

Social Media Internet Technology: Examining its Benefits in Contemporary Society

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ABSTRACT

The technological advancement of the 21st Century has brought numerous benefits to humanity. The advent of social media, an online platform, which enables individuals to build social relations with other people, who share comparable or related personal or career interests, activities, backgrounds or real-life connections. The arrival of social media has ushered in different lifestyles to both the adults and the adolescents. Globally, individuals, and organizations are significantly making use of social networking sites via the use of Smartphones, laptops and computer tablets to access and interacts with relatives, friends and family members. Therefore, the purpose of this writer-up is to address the power of Social Media Internet Technology and also examining the positive impacts of the platform in different areas in the contemporary civilization/society. Furthermore, the paper attempts to enlighten members of the society on the need to embrace the technological benefits of the new innovation. This paper, the authors believe will be of very significant benefits to individuals, bodies, or organizations that may chose to use it for the advancement of the society in all areas of human endeavour. Therefore, the authors have taken their time to itemize and discuss each of the benefits inherent in social media for the benefit of humanity, and also made recommended on why social medial should be embraced individual and the society as a whole to amass its benefits.

Keywords: Social media, Society, Internet technology, social interaction, and Social networking

I. INTRODUCTION

The advent of new technologies, especially the Internet and one of its technical tools (social media) in our time is a very huge blessing.

Media has remained a central part of human civilization, and has always played essential role in shaping the prior and the present societies. Billions of people around the world are today connected to social media, an internet-based form of communication that allow users to connect, Interact, share information, and create web content. The positive use of social media in recent times cannot be overstressed, as it successfully brings people of different geographical delineations with similar interests and goals together without any discrimination based on race, religion, gender, etc. According to (Kapoor, Tamilmani, Rana, Patil, Dwivedi, & Nerur, 2017), when we discuss about social media, applications such as Facebook, WhatsApp, Twitter, YouTube, LinkedIn, Pinterest, and Instagram often come to mind. These social networking tools are used to enrich our lives. According to Ukomadu (2018), social media is basically for communication and maintenance of relationships among users. Kapoor, et al (2017) declared thus:

“social media sites are already so deeply embedded in our daily lives that people rely on them for online socialization, as it facilitates formation of relationships between users from distinct backgrounds, provides daily news and updates on critical events to entertainment, connecting with family and friends, reviews and recommendations on products/services and places, fulfillment of emotional needs, workplace management, and keeping up with the latest in fashion, to name but a few” (P. 532).

As can be seen today, social media has been entrenched into our modern society to extent that it has become practically not possible for any serious person to be on any of the social media platforms. Social media is a forum for the adults, adolescents, and the rich and the poor alike. Additionally, most corporate bodies and have all jumped into the bandwagon thereby posting

updates and answering queries online from customers or clients (<https://www.aresearchguide.com/impact-of-social-media-on-youth.html>)

Social media as affirmed by Kapoor et al (2017) allows relationship forming between users from distinct backgrounds, resulting in a tenacious social structure, and a prominent output of this structure is the generation of massive amounts of information, offering users exceptional service value proposition. Greenwood and Gopal (2015) additionally stated that these applications are driven by user-generated content, and are highly influential in a myriad of settings, from purchasing/selling behaviours, entrepreneurship, political issues, to venture capitalism (Greenwood and Gopal 2015). Social networking sites assist both adults and the adolescents socialize worldwide, using several forms social media sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more (Akram & R.Kumar). Social media is a web-based form of data communication. Social media platforms allow users to have conversations, share information and create web content.

Conclusively, the paper will extensively examine the major benefits of social media as one of the internet technology tools in contemporary society.

General and Specific Objectives of the Review

This study intends to educate the populace on the importance of social media, specifically to discuss the major roles played by social media in the modern society. Added to the above is to acquaint the citizens on the need to harvest the immeasurable benefits and associated with this new technological innovation of our time – Social media.

Significance of the Study

Many individuals and organizations have witnessed the advent of new technologies in our society in modern times; we have also observed the rapid transformation of the traditional ways of doing things in which almost everything has been digitalized or computerized. It will not be an overstatement to say that we have witnessed various networked or computerized information and communication of most of the segments of the society. Therefore, as Kasturi and Vardhan (2014) opined, every segment of society desires its virtual presence on the social media platforms. The author further affirmed that there exists a need to know why social media has grabbed such a great focus, as it has been causing an intensified threat to the

other conventional media (such as Books, Television, Radio and other traditional mass media.

Definition of Terms and Review of Related Literature

Social Media: Tess (2013) asserts that defining social media is argued to be elusive. Many definitions of social media exists (Kasturi, and Vardhan, 2014), and have been defined as the set of web-based broadcast technologies that enable the democratization of content, giving people the ability to emerge from consumers of content to publishers. Akram & R.Kumar (2017) refers to it as an online platform, which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Carr & Hayes (2015) conceptualized social media as Internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others.

With the ability to achieve massive scalability in real time, the social media technologies allow people to connect with each other to produce or reproduce value through online conversation and collaboration (Scott & Jacka, 2011). Social media has been defined as Internet-based software and interfaces that allow individuals to interact with one another, exchanging details about their lives such as biographical data, professional information, personal photos and up-to-the-minute thoughts (<http://www.investopedia.com/terms/s/social-media.asp>). Social media comprises communication websites that facilitate relationship forming between users from diverse backgrounds, resulting in a rich social structure (Kapoor, et al (2017). Ukomadu (2018) has also described or conceptualized social media as the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration

Society: Ordinarily, society is defined as a group of people living as a community or an organized group of people for a common purpose (<https://www.insegment.com/blog/reliance-on-social-media-in-todays-society/>). Generally, it is conceptualized as a community or group or aggregate of people that live together in a more or less ordered community, with a common traditions, institutions, and interests (<https://www.google.com/search?source=android.browser&q=Define%20Society>).

Internet: Internet is one the technological advancements of the 201 Century that is been powered by computers. Kemi (2016), citing the Wikipedia, the free encyclopedia, referred to the Internet as “a global system of interconnected computer networks that use the standard Internet protocol suite (TCP/IP) to serve billions of users that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies”. The Internet is associated with ocean of resources and extensive range of information and services, such as the inter-linked hypertext documents of the World Wide Web (WWW).

Social Networking Sites (SNS): Social networking sites or applications (community-based websites, online discussions forums, chat rooms and other social spaces online) refer to websites that provide a virtual community for people to share their daily activities with family and friends/classmates and share their interest in a particular topic, or to increase their circle of acquaintances (Ukomadu, 2018). As (Horizon, 2013) noticed, social networking services have become so common that their use have become wide spread, especially among the adolescents. With the use of social networking sites, users can create personal profiles that contain information, such as age, location and interest, and also enable users connected the profiles with friends, the family, and other colleagues, where information can be shared. Additionally, there are friendships sites, business-based site, dating sites, and others offer a combination of the above. Social networking has been further defined as the practice of expanding the number of one's business and/or social contacts by making connections through individuals

(www.standards.dfes.gov.uk/rosereview/finalreport/).

Social network: A social network, as cited in Kemi (2016) article, represents a relationship that flows between people, groups, organizations, animals, computers, or other information/knowledge processing entities. It is also referred to as a virtual community or profile site. It is a social network or website on the Internet that brings people together in a central location to talk, share ideas and interests, or make new friends.

Positive Effects of Social Media in Modern Society
The advent of Information
Communication Technology (ICT) in the present

society is highly accepted and is really playing a very important and critical role in all aspect of human life. The technological innovation is currently integrating the world together and has changed the entire global economic, social, political and educational scenario (Zafar, 2019). Social media play an important role in modern-day communication (Rathore, Sharma, Loia, Jeong, & Park, 2017). According to Faudree (2009), when Facebook, one of the social media tools is used consciously, it becomes very beneficial for young people. The role of social media in our lives cannot be quantified. Social media has been credited with lots of benefits to individuals, groups, and bodies in the society.

Positively, the social media can help individuals connect and deepen their relationships, encourages students to learn and grow, empower businesses to build their audiences and boost their bottom line, and also enhancing the customer experience (Hashem, 2021).

(Hashem, 2021). Mehraj, Bhat and Mehraj (2014) established that social media keeps us up-to-date with the happenings around the world. Mehraj, Bhat and Mehraj (2014) affirmed that social media keeps us up-to-date with the happenings around the world. We use social media to inspire, educate, show empathy, and become better communicators (Hashem, 2021). Social Media is used to disseminate or convey information, entertain, spread news, educate, and for promotional messages. Generally, several scholars, such as Damota (2019); Mehraj, Bhat & Mehraj (2014); and Hashem (2021) have summed up the most positive outcomes/effects of social media as mentioned hereunder.

- (1). Socialization
- (2). Enhancing learning opportunities
- (3). Accessing health related information
- (4). Collaboration
- (5). Connectedness and informed
- (6). Building relationships and staying connected
- (7). Finding your voice
- (8). Showing empathy and kindness
- (9). Offering support
- (10). Better communication
- (11). Spreading news
- (13). Driving traffic
- (14). Building a business
- (15). Establishing authority
- (16). Enhancing the customer experience
- (17). Motivating Young People
- (18). Creativity.

Damota (2019) opined that Facebook, as one of the social media tools, has been identified with some benefits. Social media enables individuals, and groups to stay connected by Socializing and easily communicating to one another online. Social media sites allow, especially youths to stay connected with family, particularly with friends by exchanging ideas, making new friends, and sharing pictures (Ito, Horst & Bittani,

2008). Undoubtedly, Social Media has come as a saviour whenever one feels lonely but studies have found that taking a break from Facebook helps boost psychological wellbeing (Bajwa, 2021).

Boyd (2007) and Boyd (2008) averred that different researches indicated that social media participation offers adolescents deeper benefits that extend into their view of self, community, and the world, including opportunities for community engagement through raising money for charity and volunteering for local events, political and philanthropic events; enhancement of individual and collective creativity through development and sharing of artistic and musical endeavors; growth of ideas from the creation of blogs, podcasts, videos, and gaming sites; and expansion of one's online connections through shared interests.

Access to Learning Opportunities: The involvement of technology in education has made learning easy and more affordable to every individual. One of the roles of social media is that it gives access to learning opportunities to everyone that desires, as the whole world is now turned a global village. Social media helps to educate the masses in view of the fact most schools worldwide have gone online and are using the social media tools to connect with one another on home work and group projects (Boyd, 2008). For instance, Facebook and similar social media platforms allow students to receive lessons outside the traditional classroom to collaborate and exchange ideas about assignments.

Through virtual classes, some schools successfully use blogs as teaching tools, which has the benefit of reinforcing skills in English, written expression, and creativity (Borja, 2005). Adolescents and adults form all nooks and corners of the world can attend an online lecture delivered by resourceful persons from remote locations (Kasturi & Vardhan, 2014). These lectures could be received through various methods, such as audio (recorded), video, and text, and other forms of online delivery.

Communication: Social media, according to Conway (2012) has had a tremendous impact on communication in terms of speed and how it is conducted. Zafar (2019) has acknowledged that the arrival of Information and Communication Technology (ICT) from the past few decades has provided society with vast array of communication capabilities and converted society into global village. This has been made possible through one of its tools – Social media. Social media keeps us connected and remains one of the most effective communication tools in the history of communication; in modern times, staying

connected with peers is an important element of social life (Kasturi & Vardhan, 2014).

Social media has made interactions very lively, cheap and easy and has made physical face-to-face communication less effective and affordable to all that desires it. Social media has made it possible for not only the extroverts to communicate, but also for introverts to freely communicate effectively without any hindrance. The introverts now have the ease of freedom of communication. The use social media also sharpens communication. Users are usually involved in several arguments, sometimes controversial and divisive in nature; hence, constant interactions or engagement with others in excessive discussions normally improves participants' communication pattern, and new words and slangs are added to users' vocabulary. New communication skills are additionally acquired as users interact with people of different disciplines and standards. It also enables users to be cautious on the use or choice of words and languages to use as they observe online etiquettes while arguing or interacting with others (Hashem, 2021).

Collaboration: There is no doubt that in Nigeria and other parts of the world that almost every person is involved in social media chats, blogging, and hangouts of Google talk. (Kasturi & Vardhan, 2014). Social media has made it possible to people from diverse areas to collaborate on economic, social, political, religious, and educational issues (Zafar, 2019). Social media makes communication dynamic as people get immediate feedback from posts or issues discussed. Social media enables individuals to be all rounded in reasoning and understanding in view of the fact that people connect, communicate and share ideas globally (Loveless, 2022). People have opportunities to meet individuals who are more experienced or have increased knowledge in a variety of interest areas (Moreau, 2018). Social media has made it possible for people to learn and acquire knowledge beyond their territorial boundaries, and also learn from various sources (print and non-print) materials and easily gain (Akram & Kumar, 2017)

Physical Distance: Physical distance has been drastically abridged due to the influence of social media. Users have no excuses for traffic jam.

Social Media is Informative: The advent of social media in 21st Century has reduced the usual delays formally experienced in the previous centuries. Social media relays all types of information in minutes. It helps people to express their feelings

on any topical issues, which sometimes help the government to make necessary changes in their policies or programmes.

Interactive and Engaging: Users have acknowledged the significant issue that distinguishes new media from traditional mass media channels and content (Kasturi & Vardhan, 2014). In fact, the persistent sagacity (level-headedness or wisdom) of interactivity associated with new media channels, that is, the selectivity and reach that media technologies offer users in their choices of information sources and interaction with other people (Lievrouw & Livingstone, 2006). Social media has made public relations very effective and enduring. Kenney (2019) observed that the social platforms allow users to upload favorite entertainment clips or self-made made videos that other users can view, like, follow, and comment on, thus engaging in active usage.

Global Recognition: The method of communication today is quite different from what obtains in earlier centuries. The traditional methods of communication are highly limited to local or geographical delineated areas. Hashem (2021) noted that people of all ages today can use social media to develop a platform with a larger audience than they'd have in any other setting. Recently, the situation has changed as people now interact beyond their geographical or territorial boundaries. People can speak on both national and international issues, and the more these persons contribute to these issues, the more their voices are heard, and the more they are globally recognized. This can help individuals build confidence, gain new communication skills, and quickly spread positive and important messages.

New Technology Literacy: The use of social media has encouraged people to use computers and mobile phones to express their concerns on social issues, and has also paved ways for users to publish or express their ideas and views on social media platforms (Simplilearn, 2022).

Depressive: In other hand, Strickland (2017) established that chat rooms and gaming social media reduces the risk of depressive symptoms among social media users.

Access to Information: One of the benefits of social media is that it provides access to information. Social media provides an avenue to spread information faster than any other known media on the Internet. The access to information offered to users is frequently timely, immediate and easily

affordable. Breaking news are most times gotten on the social media sites. As informed by Ben-Joseph (2018) and Hogan & Strasburger (2018), social media profiles have the capability to help students connect with educators worldwide, and also have easy access to news and relevant information. Social media plays the role of spreading information, communication, collaboration, education, engagement, monitoring, maximizing and enjoyment (Kasturi & Vardhan (2014). It provides news and information required by the people; educate the public on importance public and current issues. In social media, the posting and reposting of messages by users help to quicken the spread messages or news of any kind.

Furthermore, social media makes democratic system function effectively by informing the populace about government policies and programmes, and the importance attached to the programmes, and how useful these programmes are for the citizens. It enables government to change some policies or programmes based on people's opinions or viewpoints that are easily spread on daily basis. Social media uses its networking platforms, remarkably the Twitter, Facebook, Webchat, and Instagram, to broadly share information and news, specifically on political affairs (Vosoughi, Roy and Aral, 2018; and Smith & Anderson, 2018). Others listed popular social media sites according to Akram & Kumar (2017) are - Tumblr, Flickr, Google+, Reddit, Snapchat, WhatsApp, and BizSugar.

Social media gives users immediate or up-to-date information of happenings around us, such as accidents, armed robbery incidences, community or political crises, car thefts, murder, rape cases, and the like. For instance, in Nigeria, the most of the information about Ebola and COVID-19 outbreaks were gotten from the social media sites (<https://www.aresearchguide.com/impact-of-social-media-on-youth.html>).

Entertainment: When we talk of people's entertainment and bring people of diverse regions or nations together, we talk of the social media networking sites, such as the Facebook, Twitter, Instagram, WhatsApp, YouTube, LinkedIn, and Pinterest (Kapoor et al, 2017).

Connectivity: Akram & Kumar (2017) stated that the first and foremost benefit of the social media is connectivity. Social media brings people of diverse race, religion, culture, etc together without grudges. People, from anywhere, and regardless of the location, age, race, and religion flock together with each other to learn and share their thoughts (Akram

& Kumar, 2017). It enables individuals to build profiles, connect with friends and relatives, upload content in real time, and make conversations of interest. (Olan, Jayawickrama, Arakpogun, Suklan, & Liu, 2022). Social media, as Loveless (2022) observed, enables individuals to be more rounded in view of the fact that it enables users to connect with anyone regardless of the location and religion.

Social Interactivity: Humans, as a social being, we are supposed to socialize, make friends, to exchange ideas and learn new things as we grow from stage to stage in our lives (Akram & Kumar, 2017). However, Hwang, Yuan and Weng (2011), Kuem, Ray, Siponen, and Kim, 2017) have noted this and stressed that the main purpose of social media is to allow people to engage in social interactions, which will invariably make becoming more confident in life (Akram & Kumar, 2017).

Generally, a study on participation in online communities, as reported by Bateman, Gray, & Butler, 2011) discovered that different community commitments impact behaviours differently. In the same manner, Goes et al (2016) study goal setting and status hierarchy theories to find that glory-based incentives motivate users to contribute more user-generated content only before/until the goal is reached, with the contribution dropping significantly later.

Security: Crime Prevention is one of the benefits of social media in contemporary society. It is on record that social media networking sites have become a source of crime prevention and also to catch criminals involved in one act or the other. Stolen items, such as vehicles, missing or kidnapped persons, and the like are usually announced on the social media sites, and this information normally spread like wildfire which most of the times help to apprehend the criminals' involved. The media allows law enforcement agents and professionals to notify the public of emergencies or disasters.

Social Change: One of the objectives of social media is to enhance positive social change. People learn and adjust to what they already believe by what they read and view/see on social media.

Trade & Industry: Social media acts a forum that promotes trade and industry via advertisements (Damota, 2019).

Interactivity: Refers to interactions between one or two persons, which may be face-to-face or via the

Internet. For the establishment of any relationship, interaction is essential and the interactive nature of social media makes it an important variable of social capital study.

Emotional Reactions: Facebook, as one of the social media platforms offers more options for emotional reactions to posts, allowing users to like, love, dislike, be sad, amazed, or angry, as well as comment (Facebook, n.d.). Snapchat, one of the social media platforms is also used very well by adolescents as a form of picture text messaging.

Politics: Presently, the use of social media tool is noticed in areas, such as political action, democracy promotion; social media and social networking has become a significant force in political organizing and social interactions (Ukomadu, 2018). Reports have it that social media increases voter participation in politics in any country today. Most political parties rely on social media to disclose their manifestos to the public. Opinion polls are easily gotten on the Internet on a particular candidate contesting for any political posts or positions. Again, friends may likely influence his friends on a particular party to vote for during elections. Social media sites easily expose the evils of those standing for one electoral position or the other, and decisions are easily taken by individuals on such issues, therefore, the people's opinions are formed.

In Nigeria presently, all political parties are involved in electioneering campaigns and people are advised to register to vote out the present Buhari government, which the majority of the citizens feel is highly corrupted, and which ethnicity, nepotism, and religion are the criteria for given appointments and other political positions; also the evils of the government are 100% displayed on the social media networks'. Social media is a very good platform for social movements to mobilize people in favour of a political party. It is a fast and cost-free method to disseminate information, schedule, and also organize meetings for a preferred political party.

Education: Social media has lots of educational benefits for the masses as the entire organization of community is made a virtual global classroom on the social media platforms (Katuri and Vardhan, 2019). Social media can help create and extend relationships with people who can teach and support adolescents. People from all parts of the world can now attend online lectures delivered by resourceful persons from remote locations, such a facility which is similar to a live classroom

environment. Researches revealed that students have access to more information and people than ever before. Scholars revealed that students and experts are competent to share and exchange information with like-minded people, and can ask for the input and opinions on a particular subject matter (Akram & Kumar (2017).

With social media, knowledge is easily and effectively acquired; students quickly and simply access information and share knowledge, which may lead to transformation of a whole individual. Hence, the flow of knowledge becomes smooth (Akram & Kumar, 2017). In this situation, what the teachers need to do is to continue to help and guide the students learn how to use social media intelligently by not unnecessarily misusing it for infantile things or purposes.

As Minnesota (2019) puts it, adolescents need to be able to identify valid and reliable information versus biased opinion, how to use social media to extend relationships without depending on it, and how to monitor its use as a tool to aid communication and learning (Katuri and Vardhan, 2019). Social media education has an added advantage because it can be recorded and revised at a later time and the world's best resources desired can be made available to learners with the involvement of technology in social media (Katuri and Vardhan, 2019). Social media gives the understudies or introverts (shy) to adequately have access to their teachers and their fellow students. Social media helps students who are socially isolated, shy or timid to connect with other people. Social media makes people feel more comfortable, feeling more outgoing, and more confident

It gives them the opportunity to express themselves as they will not feel intimidated in the traditional classroom. Once any student is connected to the Internet, they are opportune to ask questions and discuss educational topics bordering on class or group assignments, help on homework assignments. In the same way, teachers can post valuable course materials, class exercises, school occasions, or homework assignments through any of the social media web-based networking sites (Shabnoor & Tajinder, 2016).

Additionally, Akram & Kumar (2017) opined that social networking provide various benefits to the students and teachers in view of the fact that someone can easily learn from others who are experts and professionals from any field or discipline, without paying for it.

Update: The most primary function of social media via its networking sites/websites is to refresh individuals from the most recent happenings around the world. Social media enables users to access new information as it happens; hence, individuals will be able to refine or refresh the information they already know, and/or change or update their knowledge on what they already know (Akram & Kumar, 2017).

Employment: There is no doubt that most companies or organizations in modern time use social media networking sites to help advertise the vacant positions available in their offices. Hence, it creates opportunities for the unemployed or the job-seekers to apply for positions related/relevant to their professions/fields.

Support: Social media offers support for individual's viewpoint on a particular issue raised online. According to Hashem (2021), social media users can raise awareness about a cause he believes in or support others viewpoints. This offer/support may be for someone's works, e.g., starting a new business, sharing photography, or writing poetry.

Health: The importance of social media in addressing health related problems cannot be overstressed. Social media is a very good tool for Health Care Professionals, as it could be used to share information, promote health behaviors, engage with the public, educate and interact with patients, students, and colleagues (Akram & Kumar, 2017). Hashem (2021) and William (2012) have under-listed the positive benefits of social media on health related areas thus:

1. Sharing of Doctors' prescriptions to friends, relatives and colleagues.
2. Consulting Doctors' online anywhere and anytime.
3. Sharing Suggestions among friends, relatives and colleagues about various diseases and its symptoms.
4. Access to information in developing regions.
5. Support and mutual accountability on online health forums.
6. Support for health-related causes.
7. Helping health services to prioritize critical cases.
8. Increased accountability to consumers.
9. More data available to health researchers.

Help: Help in any of the social media platform is inevitable. Individual with issues can post it on a group, regardless of whatever it is; users are sure of

getting help either in terms of finance or advice Akram & Kumar (2017).

Advertisement: Social media could be used to advertise goods and services to a largest audience. With social media tools, the world is at your hands or services, and eventually helps to promote and increase the profits and achieves the targets of the business Akram & Kumar (2017).

II. SUMMARY

The advent of social media is a blessing to humanity, and its benefits to individuals, organizations and the society are very immeasurable; having taken over the functions of the traditional media as they easily uploads audio and video contents, text and images. Social media have paved ways for every individual to express their ideas and views online. This paper conceptualized the meaning of the following terms - social Media, social networking sites, social network, Society, interactivity, and the Internet. The authors concisely itemized and discussed the most prominent benefits of social media in contemporary society. The authors however did not fail to make vital recommendations hereunder as perceived by Petersen (2019).

III. CONCLUSION

Today's teens only require internet bandwidth and a few keystrokes of the keyboard to access social media networking sites for a cheaper means of communication, socialize, sharing of ideas, and acquire new data/information. They are also exposed to array of opportunities, such as making new friends, and equally retaining the old ones. Some adolescents use the social media to exhibit their talents by running businesses by showcasing their goods and services online. Similarly, it has become a good frontier for corporate world to advertise their goods and services. With social media, people can work from anywhere on the planet earth without any restrictions

(<https://www.aresearchguide.com/impact-of-social-media-on-youth.htm>).

Ukomadu (2018) observed that social media is a platform where people come to know about the latest happenings in the world; a place that brings political, social, educational, religious awareness among the populace; a place where information about health, agriculture, technology, employment and educational opportunities are gotten; a place where common peoples voices are easily heard; the mirror of the society, the

information and connection hub for everyone irrespective of the age, race and colour.

Social media could be used for a noble cause. It is a vital platform used to reach the needy. It is also a quicker access to helps such people (Akram & Kumar, 2017). Social media unites people on a huge platform for the achievement of specific goals. This brings positive change in the society. Social media helps to share ideas beyond geographical boundaries (Akram & Kumar, 2017). Therefore, there is need for very person to embrace this new technology to enhance all aspects of human activates in view of its numerous advantages to the individuals, organizations and the society at large.

RECOMMENDATIONS

Petersen (2019), based on the analysis of his survey on the impact of social network on society, have recommends as following:-

- Government should encourage both the young and old by making it cheaper to get access to internet which lead to having good opportunity to access social network as it promotes unity and love among individuals most especially citizens of the country.
- Government should find a way of securing SNS so as to avoid fraudulent acts of hackers as this is the major negative effect of SN in our environment.
- Parent should introduce their kids to social networking to make them more effective in knowing what is happening around the world as it is a source of getting information.
- Young people should try not to be wasting their time on SNS so as not to affect their academics rather they should make judicious use of the positive effects of SN.
- More awareness raising and educational campaigns highlighting safe usage of SNS are needed. It is important that people learn how to manage their online data. Parents should also be involved in such educational events.

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