

# Social Media and Its Impact on Human Behaviour and Society

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**Abstract—** Social media has changed not only our powers of thinking but today governs our behaviour and social conduct as well. Much the way that it has become clear over a long period of time that corporate values and human values are not in fact aligned, so has it become clear, in a much shorter period of time, that social media values and human values are likewise not aligned

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. The purpose of this paper is to provide detailed information about the impact of social media on society. A lot of studies indicated social media has both positive and negative outcomes. Some of the positive outcomes are, for example, Socialization and Communication; enhance learning opportunities and accessing health related information. Depression, anxiety, catfishing, bullying, terrorism, and criminal activities are some of the negative sides of social media on societies. Generally, when peoples use social media for appropriate purpose and predetermined goals the outcome will be positive and the reverse is true for negative side effects. So as to decrease and save the societies from its negative side effect and encourage the positive ones, all concerned bodies should have to work collaboratively.

## INTRODUCTION

Background of the Social media are applications that enable people to interact with each other and build social networks that increase social capital , Social media describes how publishers can distribute their messages to thousands of people, encouraging them to build strong connections and firm loyalty. share the same concept of social media. To them, social media is the use of Facebook, Blogs, Twitter, My Space and LinkedIn for the purpose of communication, sharing photos as well as videos. Kaplan described in his study that social media is a set of internet-based applications that constructs the ideological and technological foundation of web and

that permit the design and exchange of user-generated content.

When it is used consciously, it is a beneficial social networking site for young people. For example, according to, Faudree, Facebook has five basic advantages: (1) Facebook is a social networking site which students use frequently when they are bored, (2) Facebook is a way of communication with others members, (3) Facebook is an environment in which students feel themselves relaxed, (4) Facebook provides students to support each other and learn their personal identities, (5) Facebook is a public sphere which can be observed by school administrations and other members. On the other hand, when children and teens spend more time on social media, they may develop many problems. For example, Dube (2016) study result indicates, prolonged and excessive use of social media presents dangers i.e. suffering from mental health issues. also identified social media behaviour and posts can be useful identifiers or predictors of depression. Multiple studies have begun to focus on the disturbing association between online social networking and a variety of negative feelings and psychiatric disorders. According to Dube, the most pronounced of negative feelings and psychiatric disorders are: decreased self-esteem (which often works hand in hand with eating disorders and body dysmorphia), anxiety, depression/depressive symptoms, a feeling of a lack of connection, feelings of inferiority, deterioration in concentration and other symptoms of Attention Deficit Hyperactivity Disorder (ADHD), and Addiction to social media are the significant ones. Social media can be also a source of mutilation. Sander and Thomas (2013) in their study identified two types of mutilation: Cultural, social-psychological and cognitive: forms of “Attention Deficit (Disorder)” and Business and macro-economic: forms of “Financial Deficit”. Now

a days Majority of adolescent is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age groups. Because of their limited capacity for self-regulation and susceptibility to peer pressure, adolescents are at some risk as they navigate and experiment with social media. Recent research indicates that there are frequent online expressions of offline behaviours, such as bullying, clique-forming, and sexual experimentation, that have introduced problems such as cyber bullying, privacy issues, sexting, Internet addiction and concurrent sleep deprivation. .

#### OBJECTIVE GENERAL OBJECTIVE

The general purpose of this review is to provide detail information about the impact of social media on society.

Today, social media has created new styles of communication for us, which made huge impact on everyday lives of the people. Social media has brought people with common interests together and expanded the horizon of ideas worldwide. However, there has also been an impact of social media on human behaviour and society. Human behaviour changes more when we dabble with technology especially with social media. The daily use of social media by people has increased so much that it is slowly injecting an inflection into our behaviours.

The good impact of social media:

- a) Social media can add creativity to our thinking as people can share their views and work with others.
- b) It allows people to explore and become actively involved without the fear of rejection.
- c) While no one advocates spending hours after hours gaming, social media games can build social connections, improve a person's self-efficacy, boost their cognitive flexibility and self-control. They can teach students how to deal with successes and failures in real life.
- d) Social media connectivity with families, friends and some government safety organizations, has resulted in people feeling safe while moving out.
- e) LinkedIn is one of the greatest example of how networking over social media has helped people in finding the jobs in domain of their interests.

The bad impact of social media:

Face-to-face interactions which are necessary for development of personalities, learning social skills and communication skills, have been removed from the lives of people, especially younger generations. Children are having a difficult time interacting with others, which might lead to unsociable behaviour.

1). Comparison with other lives has been made easy by social media. People become unhappy with their current circumstances, leading to problems with self-esteem and depression.

Social media use has also been associated with cyberbullying and cyber abuse by anonymous users online, which leads to problems with self-esteem, privacy, etc.

Most studies have shown that social media's violent games result in an increase in violent tendencies and behaviours in children.

Social media has also been used as a tool to spread negativity and rumours online which has led to increasing in instances of violence in society. For instance - Recently, the rumours of kidnappers over WhatsApp have led to the deaths of innocent people in various parts of India.

With social media, it has become nearly impossible to avoid bad news and the negative influences on our lives. This can lead to long-lasting psychological repercussions and ultimately lead to thoughts of our world falling apart, stress and anxiety.

#### KEY FACTS AND FIGURES

In 2019, it is estimated that there will be around 2.77 billion social network users around the globe.

According to a report by we are social, a leading marketing and communications service to organizations in the United Kingdom, the number of people using the top social media platform in each country has increased by almost 1 million new users every day during the past 12 months.

The global number of people using social media has grown by 13 per cent in the past 12 months, with Central and Southern Asia recording the fastest gains. Facebook is the most preferred social media platform. With more than 2000 million Facebook users the world over, if a country is constituted with them, it would be the world's third-largest, behind China and India.

The other popular social media platforms are YouTube, Instagram, Twitter, Reddit, Whatsapp etc.

According to the 2017 official report published by Facebook, on average there were 1.40 billion Daily active users of Facebook for December 2017, an increase of 14% year-over-year.

According to the same source, on average there were 2.13 billion Monthly active users of Facebook as of 31 December 2017, an increase of 14% year-over-year.

According to forecasts from media analyst firm BIA/Kelsey, U.S. social media advertisement revenues are expected to grow to USD 24.2 billion in 2021.

A researcher linked to Cambridge Analytica (CA), a political consulting firm had accessed the details of 50 million Facebook users. The data was shared with Cambridge Analytica, which used online data to reach voters on social media with personalized messages and swayed 2016 US elections.

Effect of social media on society and human perception

Social media will have a huge effect on the future of society and human perception and in many ways. It has become more and more prevalent and will only continue to grow and expand. I remember when I was younger and Myspace was still the place to be. When Facebook came into the limelight, people weren't really sure what to do; I remember seeing Facebook and thinking I needed to add everybody who lived in my town.

There are a few various ways in which social media will affect the future and change human perception:

Human Interaction

I think one of the main effects that social media will have on the future of society is changing the way that people interact with one another. On one hand, this can be negative; social media gives people an option to post or engage in rude or inflammatory behaviour under the guise of being hidden behind a computer screen. Others may feel that social media has made them less likely to be able to engage with friends, family, or others in a face-to-face environment. How many times have you been out and seen people just staring at their phones? We so often interact with others online and via social media that it can be argued that people are losing out on the development of valuable social skills.

Many may believe that what they post on social media will have no effect but the reality is that it

CAN affect the way that individuals interact with potential employers, potential love interests, and more. If you have a poor social presence or one which promotes deviant behaviour, are you really going to get the job that you want?

At the same time, it can have a positive impact on interactivity as well. For example, I work in the communications field. For me, being able to show that I can engage with others on social media - and share content which is valuable - has helped me with networking, meeting friends, or even job-searching.

Self-Image

As can be seen by quickly perusing Instagram or any other visually-based network, people post a lot of photographs of themselves, vacations, workouts, food, or just everyday life. Because of this, people might start comparing themselves to other people. Social media might negatively affect their self-image because they do not have something (whether it be the body, the money, or some other aspect) that someone online has. Some research has even shown that likes on social media can be psychologically pleasing; people can get addicted to the likes, even feeling that they have more of a support system or that more people like them/are proud of them than might be true.

If companies want to help combat self-image issues which can be compounded by what is shared on social, they need to try and understand how deeply ingrained social media is in modern society.

Flow of Information

Social media provides a quick and easy way to spread news and information online. It is great for up and coming bloggers or Youtubers, for journalists sharing stories, or even for controversies like the United Airlines legging controversy. Many people around the United States, and around the world, use social media as a way to discover news or new stories. While this can be beneficial, the recent influx of fake news from the past presidential election does need to be considered. For social media to become a beneficial news source in the future, it must be ensured that consumers can trust the flow of information.

The flow of information on social media can also perceive how human beings can see the world. For example,

the recent Women's March in Washington, D.C. grew to be a worldwide event, with hundreds of sister marches taking place not only across the United States but across the world. Had social media not been in effect, most likely the march would not have become as widely known as it was. Social media coverage of other countries might also give insight into what is happening in other countries, affecting the way in which people might understand other cultures.

#### CORPORATIONS AND CUSTOMER SERVICE

Survey findings from 2016 state that when customers contact brands or companies on social media with complaints or questions, 47% expect a response within an hour and 84% not waiting or wanting to wait any longer than one day for a response. 32% expect a response within 30 minutes. With more and more customers taking to social media to air their grievances, or even to rate a company on a website such as Yelp, being able to navigate the social sphere is imperative for brands to survive.

If brands respond negatively or rudely to customers, don't fulfil expectations, or even fail to respond at all, that customer is not likely to positively review or rate the brand on social media. In fact, if the customer is incensed by a certain behaviour, they may even leave bad reviews on social media. This can be a detriment to a brand or company as some people might see those bad reviews and choose a different brand or company for their needs or services.

Because of this, online customer service - particularly online customer service as related to social media - is going to be important for brands to focus on. As it becomes more prevalent and more people get onto social media (and as more social networks pop up), being able to make customers happy is going to be helpful in keeping brands successful.

I believe it affects human behaviour in a more negative way than positive.

While it is a great resource to share and connect with friends and family, it does more harm than good by the fact that it makes everything so convenient in regards to human contact and even common courtesy. For instance, it isn't common for the mass majority of people to religiously check their phone for updates or messages that aren't even considered urgent or

important, but need to be checked because of its instantaneous nature. Or, they need to check it because whatever they are doing is just too boring and they feel the need to be entertained. Imagine sitting across the table from your date, and all they seem to want to do instead of being engaged with you is check Facebook. Rude right?

Plus, because it is so "instant," social media doesn't really encourage us to pick up the phone and be interested in engaging one on one with someone. People still do hang out with one another on the daily basis obviously, but it just doesn't hold the same priority as it once did. Which means, things like messages being misconstrued and arguments occurring happens more often, or allowing a friendship to kinda fade away because the conversations over text have lacked more and more substance.

**Social Media and Catfishing** When people focus so much time on social media networks that real-life relationships begin to suffer. In doing this our more important relationships with our loved ones and close family members suffer because more of our time and effort is put into the illusion of social media. The term Catfish describes people who create fake social networking profiles, and "catfishing" is the process of befriending strangers online while using a fake or stolen identity. It is a deceptive act and it has ruined marriages, relationships and the emotional wellbeing of many people. **Social Media and Criminal Activities** Some of criminal activities related to social media are the following **Social Media and Bullying** Cyber bullying has become a major issue among youths in the last couple of decades, as it allows its victim's to post things in front of their peers and humiliate them. Bullying is defined as an aggressive act that is carried out by a group or an individual repeatedly and over time against a victim who cannot easily defend him or herself. According to Campbell, 2005, with the use of Internet and mobile phones, a new form of bullying has emerged, often called 'cyber bullying'. In cyber-bullying, aggression occurs via electronic method, via the Internet and especially through social media (Bannink et al., 2014). **Social Media and Terrorism** Another dangerous aspect of social media is the rapid adoption of this medium by terrorists groups. In the last couple of decades, incidents of Islamic terrorism have occurred on a global scale, not only in Muslim-majority countries,

but also in Europe, Russia, and the United States. Terrorism has been using social media for their benefit for gathering information, for recruiting members, for fund raising, and for propaganda schemes (Weimann, 2008). According to Weimann, terrorists started using the Internet almost 16 years ago. Ever since then, monitoring the use of the Internet and online platforms use by terrorist groups has skyrocketed from 12 to over 9,800 terrorist web sites as Weimann stated. Social Media and Criminal Activities In order to establish a link between terrorism and social media, we need to assess the different profiles new recruits can be grouped into two . The first groups of people that easily join radical groups are isolated people. The second category of people includes people with emotional problems such as depression and the last reason why some join terrorist groups is because these radical groups make them feel important. The psychological issues such as depression, isolation and unstable personality discussed above make it easier for terrorists' group to obtain new recruits. From the previous sections, one can deduce that social media is one of the many sources of emotional issues. Therefore, social media can easily be considered not only a tool used by terrorist groups but also as the first viable step to helping radicalize potential recruits

#### CONCLUSION

As the technology is developing, the web-based networking as turned into the routine for every last individual, people; groups are seen dependent with this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students. Business uses online networking to upgrade an organizations execution in different courses, for example, to fulfil business goals, expanding early offers of the organization. Youths are found in contact with these media every day. Social media has different merits yet it likewise has a few faults which influence individuals contrarily. 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 n individuals' security, and some pointless sites can impact youth that can end up plainly 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 the negative effect

Social Media has expanded the horizons of communication more than ever and has changed the pace of life forever. While eliminating social media from our lives is out of question, its usage can be moderated by limiting our time on it.

Drawbacks:

The biggest drawback of social media is that it is highly addictive to almost every person using it.

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- [10] [www.iiste.org](http://www.iiste.org) ISSN 2224-3267 (Paper) ISSN 2224-3275 (Online) DOI: 10.7176/NMMC Vol.78, 2019 This obsession of being glued to our gadget screens all day brings with it an array of health disorders and is the main cause of stress, depression, anxiety and sleeplessness.

- 1 Key terms: Effect social media, society DOI: 10.7176/NMMC/78-02
- 2 (Barnes, 2008). For comm, 2010
- 3 Martn, (2008) & Lusk, (2010)
- 4 Kaplan (2010) as cited in Ghulam et al., 2014
- 5 Davila et al., 2009
- 6 (Patchin et al., 2006)
- 7 Social Media: Impact on human behavior and society (linkedin.com)
- 8 (Bannink et al., 2014)
- 9 (Bhui et al, .2014)
- 10 (Weimann, 2008)