Impact of social networking on family, college and society.
Impact on social media in connecting the world and disconnecting the society

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Abstract:

The purpose of the study is to understand the impact of social media on individuals, be it college going students, working individuals, homemakers, businessmen or any other person who come under the ambit of social networking. Social media is the tool that connects the entire world with a click of few buttons. The study tries to understand the social media's role in development of communication virtually and its influence on each of this category. The study also focuses on the impact of social media in the lives of individuals, its uses and abuses. How much has social media helped in connecting people is the question of the hour and needs an answer. If the social media is helping individuals in developing a good communication between individuals, then why there is a decline in human values should be understood. The effect of social media in politics, the impact of social media on society, the impact of social media on commerce, the moral challenges faced in social media and the impact of social media on personal relationships.

Key words: social-networking, people connect, sustainability,

Introduction:

Social networking is the process of gathering different set of individuals into like groups. It has been there from a very long time. But the online social networking has had a history of just twelve years. This online networking can be reached through various websites. Social networking sites are an online community of internet users. These community members share common interest and hobbies. They get to know each other when they visit each other's profile pages which would contain their personal information and about their interests. If people find like-minded and like-interested people, they become friends with each other.A person who is in India become a friend of a person who is in the US or UK or any other country. This not only reduces the physical distance between people but also helps in understanding each other's cultures in close virtual proximity.

The youth of today has access to social media and are constantly updated about everything around the globe. They, now, will not have to wait for any news channel to break the news to them or they nor do they need an expert to guide them about any situation as all this information in available in the various pages on social media.

This study tries to understand the intricacies of social media and the way it is used by all the sectors of the society. The different sectors use social media for different purposes viz., a businessman can use social media to promote his product. A college student may use social media for socializing with his like-minded people across the globe. A homemaker may use social media to cultivate hobbies or to socialise with friends.

Social networking sites includes host of websites, such as, facebook, instagram, twitter, snapchat, whatsapp, skype etc.

Review of literature

Arab Spring events that began in late 2010 changed the political scenario in many countries all over the world. The contribution of the social media and Internet to the events of the Arab Spring has led to the idea that open access and a free Internet can eventually turn out to be an excellent weapon. This paper examines that idea, through examples that highlight the dangers associated with using the social media. The capability of social media to quickly reach masses and allow them to share and spread information resulted in the rapid spread of Arab Springs.

A research paper by Dr. Mohapatra studies the role of the media as an - institutional limb of the modern democracy during the recently held Jan Lokpal movement which was unprecedented in many ways. This article pointed out that massive use of social media in Lok Pal movement turned out to be a trend setter and can be seen as a successful experimentation for good cause. People can use social media content to get the status of a movement and identify the goals it wants to achieve. It also essays out how the movement that was initiated by the social media turned out to be a huge success.

Internet sites focus heavily on building online metropolitan areas certain to along with common interests or activities. Hence, give them tools that help them to make this happen. Within the portion of collaborative learning, the internet sites handled the large problem elevated by teachers within the recent period. For example, insufficiencies in humanitarian aspect and recognized to it teaching lacks spirit. However, Websites have assisted to solve a few individuals' problems, with the aid of interactive affiliate by getting a person, making the participation within the human consider the academic process something important. That introduced with an increase to attract people toward collaborative learning and many researchers within the aspects of social sciences undertaking studies to look at this phenomenon and to clarify the actual reason behind the attraction educated about internet sites for example. Furthermore, instructors have reported that using online technologies can encourage online discussion among students outside the classes, beyond the traditional class setting.

Before the seminar, participants were asked to create a Twitter account, and bring a laptop or smart phone if possible to the seminar. While giving the presentation on using social media in the geography classroom, the instructor is also demonstrating how to use social media in the classroom. Therefore, the presentation strategies

are paramount to the success of the presentation and are included in each section of the presentation. In this project the students learnt to use the innovative way of using social media like twitter, tumblr, Wikipedia, Poll Everywhere, Discussion boards, Facebook and Youtube

"Children who spend much of their time online find it harder to focus in class and have short attention span " researchers found through the samples that 7 out of 10teachers believed that their students are becoming obsessed with social media sites such as Facebook. Their students tend to study while using Facebook and it shows that they got 20% lesser marks. Facebook-using students even perform task (projects or assignments) without completion for the reason that they spend more time scrolling down on their newsfeed to see updates about their friends and look up for their notifications rather than finishing their school tasks. Beside that Facebook affects students' academic performance; it also has an effect on students' emotional health. Yes, students feel connected to others but study shows that they manifest depression through seeing their status updates. Some would utilize the site to express what they feel towards their enemy in school or even outside the campus. They would blurt out through posting status that would target their opponent just to hurt their feelings. Sometimes this things could lead to conflicts, which would turn violent at a later time.

Objectives

- To understand the impact of social media on society, commerce, political campaigns, personal relationships.
- To know the effects of social networking sites on the millennia.
- To understand the challenges faced by individuals with the advent of social media

Effects of social media on Politics:

The traditional methodology of election campaign is losing its sheen these days. The political parties have now found a new platform to grab the attention of the prospective voters. Social media is playing a major role in election campaigning.

The 2014 general elections in India was revolutionary. It saw social media as a new battleground. NarendraModi emerged as India's Obama. The conventional ways of sending messages, recorded calls and public gatherings was not seen much. This election saw politicians leveraging. Social media used to reach out to constituents like never before. Many of them were reluctant earlier. But they have now become active. It's either out of necessity. It helped to keep up with their peers. Many political parties also made it mandatory. Thus, it won't be incorrect to say that role of social media in politics has been inevitable over the years.

Effects of social media on society:

With the popularity of social media, the other terminologies which have gained prominence are Cyber bullying, cyber-crimes, cyber-thefts, ransom ware etc. the increase in online trolls on all the issues has been the highest. Children these days are not afraid of the real bully in their classroom but are afraid of the cyber bully. Cyber-crimes such as stalking, hacking another person's account is also increasing rapidly.

Social media has also helped in creating awareness about various issues as well, i.e., voicing against corruption, pollution etc., voicing towards cleanliness.

Social media has no doubt brought awareness amongst the people, but it has also made the society more insensitive and hungry for news, no matter how.

Effects of social media on commerce:

Social media is the new platform for the businesses to display their strengths and to make the more out of the opportunities. Social media is great platform for promotion of new products. Small entrepreneurs have benefited largely from social media. The investment is very less and therefore provides opportunity for faster growth. The online market is not totally captured and therefore new businesses can optimally utilise this opportunities.

Social media also provides a platform for immediate feedback of the customers, which gives ample scope for the businesses to respond and solve the grievances of the customer. The faster the response time the higher the chances of attracting the existing and new customer.

70% of marketers found that social media activities increased traffic to their website while 75% of businesses engaging in social media activities for a year or more reported an even bigger increase in traffic.
Encouraging social media users to leave a social media platform and visit your website is no easy undertaking. A solid mix of engaging content and well formulated ads with a compelling call to action can help encourage consumers to visit your web properties.

Businesses now have to be very careful about what kind of the product they sell and what kind of the response they give to the public because a customer has a very wide platform to express his opinions towards the business. If the opinion of a hand few customers turns out to be negative the business will have to face a lot of obstacles in terms of growth.

Not surprisingly, B2C marketers (73%) were more likely to develop a loyal fan base than B2B marketers (63%).It is no mystery that most social media users engage on social platforms for personal needs first. B2B marketing often involves multiple decision makers at different stages in the purchasing journey. Fortunately, social platforms like LinkedIn and Facebook are beginning to make it easier for marketers to target audiences based on interests, job titles and demographics. This opens the door for B2B marketers to segment individual messages base on need.

Effects of social media on personal relationship:

Urge to share, artificial relationships, PDA, FOMO, less family time, depression, anxiety.
Human beings yearn for connection and belonging. Numerous studies have linked social support to positive mental health. Additional studies have cited the negative emotional impact of loneliness. Research has further revealed people with fewer social relationships die earlier on average than those with more social relationships. Yet with the rise of social media, there are concerns many people appear to be substituting virtual, online connections for real-life, social relationships.
Adolescence is a period that is very important for social learning, which could explain why teens are often more tuned in to what's going on in their respective cultures. With the rise of social media, Sherman thinks we may even be learning to read likes and shares instead of facial expressions.
"Before, if you were having a face to face interaction everything is qualitative. You use someone's gestures or facial expressions, that sort of thing, to see how effective your message is," she says.

"Now if you go online, one of the ways that you gauge the effectiveness of your message is in the number of likes, favorites or retweets, and this is something that's really different and unique about online interaction."

The urge to share about personal lives is tremendous. It is because of this factor that there are a lot of artificial and short lived relationships that are forming a part of the society. There is always a public display of affection amongst all these relationships, rather than showing real love and care in any relationship. Studies and personal experience reveal people tend to put their best foot forward while interacting on social media. Displays of emotional weakness, insecurity, or conflicts generally tend to be concealed or minimized on SNS. It is often difficult, if not impossible, on social media to reveal the qualities that define deep, intimate relationships. While our social media friends offer us a great deal, it is not a true substitute or even supplement for real-life interactions with others.

Conclusions

Although social media has a history of just a decade, it has occupied a major space in every individual's life. Every individual who is tech savvy is seen to use some or the other form of social networking to stay connected to the virtual world. Business have found a new place to promote their products. Small businesses have started to thrive and have started to become more profitable. The immediate feedback which is received by the businesses have allows it to change what is not working for them and this allows a sustainable growth for the business. Many old lost friends are getting connected and people are able to connect with others who have similar interest. But, with the connection of virtual word, it can somehow be felt that individuals are losing the personal connect. With the advent of technology into our lives, we have forgotten the art of meeting people and connecting to them. By being updated with the news around the world, we have somehow forgotten to ask about our own family. It's high time we understand that technology is here to help us in connecting people rather than disconnecting ourselves from the actual world.

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