

# The Impact of Social Media on Society in Various Ways

Waritha Thamprasert<sup>1</sup>

<sup>1</sup> Potisarnpittayakorn School

120 Thanon Phutthamonthon Sai 1, Bang Ramat, Taling Chan, Bangkok 10170

DOI: <https://doi.org/10.5281/zenodo.13861310>

Published Date: 30-September-2024

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**Abstract:** People use social media to express their concerns and opinions. Before learning about the various aspects of social media. People must understand what social media is. Social media are computer tools that enable people to share or exchange information, ideas, images, videos, and other media with one another via a network. In this paper, we discuss all aspects of social media, both positive and negative. The emphasis is on specific fields such as business, education, society, and youth. In this paper, we discuss how these media will impact society in general. According to the findings, a significant relationship exists between time spent on social media sites and academic work. It also revealed that the nature of the student's social media activities has no significant impact on the student's academic performance. Furthermore, the study found that the gender of the student had no effect on their social media usage and activities. Social media influencers (SMIs) are a new type of Independent third-party endorsers who shape audience attitudes via blogs, tweets, and other forms of social media. The characteristics of effective spokespersons have been identified in mature public relations literature, but more is needed about audience perceptions of the SMI. The core perceived attributes of four sample SMIs were determined using a q-sort technique. A better understanding of SMI perceptions provides tools for optimizing an organization's SMI capital.

**Keywords:** social media, society, education, Internet, Academic work, Academic performance, cyberbullying, Facebook, digital footprint, advertising.

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## I. INTRODUCTION

### 1.1 Introduction and Motivation

Our research is about social media and we focus mainly on the effect of social media. Social networking has become a widespread international trend that has spread to nearly every corner of the globe. The use of social media sites has exploded and evolved into an online platform where people create, share, bookmark, and network at a breakneck pace. Social media is rapidly changing public discourse in society and setting trends and agendas in topics ranging from the environment and politics to technology and the entertainment industry due to its ease of use, speed, and reach. Nowadays, social media is an essential part of one's life, from shopping to email, education, and business tools. Social media has a significant impact on how people live their lives. Social media sites and blogs allow people to easily connect with one another. People's daily routines now include visits to these websites. Social media has primarily been defined as "the many relatively inexpensive and widely available electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build a relationship". Participating in various forms of social media is a routine activity that has been shown by research to benefit children and adolescents by improving communication, social connection, and even technical skills. Social media sites like Facebook and MySpace provide numerous daily opportunities to connect with friends, classmates, and people who share common interests.

### ***1.2 Objectives of this review***

This research aimed to discover why social networking sites and social media are so important in our society and how they affect our lives. We want to gather as much information as possible for our research so that others can effectively use social media.

### ***1.3 Expected outcomes***

The expected outcomes are that people will understand more about social media and that many people will be inspired to learn about the various aspects of social media and understand that the use of social media is beneficial but should be used in moderation to avoid becoming addicted. We hope that this research will be useful to other researchers and society.

## **II. BACKGROUNDS**

### ***2.1 Social media's impact with positive and negative aspects***

Social media include popular sites such as Facebook, Instagram, YouTube, and Twitter but also encompass other forms of online communication such as blogging and forums[2]. It plays a pivotal role in our lives, and most of us use it daily. However, despite social media's advantages, such as connecting with friends and family worldwide, potential disadvantages of social media should also be considered. On the positive side, it can help people stay connected with friends and family, build relationships, and follow news stories. It can also be a great platform for self-expression, allowing you to showcase personal interests or talents. Yet, social media can be a hub for cyberbullying and other forms of online harassment. Moreover, it may lead to overindulgence, sidetracking from important tasks, as well as procrastination.

### ***2.2 The Impact of Social Media on Children, Adolescents, and Families***

There are lots of benefits of using social media. The first one is for socialization and communication[4]. Social media sites allow teens to accomplish online many of the tasks that are important to them offline: staying connected with friends and family. It can also offer adolescents deeper benefits that extend into their view of self, community, and the world. Social media also helps enhance learning opportunities and easier access to health information. Some schools successfully use blogs as teaching tools, which has the benefit of reinforcing skills in English, written expression, and creativity.

Most risks fall into the following categories: peer-to-peer; inappropriate content; lack of understanding of online privacy issues; and outside influences of third-party advertising groups. Cyberbullying is deliberately using digital media to communicate false, embarrassing, or hostile information about another person. It is the most common online risk for all teens and is a peer-to-peer risk. Next is sending, receiving, or forwarding sexually explicit messages, photographs, or images via digital devices. A recent survey revealed that 20% of teens have sent or posted nude of themselves and the most risks to preadolescents and adolescents online today are risks from each other, risks of improper use of technology, lack of privacy, sharing too much information, or posting false.

### ***2.3 Impact of social media on student's academic performance***

The proliferation of mobile phones and the advancement of media technology have had a great influence on the way people now communicate on a daily basis [5]. The use of social media among the youths of today is growing exponentially and gaining more and more popularity among students. Many students get addicted to the use of social media sites as they continue to engage in one activity or another on social media sites very often. Due to this increased popularity, there is growing concern over the possible influences the use of social media could have on students' academic performances. It is in this regard that this study investigates the impact of the 'ime students spent on social media on their academic performance case study of Samuel Adegboyega University.

### ***2.4 Time During the COVID-19 Pandemic: Risk for a Further Myopia Boom?***

Increased digital screen time, near work, and limited outdoor activities were found to be associated with the onset and progression of myopia, and could potentially be aggravated during and beyond the COVID-19 pandemic outbreak period[1]. Dependence on digital devices could have a long-term negative impact on childhood development. Raising awareness among parents, children, and government agencies is key to mitigating myogenic behaviors that may become entrenched during this period. The impact of increased digital screen time caused by the lockdown and quarantine measures in many cities worldwide on myopia has largely been unnoticed. By 2050, it is estimated that 5 billion people around the world will be myopic, therefore The World Health Organization's recommended physical activity, sedentary behavior, and sleep recommends <1 hour of sedentary screen time for children 1-5 years of age.

### ***2.5 Who are the social media influencers? A study of public perceptions of personality.***

Social media influencers (SMIs) are a new type of independent third-party endorsers who influence audience attitudes through blogs, tweets, and other social media[3]. The characteristics of effective spokespeople have been identified through mature public relations literature, but there is a lack of information about audience perceptions of SMI. A q-sort technique identified the core perceived attributes of four sample SMIs. Optimizing an organization's SMI capital can be achieved by better understanding the perceived personality of SMIs. Social media influencers' persuasive power has led to the development of technologies to identify and track influencers that are relevant to a brand or organization. Most of these efforts to identify SMIs rely on factors such as the number of daily hits on a blog, the number of times a post is shared, or the number of followers. These methods should only be considered as a starting point because online influence is about quality, not quantity.

## **III. METHODOLOGY**

### ***3.1 Research Method***

#### ***3.1.1 Impact of social media on student's academic performance***

We investigated the impact of social media on students' academic performance. The sample for this study was selected from the population of students at EdoState's Samuel Adegboyega University[5]. This study used the most convenient sampling approach. One hundred sixty-six people were chosen at random. For meaningful feedback, the researcher personally administered the questionnaire to the individual students in their lecture halls. Descriptive and inferential statistics were used by the researcher.

#### ***3.1.2 Digital Screen Time During the COVID-19 Pandemic: Risk for a Further Myopia Boom?***

We looked at research that looked at digital device usage, near work, and outdoor time in relation to the initiation and progression of myopia[1]. Public health policies on myopia control, screen time recommendations, and information on the influence of COVID-19 on increased digital device use were provided. Recommendations were given to reduce the influence of the pandemic on the start and progression of myopia in children.

#### ***3.1.3 Who are the social media influencers? A study of public perceptions of personality***

To do research on social media influencers. For four samples of social media influencers, we created biographical fact sheets with a color portrait and publicly available information[3]. The length and context of each social media influencer's YouTube videos were taken into account. After viewing the data sheets and films, 32 college freshmen from a well-known public university concluded that 8 people are adequate to build a stable and viable prototype of a person, concept, or item.

The California Q-sort (CAQ) assigns 100 attributes to participants in descending order of priority based on how well the attribute characterizes the goal. The traits were classified into nine categories.

#### ***3.1.4 Social Media Its Impact with Positive and Negative Aspects***

We investigate social media and its impact by focusing on certain fields such as business, education, society, and youth and conducting a survey of college students[2].

#### ***3.1.5 Clinical Report—The Impact of Social Media on Children, Adolescents, and Families***

We observe social media used by tweens and teens, Socialization and Communication, Enhanced Learning Opportunities, Accessing Health Information, Cyberbullying and Online Harassment, Sexting, Facebook Depression, privacy concerns and digital footprint, the influence of advertisements on buying, the role of pediatrician[4]. Lastly, we observed the impact of social media on children, adolescents, and families.

### ***3.2 Procedure of the research***

This study aims to fully understand the positive and negative aspects of social media. Furthermore, we want others to understand them to inspire them to use social media correctly. The data used in this study comes from secondary sources, such as the Internet. First, we investigate topics on which we will identify the benefits and drawbacks of social media. We also explore deeper into the information to understand the finer points and adapt it. Next, we identify the information we receive, process it, and properly arrange it in our research to understand the impact of social media. Following that, we incorporate the benefits and drawbacks that we believe are most important to understand into our research.

## IV. RESULTS AND DISCUSSION

### 4.1 Result

#### 4.1.1 Impact of social media on student's academic performance

The result we get from the tertiary institutions students in Ghana with a focus on Koforidua Polytechnic students[5]. The study revealed that the majority of the respondents had mobile phones which also had Internet facilities on them and had knowledge of the existence of many media sites. In Pakistan, social media has an inverse relationship with academic performance. Social media platforms used positively can help students and youth gain knowledge that can be used to improve academic performance. For undergraduate students at the University of Abuja, Nigeria, a survey method using questionnaires as the instrument for data collection was adopted. The result was that the use of the Internet is a beneficial tool to students and enhances their skills and capability which will assist them in studies and professional life.

#### 4.1.2 Digital Screen Time During the COVID-19 Pandemic: Risk for a Further Myopia Boom?

The result found an association between increased computer use and myopia at the age of 9 years old[1]. The combined effect of near work, including computer use, reading time, and reading distance, increased the odds of myopia at 9 years of age. 418 students found that device-recorded smartphone data usage, an objective surrogate for time spent using the smartphone, was independently associated with myopia in a study of 418 students.

#### 4.1.3 Who are the social media influencers? A study of public perceptions of personality

Overall SMI Profiles were constructed by averaging the responses of all 32 judges for each of the 100 attributes across the four targets. Especially considering the diversity represented by the targets (2 males, 2 females; 1 Hispanic, 1 non-Hispanic Caucasian, and 2 Asians), inter-judge reliability for the profile was strong. Profiles for each individual SMI were constructed by averaging the responses of the relevant 8 judges for each of the 100 attributes. The attributes that were seen as least characteristic of SMIs were self-pitying, indecisive, easily frustrated, self-defeating, and lacking meaning in life.

#### 4.1.4 Social Media Its Impact with Positive and Negative Aspects

In education, internet use for the respondents was for mailing and surfing the net with 33% and 26% respectively[2]. 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 hasn't reached the expectations of the 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.

In business, many organizations promote their business by advertising on social media in order to attract maximum users or customers. Customers can connect and interact with business on a more personal level by using social media. Marketing is one of the most important and common uses of social media in business. It works because today every brand has a target section of the online audience and professional networking sites can be used to connect with the clients.

In society, 52% of online adults use two or more social media sites. More than half of the online adults of age 65 and above use 60% of Facebook which represents 31% of all seniors. Half of the internet-using young adult's ages 18-29 use 53% Instagram and half of the Instagram users (49%) use the site daily. The share of internet users with college education using LinkedIn reached 50%. 42% of online women now use the platform, compared with 13% of online men.

In young people, according to BBC news research of 2013, they discuss that 67% of Facebook users are very common and well known social media portals consist of the youth and students, so these praise the fact that the youth and student have more focus and relation.

#### 4.1.5 Clinical Report—The Impact of Social Media on Children, Adolescents, and Families

Current data suggest that online harassment is not as common as offline harassment and participation in social networking sites does not put most children at risk of online harassment[4]. On the other hand, cyberbullying is quite common, can occur to any young person online, and can cause profound psychosocial outcomes including depression, anxiety, severe isolation, and, tragically, suicide. Sexting can be sending, receiving, or forwarding sexually explicit messages, photographs, or images via cell phones, computers, or other digital devices. Many of these images become distributed rapidly via cell phones or the Internet. This phenomenon does occur among the teen population; a recent survey revealed

that 20% of teens have sent or posted nude or seminude photographs or videos of themselves. Facebook depression, defined as depression that develops when preteens and teens spend a great deal of time on social media sites, such as Facebook, and then begin to exhibit classic symptoms of depression. For privacy concerns and digital footprints, preadolescents and adolescents who lack an awareness of privacy issues often post inappropriate messages, pictures, and videos. As a result, future jobs and college acceptance may be put into jeopardy by inexperienced and rash clicks of the mouse. Indiscriminate Internet activity also can make children and teenagers easier for marketers and fraudsters to target.

## **4.2 Discussion**

### **4.2.1 Impact of social media on student's academic performance**

So in our discussion, we can see that social media really has an impact on the student, not just a mere impact but an important role because the use of social media has become very popular all around the world due to the great development of technology, so most of the students received this influence easily[5].

Our findings indicate that the time spent on social media can have a negative impact on student academic activities. So the students must reduce time spent on social media activities to make them more productive.

### **4.2.2 Digital Screen Time During the COVID-19 Pandemic: Risk for a Further Myopia Boom?**

In the COVID-19 situation, we cannot go outside[1]. This increases the time we spend on digital screen times, which increases the risk of myopia. Whether it's because of studying online or not being able to go play outdoors and having to play only on the phone.

Rapid increases in myopia depend on how we behave. If you don't spend too much time in front of the screen and do other activities for at least 11 hours per week, it will reduce your risk of myopia. However, from a public health perspective, two hours of outdoor time per day is encouraged for school children.

### **4.2.3 Who are the social media influencers? A study of public perceptions of personality**

The California Q-sort successfully quantified subjective perceptions of four demonstration social media influencers which allow reliable comparisons to be made between this group and entities of interest such as a sample of CEOs[3]. The CAQ provides practitioners with a technique for evaluating and comparing the subjective impressions of relevant audiences to each SMI once salient SMIs have been identified for an organization.

Trade analysts have concluded that SMIs find pleasure in offering advice based on the current results. Practitioners may consider this perceived difference when evaluating the impact of messages from traditional spokespersons, like a CEO, versus an SMI. Although our focus has been on SMI capital, or the benefits of SMIs to brands, there are also instances in which an SMI can have a negative effect on a brand, perhaps by writing a negative review. In these cases, it could be useful to understand how this particular SMI is perceived by audiences before crafting a response.

Due to its preliminary and exploratory, the current study employed an arbitrary selection of SMIs for demonstration purposes. Although the participants in this study cannot be considered fully representative of the public at large, in particular, due to their age and familiarity with social media, their responses to SMIs might be significantly different than people in different age and education demographics.

### **4.2.4 Social Media Its Impact with Positive and Negative Aspects**

The impact of social media on education lets us know that technology has been continuously developed and has come a long way from the past[2]. An example is a phone, which is small but very useful and can do many things. Social media has contributed to an increase in the quality and rate of collaboration for students. Social media makes it easy for students to communicate or share information quickly with each other through various social sites. It is also important for students to do some practical work instead of doing paperwork. Social networking sites also conduct online examinations, which play an important role to enhance the students' knowledge.

Social Media also has a negative effect on Education too. For example, there was a lot of appropriate information posted on social media, which may lead the students to the wrong side. Or sometimes students might lose their ability to engage themselves for face to face communication.



The impact of social media on business can be beneficial in creating news, making friends, connecting, and building followers. Social media can be utilized by businesses to enhance their performance in different ways, such as achieving business

Objectives and increasing annual sales. Social media advertising is a common way for organizations to promote their businesses. Using social media is a way for customers to connect with and interact with businesses on a more personal level. Social media can help develop an organization's brand and provide a voice for the business. With the help of social media, organizations can easily promote their organizations.

It also has a negative effect because in the business field, it can be risky sometimes since many of the fans and followers are free to post their opinion on a particular organization, a negative comment can lead the organization to failure.

The impact of social media on Society is quite great because Because most social media sites are popular, it is easy to transform the way people communicate and socialize on social media. Social networking sites can give people the chance to reconnect with old friends. It also helps people to make new friends, share content, and pictures among them. The lifestyle of a society is also influenced by social media.

The negative effect of social media on Society that can be clearly seen is that it makes people addicted. People spend lots of time on social networking sites which can divert their concentration and focus from the particular task.

The impact of social media on Youngsters, Many young people's day to day life are influenced by social media. Youngsters communicate with their friends and groups by using different media and devices every day, and useful information can be exchanged over social networking sites.

The negative effect of social media on Youngsters, Youngsters might accidentally share their information online which can lead to kidnapping, murder, and robbery easily. There also are many cases registered in police stations where adults target young children and lure them into meeting them.

#### ***4.2.5 Clinical Report—The Impact of Social Media on Children, Adolescents, and Families***

Social media is widely used by both adults and teenagers. Due to its various abilities and the way it is presented, most people are addicted to it[4]. According to a recent survey, teenagers log into their regular websites more than 10 times a day, which is half the rate of adults. As many as 75 percent of teenagers own a cell phone. Whether used for playing games, playing social media, or chatting with each other.

Because of the breadth, flexibility, and limitless scope of the social media world, social media use has begun to affect both adults and children. From the survey results, it was indicated that teenagers are beginning to adopt bad online behavior in real life. Such as bullying, sexual harassment, and violating personal rights.

Social media also has a positive impact. For example, social media allows people to communicate, chat, and find new friends. It's easier to share hobbies with each other without having to actually meet face-to-face. It also increases opportunities for community engagement through raising money for charity and volunteering for local events.

Using social media can also become a risk to adolescents more often than most adults realize. Such as peer-to-peer, inappropriate content, lack of understanding of online privacy issues, and outside influences of third-party advertising groups. Some harassment, like cyberbullying, which involves deliberately using digital media to communicate false, embarrassing, or hostile information about another person, can be the most common online risk for all teens, which are the causes of anxiety, severe isolation, and, tragically suicide.

## **V. CONCLUSION**

As technology advances, social media has become part of everyone's daily routine. Social media has been shown to help children and adolescents improve communication, social connections, and even technical skills. It has many advantages, but it also has some drawbacks that negatively impact people [2]. Social media can harm society by invading people's privacy. Some useless blogs can influence young people to become violent and engage in inappropriate behavior[4]. Social media influencers are third-party endorsers who shape audience attitudes via blogs, tweets, and other forms of social media[3]. Because of the persuasive power of social media influencers, technologies have been developed to identify and track those who are relevant to a brand or organization. Most efforts to identify SMIs are based on factors such as the number of daily hits on a blog, the number of times a post is shared, or the number of followers, but the online

influence is about quality rather than quantity. These methods should be used as a starting point only. Many people, particularly students, have grown accustomed to spending a significant amount of time on social media[5]. The amount of time students spend on social media can have a negative impact on their academic performance. As a result, the suggestion is that in order to be more productive, they should limit the amount of time they spend on social media. The COVID-19 pandemic's unprecedented scale has completely disrupted our lives[1]. Many schools were closed, and students had to use online platforms instead. In this situation, it is critical to be aware of the consequences of increased reliance on digital devices, but parents must also work to reduce the long-term collateral impact of COVID-19-related policies on various health outcomes, such as myopia.

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