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USING SOCIAL MEDIA IN MOST PRODUCTIVE WAYS: THE FRUITFUL SOCIAL MEDIA

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Abstract: This case study provides an overview of an innovative approach undertaken by the team of the organization, Passion World, which is a social media platform giving opportunity to the users to use social media as tool to learn new things about their profession and can follow their passion through a web-based application platform. Since many social media has been used on for years by many users, Passion World is innovative in three respects. To begin with, it gives most of the controls to the users about the content they want in their feeds which helps the user to be away from the content which have no use in the user's life and also it keeps users away from the non-interesting and negative content. Moreover, the user interface will be easy to use and user friendly.

Frontend will be developed using HTML, CSS, JavaScript, React.js and for database, mongo DB will be used. And of these developments is addressed in relation to the growth of the company as well as the issue and context in which the innovations arose.

Index Terms – Social media, user interface, frontend, database.

I. USAGE OF SOCIAL MEDIA IN INDIA

According to a survey, social media users spend nearly 2.5 hours every day on social media globally and when it comes to India, users spend 2.4 hours on social media every day and number of social network users in India was nearly 351 million at the time of survey. This shows that the huge amount of people is spending much amount of time on social network in India. Most of the users are the youths of India. In this rapidly changing world, everyone knows the importance of time and people in India are giving a lot of their precious time to social media but some questions arise here are “What people get from the social media in return?”, “Is it beneficial to spend time on these platforms?” and “How the content served on these platform affecting users mind?”. According to a study of University of Pennsylvania, high usage of social media makes people feel lonely and isolated which is just opposite to the expectation. It is also found that more than 10 percent of teens become the victim of cyber bullying. There are many positive aspects of social media also like it helps people to connect with others, create opportunities for many and help people to express creativity and self-expression. Therefore, no one can deny the importance of social network. But, over usage of social media affect badly to mental health and creates problem such as stress and depression. Nowadays, youth should be more focused toward their goals and they should maintain distance from distracting elements. Passion World came up with a solution that if people can decide the type of content, they want on their feeds will help them to be away from negativity, youths will be less distracted and there will be less variety of content which will resist the user from being addicted to social media.

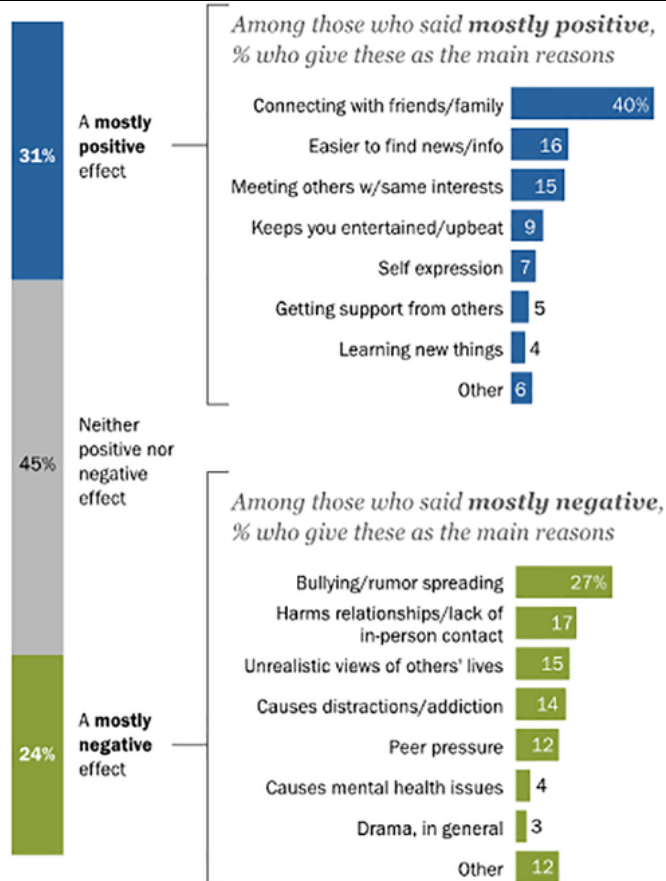


Fig1. Effect of Social Media on Mental Health

II. REVIEW OF ORGNISATIONS AND SCHOLARS

As we all know that India is facing second wave of COVID19 and cases are increasing much more rapidly as compared to last year. People should stay at home for more time and this will increase the use of social media platforms. People use their smartphones very much in their free time and due to this people are said to be slaves of their smartphones. So before giving much time to these things we should have a look on different studies done by different organization on the usage of social network and try to understand the correct way to use the social media. I am mentioning some of the good studies below.

Table 2.1: Studies of some Organizations

S.No.	Organisation	AUTHOR	What is in the study?
1.	University of Pennsylvania (Philadelphia)	<u>Mellisa G. Hunt</u> <u>Rachel Marx</u> <u>Courtney Lipson</u> <u>Jordyn Young</u> (2018)	<ul style="list-style-type: none"> ➤ This study shows the relation between the use of social media and mental health. ➤ The study is based on the survey with 143 participants. Participants shared the usage time of social media and their mood after using the social media. This survey was held for 3 weeks and with proper proofs of screenshot of the users mobile. ➤ In this experiment, Mellisa G. Hunt finds that the people who were using social media for much time every day feels stressed and lonely more than the people using social media for less time a day. ➤ She concluded that

			the reduce in social media usage will makes you feel less lonely.
2.	HelpGuide (Helpguideorg International)	<u>Lawrence Robinson</u> <u>Melinda Smith</u> (2020)	<ul style="list-style-type: none"> ➤ The article is about the role of social media towards mental health. ➤ The article if providing the positive and negative both the aspects which helps to understand the importance and disadvantage of social media and also talk about the factors which tends the users to use these platforms in wrong way and harming the mental health. ➤ The article is concluding with suggesting the correct ways to use social media and how one can diagnosis himself if social media is affecting him negatively or not. And write that using social media for less time is good but over use is bad for health.
3.	Cureus (San Francisco, USA)	<u>Fazida Karim</u> <u>Azeezat A Oyewande</u> <u>Lamis F Abdalla</u> <u>Reem Chaudhry Ehsanullah</u> <u>Safeera Khan</u> (2020)	<ul style="list-style-type: none"> ➤ The paper tries to explain the social media uses and its connection to mental health. This is a systematic study to explain the effect of social media usage and how mind responds to this. ➤ 50 papers were selected from the google scholars and after using the exclusion and inclusion criteria, 16 papers were selected and quality of all the papers were checked. ➤ It was found in the study that two main type of disorder can be seen in the person, who is over using the social media and i.e., depression and anxiety.
4.	Tylor and Francis Group (London)	Harris Hyun-soo Kim (2016)	<ul style="list-style-type: none"> ➤ The article is explaining about impact of internet

			<p>social media on adolescent psychological well-being. This study is on the population of Korean school children.</p> <ul style="list-style-type: none"> ➤ The study was made to examine the extent to which internet activities are associated with psychological well-being of adolescents. Data is taken from Korean Youth Panel Survey; this is a government funded research project. ➤ The conclusion of this study was that increase in internet use increase the mental health threat and make teens susceptible to online harassment which can leads to depression, loneliness, anxiety and substance abuse.
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III. PROBLEM STATEMENT

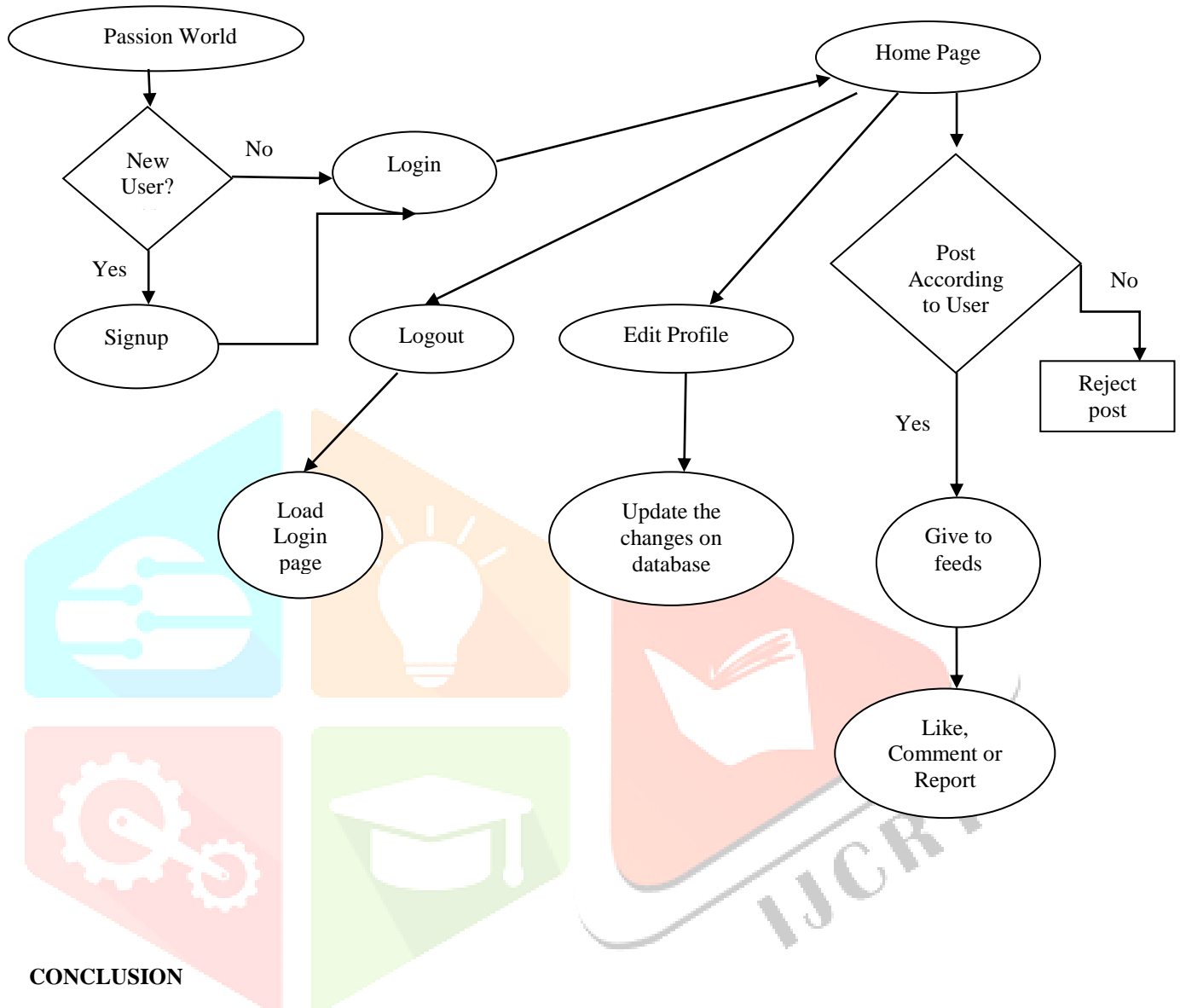
The product's goal is to reduce the negative effects of the social media such as negative content, non-interesting content, cyberbullying and many more. Moreover, it will help the users to follow their passion or profession which help them to grow and keep one's mind productive and positive. Also, it keeps users away from distraction by reducing the variety of content. The website will ask the user to register their details into the registration/signup form and then only they will be able to login to the website. And after logging into the web, they can choose the type of content they want to see on their feeds which helps the user to see the content according to their mood. The website is developed using HTML, CSS, JavaScript, React.js, Node.js, and mongodb for the database.

It can be accessed on a phone, laptop, and computer system as it is made responsive in design.

IV. PROPOSED SYSTEM

Passion World Website offers an interface for people who are searching for a way to stay connect with the world and staying away from the negativity spread by the people on such platforms. It is developed using HTML, CSS, JavaScript, React.js, Node.js, and mongodb for the database. More than one options will be available for the user to choosing the content type and their interests. And if someone want to post some thoughts or image, they have to tag the particular post with the related topics which makes it easy to classify the post and present them to the interested user about that topic. After logging in, they will find the home page full of new feeds according to the interest of the user. If user want to add some more types of feeds, then they have this option too. The negative and objectionable content should be removed immediately. User have option in navbar to edit their profile, manage their privacy and logout. All the user details will be saved in the database which will be mongodb. And the security and privacy of this data should be managed by the backend. In future, data will be filtered by machine learning algorithms which will make filtration system quick and accurate.

V. WORKFLOW



VI. CONCLUSION

Since, people are giving so much of their precious time to social media, this time should pay them back something productive and positive. There are so many of negative aspects of social media such as it becomes addictive, feeds negativity to mind and making people lonelier as user gives more to social media. But importance of social media cannot be denied because it has plenty of positive effect too such as connecting people, gives platform to express themselves and many more. It is required that a platform provides such facility which reduces the negative impacts and increases the positive effect of social media. And Passion World gives the control to users for types of contents they want on their feeds and filter every possible negative content from the platform.

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