



IMPACT OF SOCIAL MEDIA ON BUSINESS, EDUCATION AND SOCIETY

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Abstract

Social media platforms allow users to have conversations, share information and create web content. With the advancement of social media many organizations are making use of this medium to better their practices. Social media has removed communication barriers and created decentralized communication channel and open the door for all to have a voice and participate for business. Social media paved a way for every individual to become a publisher of his ideas and views for their business. Social Media is the new buzz sector in promoting that incorporates business, associations and brands which make news, influence companions, to make relations and make groups.

Keywords: *Social media, Business, Education, Society*

Introduction

Social Media is a innovative idea with a very brilliant opportunity with additional scope for advancements. With the advancement of social media many organizations are making use of this medium to better their practices. With the use of social networking we can advertise or communicate in a more efficient way. Likewise people don't have to rely on the media to get their daily dose of news it can all be obtained from a social networking site. People can track or get information from all over the world.

Social networking sites can assist young people to become more socially capable. Social media is a web-based form of data communication. Social media platforms allow users to have conversations, share information and create web content. Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections. Knowledge is strength and power. We all recognize this saying but few understand the role social media has played. It is the flow of information to add to their knowledge. In today's world, social media plays an important role in impacting our culture, our economy and our overall view of the world. Social media is a new forum that brings people to exchange ideas, connect with, relate to, and mobilize for a cause, seek advice, and offer guidance. Social media has removed communication barriers and created decentralized communication channel and open

the door for all to have a voice and participate. It enables common interest based groups such as students to work in a collaborative group projects outside of their class. It encourages creativity and collaboration with a wide range of commentators on a number of issues such as education, the economy, politics, race, health, relationship etc. Although it has brought about many benefits, allowing us to easily connect with friends and family around the globe, allowing us to break down international borders and cultural barriers.

Literature Review

Social media has exploded as a category of online discourse where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry (Asur and Huberman, 2010).

In the last ten years, the online world has changed dramatically, thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Seventy-three percent of wired American teens now use social media websites (Oberst, 2010). Martn, (2008) & Lusk, (2010) 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. However for the purpose of this study social media is captured within the use of internet through Facebook,

Wattsup, Twitter, Skype, MySpace as well as Yahoo Messenger for communication sharing of ideas, sharing of photos and videos by users. The increased use of Social Networking Websites has become an international phenomenon in the past several years. What started out as a hobby for some computer literate people has become a social norm and way of life for people from all over the world (Boyd, 2007)

Teenagers and young adults have especially embraced these sites as a way to connect with their peers, share information, reinvent their personalities, and showcase their social lives (Boyd, 2007). In the past years, social media websites have become common; giving young people a new way to interact with each other and communicate with the world. Social networking became popular between 2004 and 2006, after Facebook and MySpace were created. Facebook, for example has over 500 million members and it is still growing and approximately 85% of undergraduate students are Facebook users (Schneider, 2009). These numbers are expected to grow since Facebook users will continue to grow. And this is not only true for Facebook, numbers for YouTube users closely follow as well (University of New Hampshire, 2009). Social networking websites provide tools by which people can communicate, share information, and create new relationships. With the popularity of social networking websites on the rise, our social interaction is affected in multiple ways as we adapt to our increasingly technological world. The way web users interact and talk to each other has changed and continues to change. These users now socialize through the internet and it takes away from the person socialization that has been around forever. Social networking websites have affected our social interaction by changing the way we interact face-to-face, how we receive information, and the dynamics of our social groups and friendships (Asur and Huberman, 2010).

Objective of the Study

1. To study the impact of social media on Business, Education and Society.

Key Characteristics of Social Media

1. Free web space: The social media websites provide the users or the so called audience with free web space to upload their personalized content.
2. Unique web address: The audiences are provided with a personalized unique web address to have unique identity, which makes them to share their content in real time. It remains intact till the time they maintain their real account.

Dr. Manoj M. Thaore

3. Possibility of building profiles: With the possibility of building personalized profiles, the social media maintain their online account. It is also possible to conceal the profile from pirates and making it accessible to only a desired group of people.
4. Feedback: With the online social networks, feedback, the key element in the communication process becomes vital. Feedback is immediate like in face to face communication through new media or social media communication, provided the responder is also online, at the time when the sender initiates the dialogue.
5. Real time content upload facility: Through social media, it is possible for the audience to have a chance to upload their personalized content or other files as the services are open round the clock 24x7 for all 365 days in a year.

Impact of Social Media on Business

Social Media is the new buzz sector in promoting that incorporates business, associations and brands which make news, influence companions, to make relations and make groups. Business utilize web-based social networking to upgrade an association's execution in different ways, for example, to achieve business targets, expanding yearly offers of the association. Web-based social networking gives the advantage as a correspondence stage that encourages two way communications between an organization and their stock holders. Business can be advanced through different long range informal communication destinations. A considerable group of the organization advances their business by giving promotion on the online networking with a specific end goal to draw in greatest clients. Clients can associate and collaborate with business on a more individual level by utilizing online networking. Many organizations with the use of social media can make their strategy to promote their Business.

Impact of Social Media on Education

Social networking technologies also allow one to share a thought with another It helps a man toward one side of the world to interface and trade thoughts with a man at the other side. With the use of social media students can easily communicate or share information quickly with each other through various social networking sites like Facebook, Orkut, and Instagram etc.

Impact of Social Media on Society

As we all are well aware of social media to facilitate a massive impact on our society. Some social media destinations have changed the

way where individuals convey and mingle on the web. Person to person communication destinations render the open door for individuals to reconnect with their old companions, partners and mates. Person to person communication destinations render the opportunities for individuals to reconnect with their old companions, partners and mates. It additionally causes individuals to influence new companions, to share content, pictures, sounds, recordings among them. Web based social networking moreover changes the life style of society.

Conclusion

Social Media is a innovative idea with a very brilliant opportunity with additional scope for advancements. With the advancement of social media many organizations are making use of this medium to better their practices. With the use of social networking we can advertise or communicate in a more efficient way. Social media changed into a new world that is changing the way how people connect and converse with corporations, governments, traditional media, and each other. Social media paved a way for every individual to become a publisher of his ideas and views for their business.

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