

A Study on Negative Influences of Social Media on Society.

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Date of Submission: 14-11-2021

Date of Acceptance: 29-11-2021

ABSTRACT:

Media is a medium to bring information, education and entertainment to the masses. It is a simple and efficient means of communication. In an era where knowledge and facts are tools for economic, political and cultural exchange, the presence of creative media is important in meeting the diverse needs of the whole society, small and large businesses and various research organizations, private sectors and government sectors. One of the medium which has emerged stronger than never before is social media. The social media sites are growing exponentially and act as easy available portals for communication and entertainment for younger generation. Merriam-Webster (2014) defined social media as, "forms of electronic communication (as Web sites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)." Virtual platforms of social media like Facebook, Twitter etc. significantly enhanced the virtual environment from past decade by facilitating users to interchange their feelings, ideas, personal information, pictures and videos. As every coin has two sides. Similarly, social media also exhibits many negative influences. This secondary research study focuses on negative influence of social media with specific reference to social interaction, catfishing, cyberbullying and mental health.

KEY WORDS: Social Media, FOMO,

I. INTRODUCTION:

Social media is defined by its interactivity, connectedness, and user-generated content. In

today's society, the use of social media has become a necessary daily activity. Social media is typically used for social interaction and access to news and information, and decision making. It is a valuable communication tool with others locally and worldwide, as well as to share, creates, and spread information. Social media can influence consumer's purchase decisions through reviews, marketing tactics and advertising. Essentially, social media vastly impacts our ability to communicate, form relationships, access and spread information, and to arrive at the best decision.

Types of Social Media:

1. Social Networks: [Examples - Face book, Twitter, LinkedIn]
People use this network to connect with people (and brands) online.
2. Media Sharing Networks: [Examples - Instagram, Snapchat, YouTube]
People use this network to find and share photos, videos, live video, and other media online.
3. Discussion Forums: [Examples - Reddit, Quora, Digg]
People use this network to find, discuss, and share news, information, and opinions.
4. Bookmarking and Content Curation Networks: [Examples - Pinterest, Flipboard]
People use this network to discover, save, share, and discuss new and trending content and media.
5. Consumer Review Networks: [Examples - Yelp, Zomato, Trip advisor]
People use this network to find, review, and share information about brands, products, and services, as well as restaurants, travel destinations, and more.

6. Blogging and Publishing Networks: [Examples - Word Press, Tumblr, Medium]
People use this network to publish, discover, and comment on content online.
7. Social Shopping Networks: [Examples - Polyvore, Etsy, Fancy]
People use this network to spot trends, follow brands, share great finds, and make purchases.
8. Interest-based Networks: [Examples - Good reads, Houzz, Last.fm]
People use this network to connect with others around a shared interest or hobby.
9. Sharing Economy Networks: [Examples - Airbnb, Uber, Task rabbit]
People use this network to advertise, find, share, buy, sell, and trade products and services between peers.
10. Anonymous Social Networks: [Examples - Whisper, Ask.fm, after school]
People use this network to gossip, vent, snoop, and sometimes bully.

Advantages of Social Media:

1. Social Media helps in connectivity between the people
2. Social Media can be used for promotion and advertising.
3. Social Media can be used for the Noble causes like social work.
4. Social Media is a source of the latest information and update.
5. Social Media helps in education.
6. Social Media drive traffic to your website.
7. Social Media helps in building communities of the people.
8. Social Media allows direct connection to audiences/customer interaction.
9. Social Media reach large audiences.
10. Social Media can be used for entertainment.
11. Social Media can be used for awareness

Disadvantages of Social Media:

1. Social Media Bullying or Cyber bullying.
2. Social Media used for hacking.
3. Social Media causes security issues.
4. Social Media decreases face-to-face communication skills.
5. Social Media spreads fake news very fast.
6. Social Media ruins reputation.
7. Cheating and relationship issues on social media.
8. Social Media causes distraction.

Objectives of the study:

1. To understand the overall negative impacts on social interaction.

2. To know the impact of catfishing.
3. To know what is the impact of cyber bullying.
4. To understand the influence of social media on mental health.

II. RESEARCH METHODOLOGY:

Type of Research: Secondary Research.

Discussion on Impacts of Social Media on Society

1. To understand the overall negative impacts on social interaction.

Social media helps to easily connect with friends and family around the globe, allowing us to break down international borders and cultural barriers. Social media has a negative impact on our lives because the combination of isolation and global reach has eroded our culture. Social media is robbing us of trust and comfort we once placed in one another, replacing the human fellowship, physical and emotional support we once drew from each other with virtual connection. It robs us from self-control and from the ability to think independently and instead makes us gullible to join any group that posts perverse messages that tickle our ear and amuse our senses without evaluating the consequences. Ironically, social media is in effect turning us into one of the most antisocial generations, yet. We prefer texting to phone conversations, online chat to a face-to-face meeting, and many have replaced human interaction with convenient platforms such as Facebook, Twitter, and Instagram. Jonathan Safran Foer in his article, "How Not to Be Alone", said "Each step forward in social media has made it easier, just a little, to avoid the emotional work of being present, to convey information rather than humanity." With each passing day, these words ring truer and truer.

There are some harsh realities of social media. Research done by various scholars in different environment state the negative impact of social media in three main categories. First, social media fosters a false sense of online "connections" and superficial friendships leading to emotional and psychological problems. The Second harm of social media is that it can become easily addictive taking away family and personal time as well as diminish interpersonal skills, leading to antisocial behaviour. Lastly, social media has become a tool for criminals, predators and terrorists enabling them to commit illegal acts.

2. To know the impact of catfishing

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. MTV's show, *Catfish* based off a documentary film, is a good example showcasing the illusion of social media connections. In one of the episodes on *Catfish*, the narrator of the current television show, Nev Schulman, went to meet his online love in person only to be shocked by the deception he discovered. The woman whose picture he had seen on social media was that of an entirely different person. In Nev's mind if she could lie about something so basic as her appearance her whole character as a whole was called into question. After conversing with her he found that many other of her personal details of her life were false as well. He was heartbroken to find he had really fallen for no more than a perfectly, constructed mirage. Such incidences may impact psychologically impact a person's well being.

3. To know what is the impact of cyber bullying.

Many criminals have taken advantage of social media to hide their identity and commit several crimes such as cyber bullying, cyber terrorism, human trafficking, drug dealing, etc. Cyberbullying has emerged as a relatively new form of bullying within the last decade. Prior to social media and the internet, children only had to worry about bullying on school grounds, for the most part. But social media has given bullies a new way to torment their victims. With just one click, bullies can circulate a video of their target being ridiculed, beaten up, or otherwise humiliated. People can swarm a peer's social media page, leaving negative comments or spreading misinformation. In some cases, victims of bullying have committed suicide. Cyberbullying has become an international public health concern among adolescents, and as such, it deserves further study. This study reviews the current literature related to the effects of cyberbullying on adolescent health across multiple studies worldwide. A review of the evidence suggests that cyberbullying poses a threat to adolescents' health and well-being. A plethora of correlation studies have demonstrated a cogent relationship between adolescents' involvement in cyberbullying and negative health indices. Adolescents who are targeted via cyberbullying report increased depressive affect, anxiety, loneliness, suicidal behaviour, and somatic symptoms. Perpetrators of cyberbullying are more likely to report increased substance use, aggression, and delinquent behaviours. Mediating/moderating processes have been found to influence the relationship between cyberbullying and adolescent

health. More longitudinal work is needed to increase our understanding of the effects of cyberbullying on adolescent health over time.

4. To understand the influence of social media on mental health.

The imbalance created by the excessive usage of social media is a great concern for parents, researchers and society regarding the mental health of individuals. One of the most common activities of present generation is excessive use of social media web sites. Social media can be considered as those websites which allows interaction through web 2.0 & 3.0 sites including application like Facebook, Twitter, MySpace, online gaming, virtual worlds like Second Life, Sims, YouTube, Blogs and so on. Link between social media and compulsive behaviour has been reported by various studies. It has been found that forty five percent of British adults feel restlessness when they are not able to access their social networking sites (Anxiety 2012). In some studies it was reported with the use of free social networking services (Facebook & Twitter) people remain connected with friends and read productive content but at the same time lose a lot of discretion and privacy. In present world Anxiety is one of the fundamental mental health problems. People fret about the likes and comments of their uploaded pictures and videos. In the present era hardly any person is immune in context of social media. The Hearty Soul (2016) asserts that longer time you spend on social media more you are depressed. The negative aspects include depression, online harassment, cyber-bulling, sexting, fatigue, stress, suppression of emotional and decline of intellectual ability. Excessive usage of social media can kwadLoneliness can be understood as discrepancy among desired level and practical level of social contacts of an individual's social life. According to Kim, LaRose, & Peng, (2009); Yao & Zhong (2013) uncontrolled, unhygienic and compulsive usage of internet resources enhances loneliness over the time also higher level of internet usage among young generation enhances the emotional loneliness (Moody, 2001). While Mental Health foundation of United Kingdom asserts 60% of the young adults of age group 18-34 admitted loneliness despite of having all social media applications and facilities to run these applications (Murphy, 2010).

III. OBSERVATION AND FINDINGS:

1. Impact of social media on social interaction.

Despite the positive benefit of rapid information sharing, social media enables people to create false identities and superficial connections. Continuous usage leads to addiction, decreased social interaction. All are under constant pressure of FOMO (Fear of Missing Out). There is a loss of privacy.

2. Catfishing and Social Media.

Due to catfishing false and fake profiles numbers are rising and they may lead to frauds and emotional disturbance.

3. Impact of cyberbullying:

Cyberbullying has an impact on mental health, victimization and internal issues, and suicidal behaviour. Cyberbullying victimization and perpetration have a significant detrimental impact on adolescent's health. It causes adolescent's emotional distress, substance use and self-esteem issues. It also impacts physical health.

4. Influence of social media on mental health:

The relation between usage of social media and declining mental health determines the significance of the topic. Social media usage have dangerous effects for younger generation because problems related to mental health which gets

developed during young period can act as an epidemic for any individual throughout the life. It may cause anxiety, loneliness and stress.

IV. CONCLUSION:

There are various pros and cons of social media. So individuals should be aware regarding the negative influences of social media and take suitable measures to optimally use it for society wellbeing as a whole. A primary study on the negative influences of social media could be a topic for future research.

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