

## Impact of Social Media on Society

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### Abstract

*This paper offers a comprehensive analysis of the effects of social media on society, businesses, and especially adolescents. The study emphasizes the rapid advancement and widespread adoption of social media technologies, with Facebook alone boasting 3.03 billion users in 2023. The research demonstrates that teenagers are particularly engaged in social networking, with 22% accessing platforms around 10 times daily. Additionally, the paper points out that over half of teenagers check in more than once a day using their mobile phones, and 75% of them possess their own devices. Nevertheless, the study also underlines the growing threat of cybercrime via mobile phones, as RSA documented a 173% surge in such incidents between 2020 and 2023. The paper examines the consequences of social media on society and businesses, discussing how social media plays a part in mounding public opinion and affecting consumer behavior. It also investigates the advantages of social media can offer businesses, such as increased exposure, enhanced customer interaction, and the capacity to target specific demographics. Lastly, the paper centers on the implications of social media for teenagers, addressing the dangers of cyberbullying, privacy issues, and potential adverse effects on mental health. The study recommends that parents and educators work together to instruct teenagers on responsible social media usage and the potential hazards involved. In conclusion, the paper stresses the importance of a balanced approach to social media utilization, acknowledging both its positive aspects and potential drawbacks.*

**Keywords:** Social Media; Impact; Business; Privacy.

### 1. Introduction

Social media networks are characterized by content shared on various web platforms, with the nature of this content differing across regions. Prior to the emergence of these platforms, communication primarily occurred through private messages or public media. However, today, social media has transformed the way we interact both publicly and privately, extending beyond mere communication. Recent changes in internet usage and website access have raised concerns about potential misuse and the loss of social privacy [1]. Social networking sites are Web-based platforms that enable users to create personalized profiles, with adjustable privacy settings based on individual preferences. Users can

connect with others by forming a network of contacts who share and engage with their content. The term "social networks" refers to the relationships established through these platforms, including both new and existing connections. The "social" aspect emphasizes the ongoing communication facilitated by these networks, with the primary goal being to foster relationships on various levels, from social acquaintances to connections with strangers [2].

### 2. Social Media and Society

The findings of the 6th Annual International social media and Society Conference held in Toronto, Canada from July 27-29, 2015, brought together

prominent researchers, thought leaders, and social media professionals from across the globe. This conference centered on the influence of social media platforms on society, incorporating best practices and showcasing the latest research and ongoing studies worldwide [3]. These platforms have significantly impacted the health aspects of communities. The findings indicate that communication programs enable and facilitate opportunities for cancer patients and those with other rare illnesses to participate in discussions and collaborations with peers globally, improving their chances of success. This engagement encourages many medical professionals to join in, aiding the easy flow of health information from healthcare experts to patients, which helps increase awareness of how to manage their conditions [4]. Social privacy [1]. Social networking sites are web-based platforms that enable users to create personalized profiles, with adjustable privacy settings based on individual preferences. Users can connect with others by forming a network of contacts who share and engage with their content. The term "social networks" refers to the relationships established through these platforms, including both new and existing connections. The "social" aspect emphasizes the ongoing communication facilitated by these networks, with the primary goal being to foster relationships on various levels, from social acquaintances to connections with complete strangers [2]. The integrity of social networking programs as valuable platforms for exchanging experiences and ensuring genuine user engagement [5]. The relationship between marketing management and social media has yielded positive outcomes amidst various developments and challenges. The role of social networking platforms has rapidly evolved within marketing management, becoming increasingly prevalent in conventional management strategies. These platforms have demonstrated their effectiveness as smart strategies in areas such as information systems, human resources, management processes, and successful tactics. Research has shown that the role of social networking platforms has grown to encompass a wide range of organizational practices [6]. Regarding the 7th Annual International

Conference on Social Media and Society held in London, UK, from July 11-13, 2016, a comparison was made with the results from the 6th Annual International Social Media and Society Conference held in Toronto, Canada from July 27-29, 2015. Both conferences brought together renowned researchers, thought leaders, and social media experts from around the world. The focus of the conference was to predict the potential for effective utilization of social networking platforms through academic research across various disciplines and in diverse ways. Journalists have increasingly relied on social media to gather news from user-generated accounts on social networking platforms. However, with the growing volume of data and platforms, it has become challenging for journalists to obtain a clear and comprehensive view of news and events. Despite these challenges, these platforms remain a vital source of news. This paper examined the development of a system on social networking platforms to assist journalists in capturing events, collecting data, and accessing news more efficiently. A proposed system with three primary components – the browsing room, the material room, and the history room – was designed to monitor journalists' news-gathering processes [7]. The rapid expansion of social media has significantly impacted all over the world, as people increasingly purchase goods and services online. For instance, there was a 22% growth rate in a prominent social networking platform (Facebook) between 2012 and 2014. Furthermore, the integration of advertising with ecommerce has enabled consumers to engage in various activities such as advertising campaigns, marketing, purchasing, and accessing services, reading about and sharing their experiences through written comments and participating in other business-related endeavors. The development and popularity of these platforms have also contributed to increased investment and predictions of growth in online purchases [8]. Social networking platforms are experiencing widespread growth globally. In 2015, Facebook recorded 1.44 billion monthly users in America, indicating that a

majority of Americans are active on social networking sites. Even in countries with lower usage, like Indonesia and India, tens of millions of users engage with social networking platforms. Worldwide, LinkedIn has 364 million users, while Twitter boasts 236 million users. Instagram experienced rapid growth, surpassing 300 million users in less than a year, whereas Pinterest has a comparatively lower user base of around 73 million. Given the high reliance on social networking platforms, numerous researchers worldwide have been actively investigating the changes brought about by communication platforms like Facebook and Twitter since 2006, with Facebook being the primary subject of these studies. A user's profile on social networking platforms is often influenced by demographic characteristics (such as age, gender, income, and education), which can impact their engagement with these platforms. This research selected six platforms (Facebook, LinkedIn, Twitter, Google+, and Instagram) for study. The analysis results revealed that Facebook usage is affected by age and gender, while LinkedIn usage is influenced only by income, not by age, gender, or education. In contrast, Google+ and Instagram usage do not seem to be affected by any demographic features. Other non-demographic factors, such as skills and efficiency, may also play a role in an individual's engagement with these platforms [9]. In the wake of large-scale disasters, communities require a sense of responsiveness and practical assistance. Social media serves as a bridge connecting the affected community, the broader public, and volunteer groups providing help. This study focused on the Twitter platform to investigate and capture support operations and aid following disasters. It aimed to demonstrate how social media can act as a bridge or platform to initiate the formation of charitable networks and create new opportunities for rebuilding after disasters. The influence of tweets on Facebook demonstrated the positive impact social media can have on providing tangible relief and mobilizing charitable initiatives to access resources. However, the study also revealed the challenge of identifying the specific groups of people in need of assistance,

given the multitude of networks offering relief that may not necessarily match those needs. Moreover, there are precise measures taken to remove content from Twitter, preventing individuals from accessing hacking sources through the Google search engine, ensuring the privacy of user feedback. The researcher emphasized providing a realistic example to illustrate the scope of the study [10].

### 3. Social Media and Business

The general consensus is that social media serves as a multifaceted tool for collaboration and community-based interactions. Future studies should focus on the roles of technology that establish the foundational value of social media in business, such as examining the interplay between social media, technology, mobile, and cloud computing. Additionally, efforts should be made to enhance value creation mechanisms (e.g., improving services, products, and customer satisfaction) to forge strong relationships and value between social media and business organizations. This approach would pave the way for a new evaluation framework based on value and creativity [11]. The impact of social media on business demonstrates that social networks play a significant role in influencing marketing strategies. Social media has transformed traditional marketing methods by offering a unique combination of asynchronous communication tools and greater opportunities for sharing, fostering customer loyalty beyond conventional organization-consumer interactions. This study focuses on blogs as a case study to exemplify the impact of social media on business. A blog, a type of social networking platform, is an online magazine or personal diary frequently updated by its owner, serving as a space for individuals to express themselves and share their thoughts and feelings with the world. Blogs have become valuable for businesses as they enable swift communication and facilitate the sharing of ideas, knowledge, and referrals. Companies can also easily disseminate information about their brand messages, services, and products to buyers,

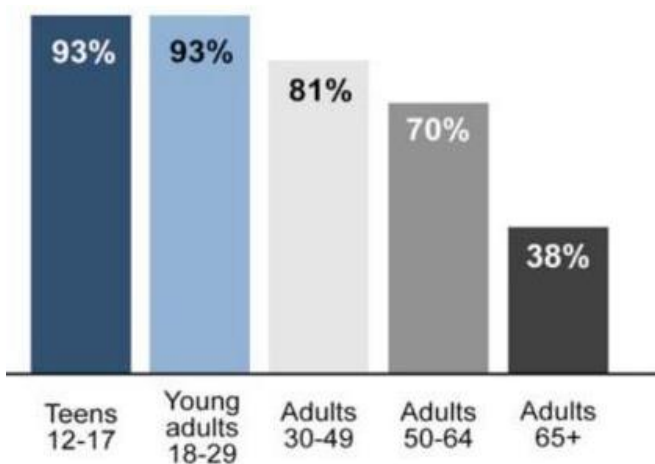
creating a rapidly expanding network that connects marketing information. Evaluating products and demand has become crucial as information spreads rapidly among individuals in these networks, largely due to the influential nature of fan connections within these communities [12]. Various studies have found a positive impact on companies that utilize social media as a tool. Many interviewed companies reported positive indicators, such as increased inquiries and reservations, and success in attracting targeted customer groups globally. Social media helps businesses draw in customers at a lower cost or even for free compared to traditional methods while also boosting repeat sales. Furthermore, many companies have observed that social media raises brand awareness and expands online business research, as it reaches beyond just local customers who were previously aware of the business. In conclusion, this paper reveals that using social media offers numerous benefits, including increased awareness, stronger relationships with consumers, attracting new customers, reaching global audiences, enhancing company messaging, and fostering growth and sharing within local markets [13]. Social media provides value to small and medium-sized enterprises (SMEs), but many companies cannot fully realize this value unless they integrate social media into their strategies to support business objectives. The author presents a table outlining social media goals and strategies, identifying three primary objectives. First, building awareness can be measured through internet network traffic research size, tracking, and referrals. Second, increasing sales can be assessed by examining the time spent on the website, visit frequency, and repeat visits. Lastly, fostering loyalty can be gauged through time spent on the website, recommendations, and the level of content acceptance [14]. Social networking platforms are highly effective in marketing activities and have a significant impact on consumer behavior in the online world. The growing use of mobile devices has contributed to the expansion of social media networking, communication, and the transformation of information into business opportunities. A director of strategic initiatives at one company acknowledged

that social media is a "creative tool with flexibility and measurable means," allowing companies to assess the return on investment in marketing promotions. The director provided a real-world example of the Cirinata Festival, where 60% of ticket sales for the event were made through social networking sites. Social media continues to aid in the validation and measurement of campaigns, helping organizations determine their positions and identify areas for enhancement and future progress [15]. Knowledge management can capitalize on social media big data to encourage companies to participate in big data technology, store social media information within knowledge management systems, and share and benefit from social media data. By examining five major companies (Home Depot, K-Mart, Walmart, Costco, and Kohl's) from the private sector as case studies, their social media program "Twitter" was analyzed. The goal was to discover new knowledge, filter business decisions from big data, and glean insights from social media [16]. The relationship between a company and its customers has evolved beyond mere purchase transactions and now requires more strategic planning to ensure effective performance. Social media networks offer a wide range of options for fostering engagement between companies and consumers. Customers can participate in designing various social media network channels, enhancing their value and creating a business ecosystem that leads to improved services, skills, and innovation. This demonstrates how social media serves as an interactive platform enabling technological communication, and it proves how companies can collaborate with stakeholders and share information with customers through social media channels. It poses a significant challenge for managers and social networking programs to recognize that commercial programs in media serve as an example for publishing advertisements on social networking sites. Organizations can control the entire process, from implementation to production. Furthermore, media campaigns on social platforms continue indefinitely and can be

retained on an organization's channels at a lower cost than traditional media, which ends after its expiration. [17]

#### 4. How Social Media Impact Teens

Participation in social networking programs has become a daily routine for children and teenagers. Research indicates that this regular activity helps teenagers enhance their communication skills, find common interests, and connect with school peers while developing social and technical abilities. 22% of teenagers engage with social networking programs around 10 times daily. Over half of the remaining teens check in more than once a day, primarily using mobile phones, with 75% of teenagers owning their own cell phones. The chart below illustrates social media usage by age, revealing that the highest percentage (93%) of users are teens and young adults. This suggests a significant level of social media addiction among teenagers. Social media uses by age wise presents in Figure 1.



**Figure 1 Social Media Use by Age [25]**

Social media networks has affected teenagers' life negatively and positively. First, will provide some of the positive effects that benefit the teens once start using of social networks:

#### Communication Skills and Social Networking

Regular engagement on social networks enables teenagers to maintain continuous communication with friends and family. It also increases the likelihood of forming new friendships beyond their local communities, allowing them to share

information, ideas, and images. Furthermore, it enhances their ability to collaborate and participate in charitable activities. Social media also contributes to the improvement of individual performance by fostering creativity and intellectual development. [18] The following table 1 describe result done over 9 countries around the world and how social media increase people communication. And how social media, increase the chances of creating new friendships.

**Table 1 Communication Due to Social Media [1]**

Do you think, you know more people due to social media?		
Country	YES	NO
Brazil	73%	27%
Chile	55%	45 %
China	89%	11%
India	71%	29%
Italy	46%	54%
Trinidad	76%	24%
Turkey	60%	40%
England	46%	54%

#### Provide Opportunities for Teaching and Learning

As the number of social networking platforms and community websites like Classmate, Live Journal, and Google+ grows, teenagers increasingly prefer to utilize them for educational purposes. These platforms enable daily communication with school peers for discussing assignments and exchanging knowledge, as well as using blogs. Moreover, they promote international education by attracting volunteer scientists who dedicate their free time to sharing knowledge, supporting creativity, and engaging in social practices on internet pages and platforms, resulting in an abundance of shared knowledge among communities. [19]

#### Easy Access to Health Information

Teenagers increasingly rely on the internet and social media platforms for quick and easy access to

health information and inquiries. Social networks have also played a significant role in raising health awareness about epidemics and rare diseases by enabling the rapid dissemination of medical publications. Additionally, these platforms have helped reduce depression and anxiety among cancer patients and those with rare diseases by connecting them with specialists in online forums to exchange information, ask questions, and discuss concerns. Furthermore, social media supports a high level of healthcare through electronic means, allowing patients to access care in their comfortable environments and encouraging adherence to medication schedules.

Secondly, this section will discuss the potential risks and negative effects of social media usage on teenagers. Teenagers are more vulnerable to these risks compared to adults, who are generally more aware and cautious. These issues often stem from misunderstandings, disregard, and a lack of knowledge on the subject matter. [20]

### 1. Cybercrime

There are malicious groups on the internet that use technology to exploit and harass others, particularly teenagers who are more vulnerable. Social media is a common platform who used by these people to hack personal privacy, use offensive language, make threats, insults and extort. RSA reports that rate of crimes using mobile phones have increased by 173% with many real life examples of cyber-attacks that continue to pose a major threat to society, particularly teenagers. The agency is working to provide awareness and solutions to mitigate the effects of cybercrime, but it is challenging to stop these criminals permanently as they have built strong, dispersed groups around the world with the help of experienced criminals. The world is facing challenges in controlling cybercrime in a short time. [21]

### 2. Privacy

One of the major concerns related to social media networks and the internet is privacy issues caused by the misuse of technology. This includes sharing personal information, leaving

digital footprints, and exposing teenagers to threats and risks. Hackers can access users' data from the digital fingerprints left on the sites they frequently browse, which puts them at risk of being threatened. Teenagers often lack awareness of privacy issues and are unable to distinguish what information should be shared and what should not, leading them to post photos, videos, and messages that pose a risk to their privacy. [22]

### 3. Mixed Messages That Do Not Suit Teens

Many parents believe that their children should be at least 13 years old before being allowed to use social networking sites. This may be due to a law that requires sites to block all information to children under the age of 13 to protect their privacy. However, even if a child is over 13, they may still have access to messages, images, and videos that are not appropriate for their age on social networking platforms. These platforms may mix different types of content that cannot be blocked from reaching a teen's account. [23]

### 4. Phenomenon Facebook Depression

Researchers have identified a phenomenon called "Facebook depression," which occurs when teenagers become addicted to using social networking programs such as Facebook for many hours a day. This addiction can lead to feelings of depression, isolation, and even drug use if proper care is not provided. It is important to also discuss IT-related issues and security aspects related to social media use. [24-26].

### Conclusion

This paper discusses the impact of social media on various aspects of society, including health, education, journalism, marketing, and people's behavior. It shows that social media has replaced traditional media and directly influences young consumers, contributing to the improvement of business branding. Additionally, social media has become a routine activity in the lives of teenagers. Furthermore, the paper identifies the main benefits and risks of social media for teens.

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