

Multi-Dimensional effect of Social Media (with Special Reference to Health)

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ABSTRACT

Social media is a platform for people to discuss their issues and opinions. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allows people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. In this paper we cover all aspects of social media with its positive and negative effect. Focus is on the particular field like business, education, society,health and youth. During writing this paper we describe how these media will affect society in a broad way. In India and in advanced other societies, government and courts are beginning their reckoning with the extraordinary difficulties posed by presently existing centralized social media and the platform companies that by operating media are changing human civilization. Many physiatrists believe that social media is a single most factor causing

depression and anxiety in people. It is also a cause of poor mental growth in children. Increased use of social media can lead to poor sleeping patterns. There are many other negative effects like cyber bullying, body image issues etc.

Keywords: social media, health, business, society, youngsters, education.

INTRODUCTION

In recent day's social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people lifestyle.. Social media include social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter, Facebook, whatsapp, google etc as key tools for news, journalists and their organizations have performed a high-wire act. These sites have become a day to day routine for the people. Social media has been mainly defined to refer to “the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship”but effects very bad on health,education,society etc. which is not good for our young generation,without it they are like bird without wings.



These sites are working properly and very good for us. But if use properly of it. because so many advantages and disadvantages of it. Its upto us how we are using these networking sites. Wheather using in a right way or misusing these sites. Some of advantages and disadvantages are there of social media on our society. As per the survey of previous research, 90% of college students use social networks. Technology has shown a rapid development by introducing small communication devices and we can use these small communication devices for accessing *social networks* any time anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc..For the purpose of education social media has been used as an innovative way. Students should be taught to use this tool in a better way, in the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good . Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each through various social sites like Facebook, Orkut, and Instagram etc. It is also important for students to do some practical work instead of doing paper work.

Teachers as well as for themselves to enhance their knowledge skills because they have to update for taking smartclasses and other activities for developments. Social networking sites also conduct online examination which play an important role to enhance their knowledge.

PURPOSE OF INTERNET USER

<i>USER</i>	<i>PERCENTAGE</i>
<i>MAIL</i>	<i>33%</i>
<i>SURFING</i>	<i>26.8%</i>
<i>CHATTING</i>	<i>18.7%</i>
<i>SOCIAL NETWORK</i>	<i>17%</i>
<i>OTHERS</i>	<i>4.5%</i>

TOTAL **100**

In the above table it is clear that, internet usage for the respondents was for mailing and surfing the net with 33% and 26% respectively. Mainly two traditional reasons for using Internet i.e. Mailing and Surfing. In India social networking sites are growing fast to gain popularity but it haven't reached the expectation of global scenario. Just 17% reported social networking sites as their principle reason for Internet usage. Alternating reactions were downloading internet content, purchasing online goods, studying and reading e-books.

Membership in social networking sites for Education

<i>Member of SNS</i>	<i>Percentage</i>
<i>Yes</i>	<i>95.7%</i>
<i>No</i>	<i>4.3%</i>
TOTAL	100

Among the Indian youth 95.7% of the members are connected with the social media. These figures are increasing day by day. Whereas only 4.3% of members are not connected with the social media.

Positive Effect of Social Media on Education

- Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments
- Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media, it create interest in students.
- Teachers may post on social media about class activities, school events, seminar, workshop , homework assignments which will be very useful to them.
- It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers through internet.
- The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productive purpose not for unproductive.

Negative effect of Social Media on Education

- The first concern about the negative effect comes to mind is the kind of distraction to the students present in the class. As teachers were not able to recognize who is paying attention in the classroom
- One of the biggest breakdown of social media in education is the privacy issues like posting personal information on online sites.
- In some of the scenario there were many in appropriate information posted which may lead the students to the wrong side.
- Because of social media students lose their ability to engage themselves for face to face communication.
- Many of the bloggers and writers posts wrong information on social sites which leads the education system to failure.

- Wrong advertisement is also flashing on working websites which distract students.

Positive Effect of Social Media on Business

- Social Media helps to better understand their audience by their likes and dislikes
- It helps the business for promotional activities.
- Social networking sites helps to make new customers by providing useful facilities.
- Helps to enhance market insight and stretch out beyond your rivals with online networking.
- It also helps to increase awareness among brands and reach with little to no budget .

Negative Effect of Social Media on Business

- In business filed social media is not entirely risk free because many of the fans and followers are free to post their opinion on a particular organization, the negative comment can lead the organization to failure.
- Many of the large organization have fallen victim to the hackers.
- The wrong online brand strategy can doom a company, and put at a huge viral social disadvantage.
- Getting involved with Social Media is very time consuming. As an organization you should assign a person to always bolster your pages and profile with significant substance.
- Most companies have difficulty measuring the results of social media advertising.
- Online shopping not gives satisfaction in terms of quality.what you see is not enough it.

How Can Social Media Affect Your Health?

At first glance, it may seem like a surprising notion that social media can affect your health. When we consider how much time people spend engaging on sites such as Facebook, Twitter, Instagram and others, however, it really makes sense.

Anything that takes up large amounts of your time, including work, watching TV, exercising or driving, has some impact on your health. The question is whether social media is good or bad for us. The simple answer is that it can be both. Fortunately, there are ways to help reduce its harmful effects while maximizing the benefits.

Ways That Social Media Impacts Your Health

There are a number of ways that social media can have an influence on your health.

Addiction to social media. People who are addicted to social media may experience negative side effects such as eye strain, social withdrawal or lack of sleep.

Stress. If you spend your time researching problems or arguing with people, you may experience stress, which can have a negative impact on your health.

Emotional connections. Social media can help you connect with more people and stay in touch with those with whom you're already close. Connecting with people has proven health benefits.

Information. You can find a large amount of health-related information on social media. This can be quite helpful. On the other hand, if you take random advice without doing proper research, it can also be harmful.

As these points illustrate, there's no simple answer as to positive and negative effects. Let's look at some of these in a little more detail.

Social Media Addiction

Social media addiction is a real phenomenon. As more people carry around smartphones and other devices wherever they go, it becomes harder to escape the internet. And people increasingly spend their online time on social media sites such as Facebook, Twitter Instagram.

For people who are addicted to these sites, it can have a harmful effect on their lives and even their health. Any addiction is potentially harmful if it saps your energy away from other activities, such as work, physical activity and offline relationships. There are various ways that **SOCIAL MEDIA HARM YOUR MENTAL HEALTH.**

Emotional Impact

People use social media for many things, such as socializing, finding and sharing information, shopping and simply as a diversion. Some of these activities are fairly neutral while others may cause strong emotions.

Positive connections with people are important for your mental and even physical health. There's plenty of evidence that social isolation is associated with a shorter life span, not to mention a diminished quality of life. While interacting with people on social media is not enough, and not a substitute for live interactions, it can be beneficial nonetheless.

Seniors and those who are disabled, who may have limited mobility, can use social media to connect in ways that they otherwise could not. Elderly people can talk to their grandkids. Someone stationed overseas in the military can talk to his or her spouse back home. Friends who live in different states can chat online. These are just a few of the ways that social media can improve people's lives.

On the other hand, social media can cause stress and other negative emotions. The issue of cyber-bullying is a good example of this. There are also people who are attached to trolling or arguing about everything from politics to sports. If interacting on social media causes stress, it's not good for your health.

Impact on Physical Health

Social media can directly impact physical health. This is usually associated with the way you use it. For example:

Carpal Tunnel Syndrome. If you do too much keying, you may experience problems that affect your hands or wrists. There are also specific problems associated with keying on mobile phones, which can strain the tendons of your fingers. These problems aren't all caused by social media. It can just as easily be caused by having to type term papers for school or reports at work.

Eye problems. You can get eyestrain from staring at screens for too long.

Fatigue. This is another symptom of overusing social media. If you're staying up too late posting on Twitter or Facebook, you may be losing valuable sleep.

Lack of exercise. Social media can cut into time you might otherwise be spending outdoors or exercising.

Distraction. One of the most dangerous potential consequences of social media addiction is driving while being distracted. As recent stories have confirmed, you can even get hurt texting and walking.

The above are harmful effects that aren't caused by social media per se, but by overdoing it or being online or texting while you should be concentrating on something else. Some of these, of course, also apply to activities other than social media, such as texting on the phone, writing emails or browsing internet sites.

Accessing Health Information

There are innumerable places to get health information online. If you're active on Facebook, you probably have friends who post their favorite health advice. You may subscribe to the pages or tweets of celebrity doctors or people who have created diets. You could learn about a potential therapy, cure or drug that's truly helpful for you or someone you care about.

On the other hand, if you accept everything you see on social media uncritically, you could end up taking bad advice. You should never mistake a tweet or Facebook post as expert opinion. Even if it's given by a qualified expert, that person hasn't examined you. At most, you should use social media as the first stage of your research.

Staying Healthy on Social Media

When used consciously and in moderation, social media can have a positive impact on your life and even your health. Here are some general tips to keep in mind.

- Use social media at certain scheduled times. Don't let it interfere with your work, studies or offline relationships.
- If you have difficulty getting off social media, try productivity apps that limit your access to certain sites. If you have a serious addiction problem, seek professional help.
- Use social media to research health issues, but always consult with your own doctor before taking any advice.

- Stay off social media and any communications platforms while driving or doing anything else that's potentially hazardous.
- Stay positive. Don't waste time arguing with people online.

- Comparing Ourselves with Others is Unhealthy – Spending a lot of time looking at others' "highlights" online naturally leads to thinking of ourselves as better or worse off, which links to jealousy and more severe depressive symptoms
- .Sedentary Lifestyle – It shouldn't come as a surprise that looking at your phone or sitting at your computer for long periods of time can lead to a more sedentary lifestyle, which can have negative effects on your overall physical health.
- Triggers More Sadness – Facebook has been linked to less overall satisfaction with life, likely due to feelings of social isolation. Additionally, more time spent on sites like Facebook and Instagram has been shown to increase these feelings.
- It Can Be Addictive – Research has shown users can suffer from addictive behavior using social media and show psychological symptoms of withdrawal when they're unable to log on.
- Cyber Bullying – Social media connects us all but it isn't always a good thing. In one study 52% of students reported being cyberbullied, with Facebook and twitter.

CONCLUSION

As technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for students. Business uses social media to enhance an organization's performance in

various ways such as to accomplish business objectives, increasing annual sales of the organization. Youngsters are seen in contact with these media daily. Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.

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