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HOW MANY PEOPLE USE SOCIAL MEDIA & THEIR EFFECTS ON SOCIETY

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Abstract: *Social media is a new and accelerating phenomenon that has to begin its jump in the 21st century. What is social media? It is a way that lets the user interact with many other users over the internet and participate in social networking activities for fun and also functions in professional use, aids in information gathering. The kick start for social media can begin with the invention of the World Wide Web which is credited to Sir Tim Berners Lee that led to the formation of various other search engines and other social media sites such as Facebook YouTube Instagram and many others. In 2021 there were 3.96 billion active users of social media and that began with the first social networking site that was called 'six degrees.com'. But just like a coin social media has two sides on one hand it provides entertainment, knowledge gain, advertising, various jobs and industries. On the other hand, they can cause mental fatigue (if used excessively) along with physical health issues, it can also lead to the propagation of fake news and propaganda and a major issue is cyberbullying along with privacy issues that can be harmful in various ways. Social media is a whole different world that has its flaws and boons, and to be honest, it may not be possible to categorize 'social media as a good thing or bad. Therefore we can conclude that proper care should be given towards social media (the whole internet too) so that we can be safe and healthy while using them.*

Key phrases: *Social media, 3.96 billion active users, side effects.*

I. INTRODUCTION

The use of social media or social networking sites is an accelerating phenomenon of the 21 century. In today's era, social media is expanding its network all over the world and connecting people to each other by using social media platform. Social media includes applications and websites that allow users to create a profile and share content like photos, videos and their thoughts or to participate in social networking like groups, pages and blogs. There are so many types of social media like blogs, microblogs, wikis, social networking sites, photo sharing sites, instant messaging, podcasts, widgets, and video sharing sites, virtual worlds and many more. On an individual level, social media enables you to communicate with family and friends, learn new things, which enhance your interests and be entertained. On a professional level, you can increase your knowledge in a particular field, and build your professional network by connecting with other professionals in your field.

After the invention of the supercomputer in the 1940s, technology began to change very rapidly and researchers developed ways to create networks between two computers and later this lead to the innovation of the internet. After the innovation of the internet, the first search engine was invented in 1990 by Tim Berners-Lee. After that numbers of search engine came into existence like yahoo, Mozilla Firefox, Opera Mini, Chrome, UC Browser, etc. And they got popularized in the world of the internet. After that, many social networking sites and applications came in front of the people like Facebook in 2004, YouTube in 2005, etc. And then smartphones were invented in 2008 and then social media applications were introduced to the globe and the number of social media users is getting increased up to the billions. In the world, there are 3.81 billion active users of social media in 2020 and this number is increasing day by day. The first social networking site, 'SixDegrees.com', was created in 1997 by Andrew Weinreich (USA).

But when we see both sides of coins then we came to know that the huge traffic gathered on social networking site, some people use it for their own benefit and for society also. For eg: Business and E-Commerce. And on the other hand, some of them use it for wrong purposes like hacking, piracy, etc.; which is harmful to society

OBJECTIVE

Considering the latest thing of use of web-based media the fundamental goal is to check the reason and impacts of increment utilization of online media. To investigate the effect of online media on individuals' connections, particularly family and kinships

Quite possibly the most well-known web-based media locales, Facebook, has 1.4 billion clients all throughout the planet, almost a fifth of the total populace, in this manner assisting us with bettering comprehend, learn and share data momentarily. Interpersonal organizations have eliminated all the correspondence and connection obstructions, and now one can convey his/her Insight and considerations over an assortment of themes. Understudies and specialists can share and speak with similar individuals and can request information and assessment on a specific subject. Another positive effect of long-range interpersonal communication locales is to join individuals on a tremendous stage for the accomplishment of some particular target. This is vital to acquire the positive change society. Web-based media are utilized to archive recollections, find out about and investigate things,

publicize oneself and structure fellowships. For example, they guarantee that the correspondence through Internet-based administrations should be possible more secretly than, all things considered.

The most recent figures show that there are 3.78 billion online media clients worldwide in 2021, a five percent increment from a year prior. It is additionally 920 million more than the number of social clients in 2017, which addresses an astounding 32.2 percent hop in only five years.

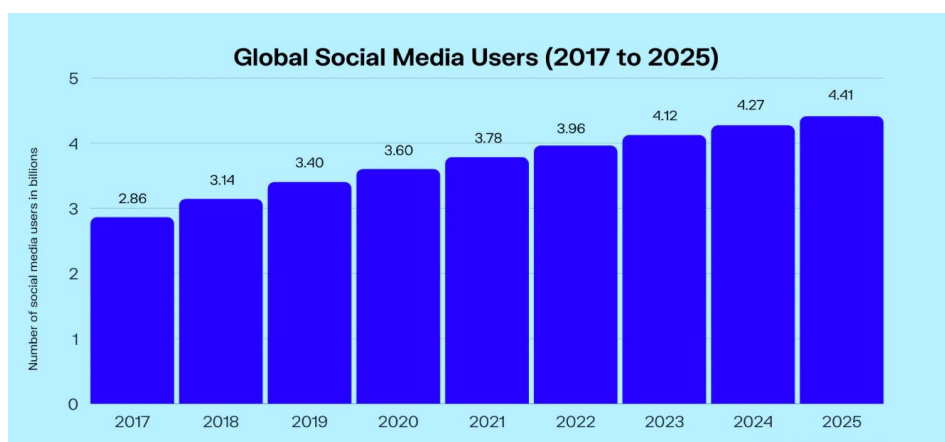


Fig no-1 Graph of Global social media users

What number of people use social media In 2021

Web-based media's invasion into the existences of web clients has been on the ascent. The most recent figures show that there are 3.78 billion online media clients worldwide in 2021—a five percent increment from a year prior.

It is likewise 920 million more than the number of social clients in 2017, which addresses an astounding 32.2 percent hop in only five years. The normal yearly development rate over this period is 7.2 percent.

Going ahead, while the quantity of online media clients will keep on expanding, development is relied upon to level. The normal yearly development rate from 2022 to 2025 is a figure at 3.9 percent.

Regardless of the lull, obviously, online media will keep on being a piece of buyers' day by day lives, with cell phones and cell phones as the fundamental main impetus. The way things are, web-based media insights show that more than nine out of ten (91 percent) online media clients utilize cell phones to get too informal organizations.

Such insights plainly show the developing pattern and dependence of purchasers via online media, demonstrating a reasonable chance for web-based media promoting openings for online business organizations around the world.

Web-based Media Usage by Region

The openness of reasonable cell phones, Wi-Fi inclusion, and improving organizations assume a gigantic part in expanding online media use across the globe.

Right now, the greater part (53%) of the worldwide populace utilize web-based media, which is a 12.3 percent year-over-year increment.

Taking a gander at the number of individuals who utilize web-based media by locale, the three regions with the most noteworthy number of online media clients are situated on the planet's biggest mainland: Asia.

Beating the rundown is Eastern Asia, where more than one billion individuals there utilize web-based media. The quantity of online media clients there makes up 13.7 percent of the worldwide populace. This should not shock anyone, considering the district comprises China, the world's most crowded country.

Southeast Asia is home to the second-most noteworthy number of online media clients with 482.73 million clients. This is trailed by Southern Asia with 470.01 million.

Balancing the best five are Northern America, where there are 329.25 million web-based media clients, and South America, with 274.22 million clients.

Then, on the opposite finish of the range, the areas with the least web-based media clients are Central Africa with 12.38 million clients and Central Asia with 13.93 million clients.

Facebook is the main social organization at 2.7 billion month to month dynamic clients, trailed by YouTube (2 billion), WhatsApp (2 billion), FB Messenger (1.3 billion), and WeChat (1.2 billion)

70% of the absolute US populace have social organization accounts, totalling various 231.47 million individuals and becoming 3.1% somewhere in the range of 2019 and 2020

In the US, 2019-2020's month to month dynamic clients are up 1-2% from Facebook, Instagram, and LinkedIn. However, Pinterest, Twitter, WhatsApp, and Snapchat are generally down 1-3%

In the US, 76% of all females utilize social media, contrasted with 72% of all men

How many people use social Media?

Starting at 2021, the quantity of individuals utilizing social media is over 3.96 billion around the world, with the normal client having 8.6 records on various systems administration locales. Mainstream stages like Facebook have more than 66.09% of their month to month clients signing in to utilize social media every day.



Fig no-2 How many people use social Media

3.96 billion Individuals right now utilize social media around the world

All social organizations report development information on the quantity of month to month dynamic clients or MAU's instead of the number of records, as this information is more precise for estimating genuine use and domain infiltration.

How many people social networks use for business?

40% of all web clients overall use social media for work purposes. In the U.S., just 27% of individuals effectively utilize social media in their positions, contrasted and the most noteworthy by country in Indonesia at 65%, or the least at 13% in Israel.

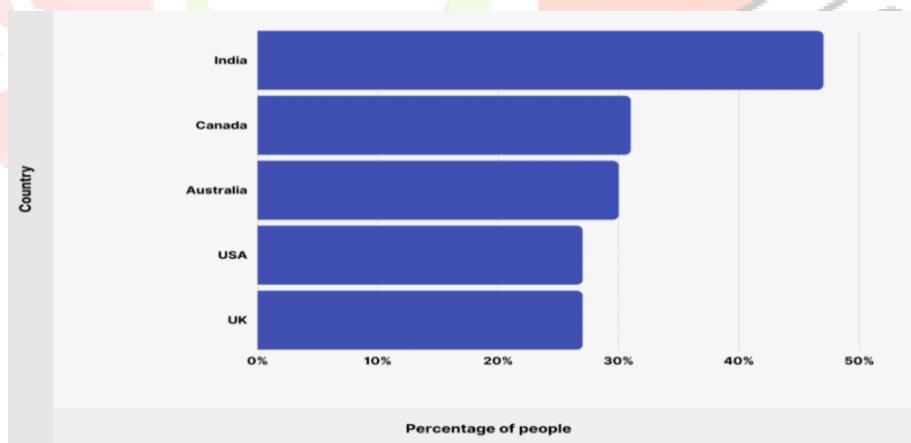


Fig no-3 graph of how many people social networks use for business.

5 Highlights for Backlinko's crowd:

- India: 47% of individuals use it for work
- Canada: 31% of individuals use it for work
- Australia: 30% of individuals use it for work
- USA: 27% of individuals use it for work
- UK: 27% of individuals use it for work

Effect of social media:-

- a) Positive effects
- b) Negative effects

Positive effects

1. People are comfortable to make connections with new people and make more friends having similar likes and dislikes.
2. Social media influences daily life style by having attractive contents.
3. Some people are giving more time to social media because they are gaining knowledge about various aspects of life
4. Social media gives a platform for E-gaming industry to present its self to a wider public on the international level.
5. Social media also acts as major entrainment source for the majority of people who use the internet for various purpose.
Few example of such entertainment sources would be videos, “memes”, etc.

Negative effects

1. Extensive use of social media can lead to various disorders such as mental fatigue, eye strain, spinal issue, etc.
2. Physical fitness of person deteriorates due to excessive usage of E-gaming as physical activity gets drastically reduced.
3. Social media can also be used to propagate, “fake news” that can lead to unnecessary conflicts within society.
4. A major issue has risen due to social media usage i.e. cyberbullying, trolling, etc. which have a major effect on victim.
That can lead to even suicide.

Online media may advance negative encounters, for example,

Deficiency about your life or appearance. Regardless of whether you realize that pictures you're seeing via web-based media are controlled, they can in any case cause you to feel unreliable about what you look like or what's happening in your own life. Essentially, we're all mindful that others will in general share simply the features of their lives, once in a while the depressed spots that everybody encounters. In any case, that doesn't decrease those sensations of jealousy and disappointment when you're looking through a companion's digitally embellished photographs of their tropical sea shore occasion or finding out about their energizing new advancement at work.

Dread of passing up a great opportunity (FOMO). While FOMO has been around far longer than web-based media, destinations, for example, Facebook and Instagram appear to intensify sentiments that others are having a good time or carrying on with preferable lives over you are. The possibility that you're passing up specific things can affect your confidence, trigger uneasiness, and fuel significantly more noteworthy online media use. FOMO can force you to get your telephone like clockwork to check for refreshes, or impulsively react to every single alarm—regardless of whether that implies facing challenges while you're driving, passing up rest around evening time, or focusing via web-based media connection over certifiable connections.

Detachment. An investigation at the University of Pennsylvania tracked down that high utilization of Facebook, Snapchat, and Instagram increments rather diminishes sensations of dejection. On the other hand, the investigation found that diminishing web-based media utilization can really cause you to feel less desolate and disengaged and improve your general prosperity.

Sadness and uneasiness. People need vis-à-vis contact to be intellectually solid. Nothing diminishes pressure and lifts your disposition quicker or more viably than eye-to-eye to eye connection with somebody who thinks often about you. The more you focus via web-based media communication over in-person connections, the more you're in danger of creating or intensifying disposition problems like tension and sorrow.

Cyberbullying. Around 10% of teenagers report being tormented via web-based media and numerous different clients are exposed to hostile remarks. Online media stages, for example, twitter can be focal points for spreading terrible tales, lies, and misuse that can leave enduring enthusiastic scars.

Self-ingestion. Sharing interminable selfies and all your deepest considerations via online media can make an undesirable conceit and distance you from genuine associations..

CONCLUSION:

To sum up, notwithstanding the positive advantage of quick data sharing, social media empowers individuals to make bogus personalities and shallow associations cause sadness. In this examination, I have investigated the damages presented by this uncensored and unmonitored new vehicle of correspondence which opens us all to a continuous breakdown of social attachment and the obliteration of our customary worth frameworks, except if we assume liability to guarantee that our comprehension of social media and its effects are continually assessed with what's going on the planet

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