, and computers. To transmit photographs, texts, documents, audio, and video messages to other users who have the app loaded on their devices, the software requires an Internet connection. WhatsApp Inc. was founded in January 2010 and was purchased by Facebook on February 19, 2014, for \$19.3 billion. Today, over 1 billion people utilise the service to communicate with their friends, family, and even clients.

BizSugar

BizSugar is a stage and speciality asset for entrepreneurs, company visionaries, and directors to communicate with one another. DBH Communications, Inc., a supplier of award-winning business distributions, created the site in 2007, and Small Business Trends LLC acquired it in 2009. Clients can use the platform to share recordings, essays, blog posts, and podcasts, among other things. It also allows users to read and vote on entries submitted by other people.

Delicious

In 2003, Peter Gadjokov and Joshua Schachter founded this site, which Yahoo acquired in 2005. Delicious claimed to have bookmarked 180 million URLs and had more than 5.3 million users by the end of 2008. Delicious Media announced in January that it had acquired the administration.

IMPACT OF SOCIAL MEDIA ON KID AND TEENS

Teenagers today are heavily influenced by the media. It has a big impact on all elements of a teen's life, whether it's television, computers, video games, or social networking sites. With the media, things aren't so awful. Media, when used correctly, has the potential to change the lives of young people for the better. This article discusses the beneficial and bad effects of media on teenagers.

POSITIVE EFFECT OF SOCIAL MEDIA ON KID AND TEENS:

Awareness:

The majority of teenagers live in a safe environment. However, by being exposed to a variety of media outlets, students can gain a better understanding of society and the globe. With news channels, journals, and social networking sites broadcasting global events, youth can learn that there is more to the world than what is going on in their neighbourhood.

Help Develop Social Skills:

Many teenagers struggle with social situations. They can also expand their social circle and form new acquaintances thanks to social media. Other advantages include increased social confidence, media literacy, and social support. Teens' social skills are broadened by social media, which helps them navigate successfully through modern society.

Inspire Them:

Don't only worry about the violence when our teen watches an action movie. Teens can utilise the movie as encouragement, motivation, and inspiration if they have a small amount of control over them. Perhaps our adolescent will opt to pursue martial arts instruction as a result of seeing a Bruce Lee film! Most teenagers give the impression of being famous, and they might just listen if a celebrity warns them to stay away from drugs.

NEGATIVE EFFECT OF SOCIAL MEDIA ON KID AND TEENS

Distorted Body Image:

Today's world is brimming with ideal individuals. Images created with Photoshop are all over the place, causing a skewed body image in several teens. This body image crisis has resulted in anorexia and bulimia.

Risky Sexual Behavior:

Young individuals are still figuring out who they are sexually. It is extremely common for them to be preoccupied with all things sexual. However, today's media portrayal of sex can perplex an adolescent. Adolescents are being inundated with messages about sex without responsibility, according to all sources. This can lead to untrustworthy sexual behaviour and unwanted pregnancies.

Score Low In School:

Exam results are lower for teenagers who watch too much television. According to a study, people with high degree scores watch less television during their youth and adolescence. Another study found that different types of media have distinct effects on schoolwork. Today's media is both powerful and ubiquitous. You can't get away from its tentacles. You also don't have to! Keep in mind that media is currently a tool, and how you use it, like any other instrument, is entirely up to you.

HANDLING INFLUENCE OF SOCIAL MEDIA ON YOUTH AND TEENS:

Here are some strategies for dealing with social media's influence on teenagers:

Examine your child's favourite music, movies, TV shows, games, and celebrities. We can notice the images and messages that are impacting people once we know what interests them.

It is quite easy for our teenagers to view YouTube videos on their phones, and we may not be aware of what they are watching. Parents should try to keep an eye on what their teenager is watching on TV or the internet and set some boundaries and regulations.

Talking about messages is one of the finest methods to help kids understand the media's influences. For example, if the teen likes girls, we can discuss female friendships, life choices, self-esteem, and sexuality with them.

Monitoring a teen's media consumption does not imply that we prohibit them from doing so. It's simply educating them about the bad influences.

We should also opt to prohibit the use of certain apps, shows, and games. Please explain why we're doing this.

We can also assist our adolescents to interpret media by posing some questions for them to consider. Pick a TV commercial or a magazine and ask the teen questions like who's behind it, what motivates them, how it makes them feel, what they need from it, and so on.

We may do the same with the role model our teen has. Encourage our adolescents to ask questions like, "Why do you appreciate that celebrity?" "Do you follow him in real life?" "What values of the celebrity interest our teens?"

CONCLUSION

As technology advances, web-based social networking has become the norm for every single person, group, and organisation. For students, online networking has improved the quality and rate of coordinated effort. Corporations employ internet networking to improve an organization's performance in a variety of ways, such as meeting business goals and increasing the organization's annual offerings. Every day, youths come into

contact with various mediums. Social media provides several advantages, but it also has several drawbacks that harm people. False data can lead the training framework to disappointment, in organizations wrong promotion will influence the productivity, online networking can manhandle the general public by attacking individuals' security, some pointless sites can impact youth that can end up savage and can take a few wrong activities. Last but not least, all the citizens are advised to adopt the positive aspects of social media and avoid negative effects So that we can avail the benefits of these latest and emerging technologies.