

## A Study on Impact of Social Media in Our Lives

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### ABSTRACT:

Growth in the number of people who use Facebook, Instagram, Twitter, and Snapchat and other social media platforms and the time spent on them has garnered interest and concern among policymakers, teachers, parents, and clinicians about social media's impacts on our lives and psychological well-being. The objective of research is to study about people can live without the social media, to understand the purpose of using social media, to know the privacy can affect by using social media. Social media created for interaction and content sharing to people in the community. The research method followed is descriptive research. The data is collected through a questionnaire and the sample size is 206. Convenience sampling method is adopted in the study to collect the data. The samples were collected from the Online mode with friends and family. The independent variables are Age, gender, educational qualification, Marital status and Occupation. The dependent variables are most preferred social media, time spent social media, privacy can effect by using social media, people can live without social media. The researcher used graphs to analyze the data collected. We find that social media using mostly youngster and many people having benefit from social media and negative impact inadequacy your life and appearance. Social media changed our life so much. Our life became more convenient because social media is a very useful tool for us in 21st century, it could help us to improve our life. However, we have to be aware of how we use them. If we could use social media smartly, having social media will become a good change for us.

**KEYWORDS:** Social media, life, Growth, Impact, Interaction, Internet, Users.

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### I. INTRODUCTION:

The Worldwide Evolution of Social Media growth of social media has been increased in the last 12 years. Growth in the number of people who use Facebook, Instagram, Twitter, and Snapchat and other social media platforms and the time spent on them has garnered interest and concern among policymakers, teachers, parents, and clinicians about social media's impacts on our lives and psychological well-being. WhatsApp topped the charts with YouTube in the second spot, followed by Facebook, Instagram, and Twitter. Prasad revealed that WhatsApp has over 53 crores users, followed by YouTube which has over 44.8 crores users in India.

Social media sites, including Facebook, Twitter, TikTok, and YouTube will have to share users' identities with the Indian government if they are asked to. Under new guidelines to be established later this month, the Centre will be able to procure information of any user without a warrant or judicial order against the person, a Bloomberg report said. According to a government official cited in the Bloomberg report, The Internet and Mobile Association of India (IAMAI), a trade body that comprises members from Facebook, among others, raised concerns over the new rules. Social media sites are now in a fix whether to cooperate with the law enforcement agencies or to support the right to privacy of their users.

Digital media has become a significant factor in many young people's day to day routine. On an academic level, social media can have a negative effect on student productivity when it comes to concentration in the classroom, timekeeping, and conscientiousness. Stalking, identity theft, personal attacks, and misuse of

information are some of the threats faced by the users of social media. Most of the time, the users themselves are to blame as they end up sharing content that should not be in the public eye.

Augmented Reality (AR) and Virtual Reality (VR) are current social media trends in 2021, as brands try to offer an exciting user experience. Many e-commerce companies have adapted to AR-powered shopping, allowing users to try-on products before purchasing them. This will help consumers make thoughtful purchase-decisions before investing in something. Platforms like Snapchat, Instagram, and Facebook allow users to try on hundreds of different filters to click images or create videos or share them across, including updating profile pictures with brand logos or mascots.

Compared to USA and INDIA. According to platform statements, the number of social media users in the US is 231.47 million in 2020, meaning 70% of Americans are actively using sites monthly. The most popular platforms in the United States are YouTube at 73% and Facebook at 69% of the US population. There were 448.0 million social media users in India in January 2021. The number of social media users in India increased by 78 million (+21%) between 2020 and 2021. The number of social media users in India was equivalent to 32.3% of the total population in January 2021.

#### OBJECTIVE:

- To Study about people can live without the social Media.
- To understand the purpose of using social media.
- To know the privacy can affect by using social media

## II. REVIEW OF LITERATURE:

**Chukwuere and Chukwuere 2017**, Social media simply refers to online tools created for the purpose of interaction and content sharing among people in the community. The study involved random sampling method in the North-West University, Mahikeng, South Africa. The sample size of 67 female students was involved in the study through questionnaire data gathering technique. The findings include the followings; social media refines how female students think, interact, communicate, fall in love, their social lifestyle and many more.

**Siddiqui and Singh 2016**, Social media has been mainly defined to refer to “the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship. The sample size of 100. Focus is on the particular field like business, education, society and youth. During this paper we describe how these media will affect society in a broad way.

**Harchekar and Pune 2017**, It enables common interest based groups such as students to work in collaborative group projects outside of their class. A survey conducted by Pew Internet Research 402 response. The detailed study of how the usages have been increased in the society has been taken into consideration. Stress has been increased in the minds of the people and they are more addicted of it.

**Appel, Marker, and Gnamb 2020**, There is no indication for potential devastating effects of social media on school achievement; social media use and school grades are unrelated for adolescents. The meta-analyses revealed small to moderate associations between narcissism and SNS use. In sum, meta-analytic evidence is not in support of dramatic claims relating social media use to mischief.

**“Esam Alwagait” n.d.(2014)**, Social media is a popular method for communication amongst university students in Saudi Arabia. The survey received 108 responses and descriptive statistics including normality tests i.e. scatter plots were used to examine the relationship between the average number of hours students spent of social media a week and GPA scores of the students. The findings of the paper can be used to propose the effective plans for improving the academic performance of the students in such a way that a balance in the leisure, information exchange and academic performance can be maintained.

**“Pulido CM & Redondo-Sama” n.d.(2018)**, Social impact in social media-A general finding is that novel evidence of social impact of research can be found in social media, becoming relevant platforms for scientists to spread quantitative and qualitative evidence of social impact in social media to capture the interest of citizens. Thus, social media users are shown to be intermediaries making visible and assessing evidence of social impact.

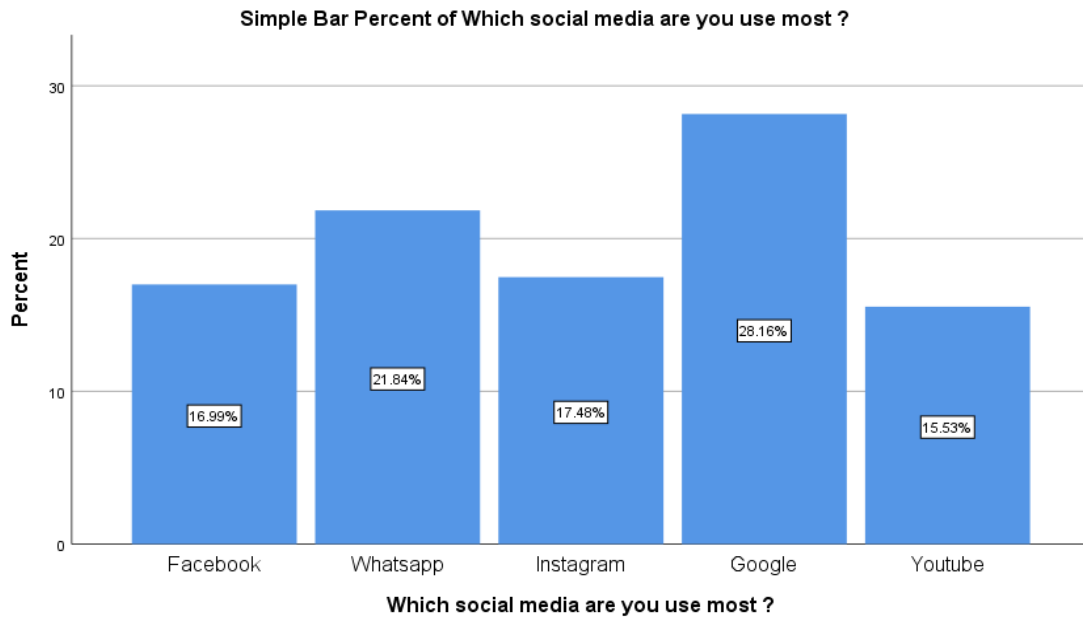
## III. METHODOLOGY

The research method followed is descriptive research. The data is collected through a questionnaire and the sample size is 206. Convenience sampling method is adopted in the study to collect the data. The samples were collected from the Online mode with friends and family. The independent variables are Age, gender, educational qualification, Marital status and Occupation. The dependent variables are which social

media you use most,how much time you spend in social media,privacy can be affected by using social media,people can live without social media.The researcher used graphs to analyze the data collected.

ANALYSIS:

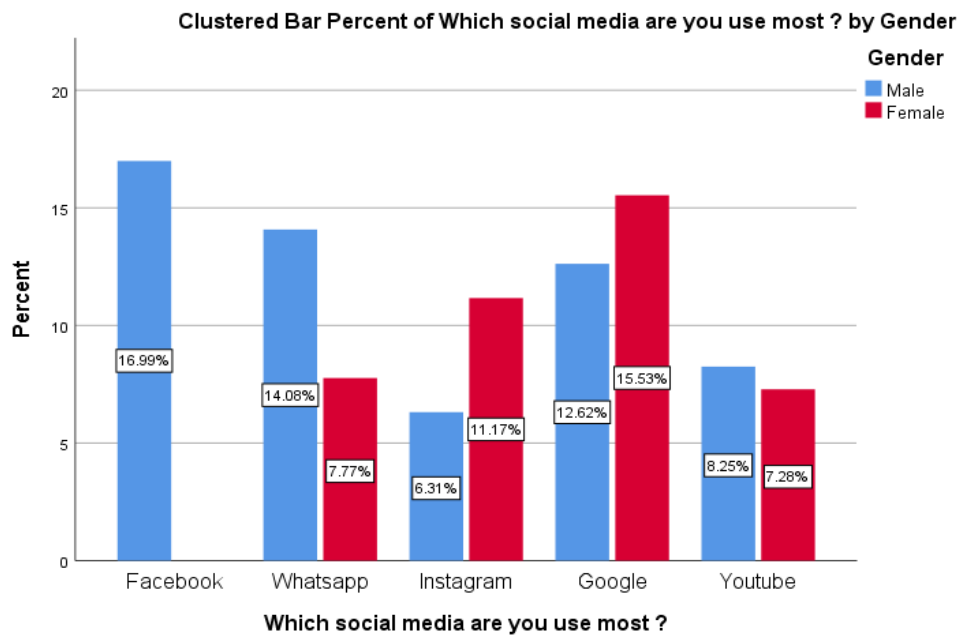
FIGURE-1



LEGENDS:

This graph shows the relationship between that social media are you use most and percent

FIGURE-2



LEGENDS:

This graph shows the relationship between that social media are you use most and Gender

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	105.601 <sup>a</sup>	12	.000
Likelihood Ratio	117.029	12	.000
Linear-by-Linear Association	13.779	1	.000
N of Valid Cases	206		

a. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 4.97.

Symmetric Measures

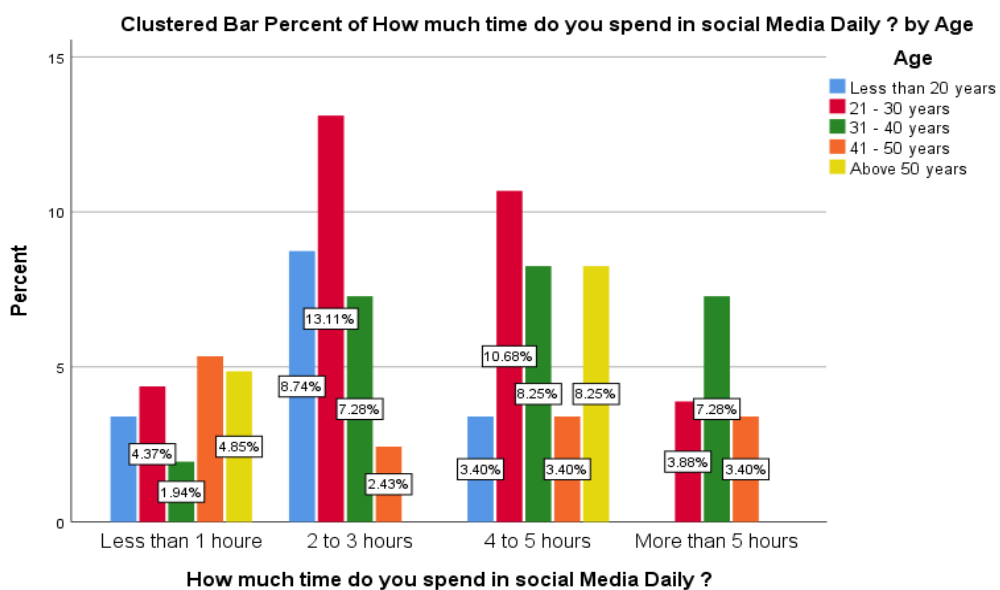
		Value	Approximate Significance
Nominal by Nominal	Phi	.716	.000
	Cramer's V	.413	.000
N of Valid Cases		206	

HYPOTHESIS:

NULL HYPOTHESIS : There is no significant difference between that social media you use mostly .

ALTERNATIVE HYPOTHESIS :There is significant difference between that social media you use mostly .

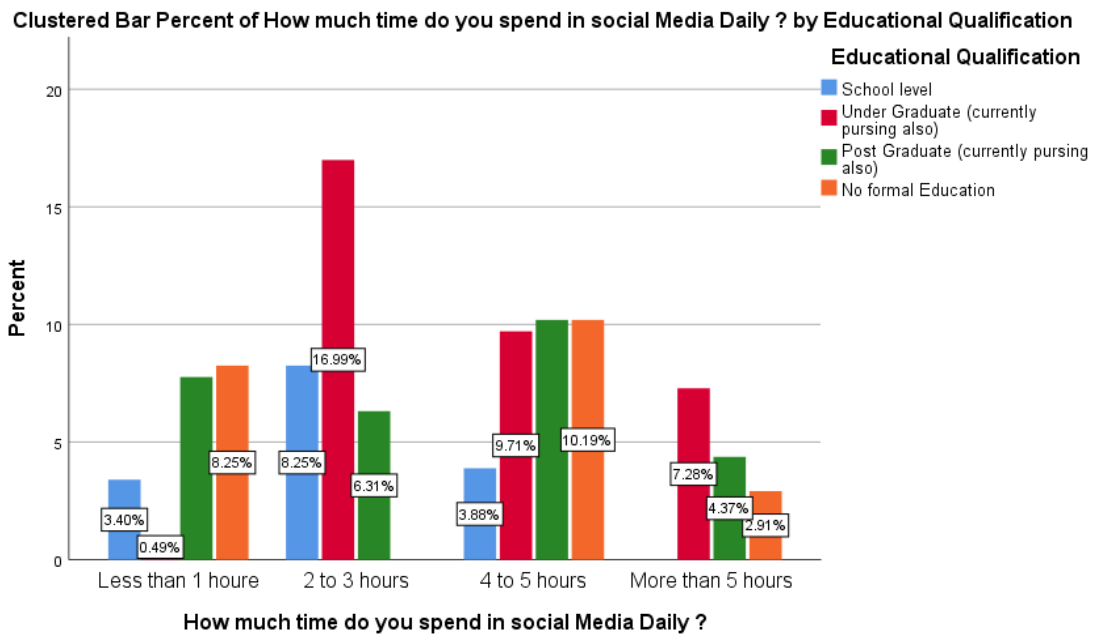
FIGURE-3



LEGENDS:

This graph shows the relationship between that how much time do you spend in social media daily and Age

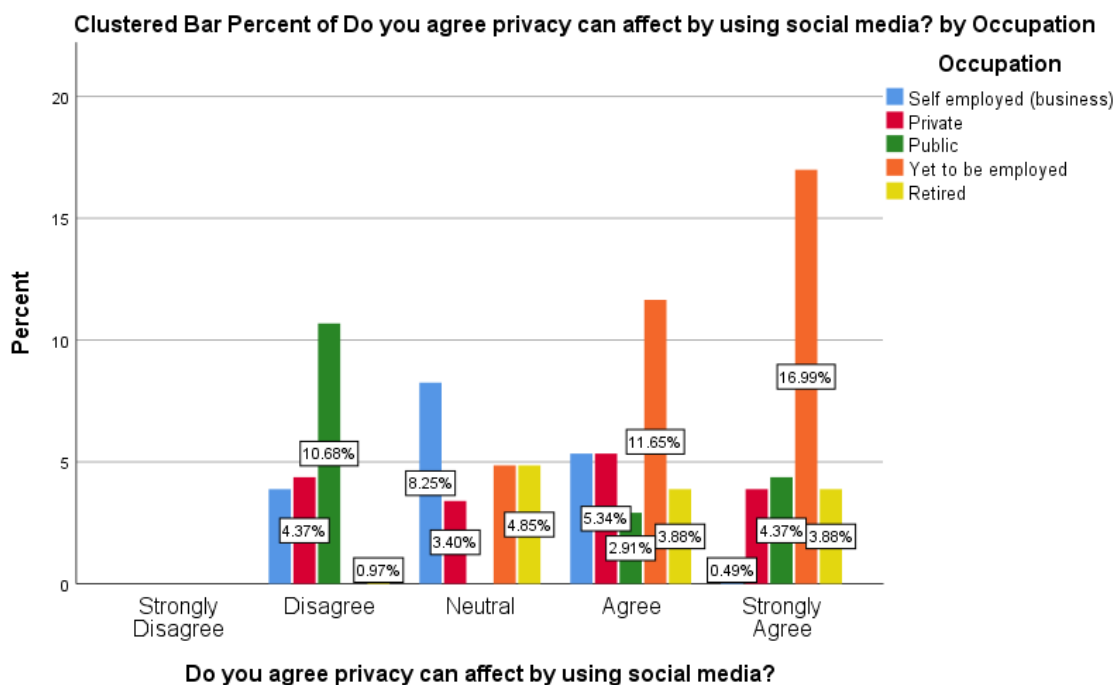
FIGURE-4



LEGENDS:

This graph shows the relationship between that how much time do you spend in social media daily and Educational qualification

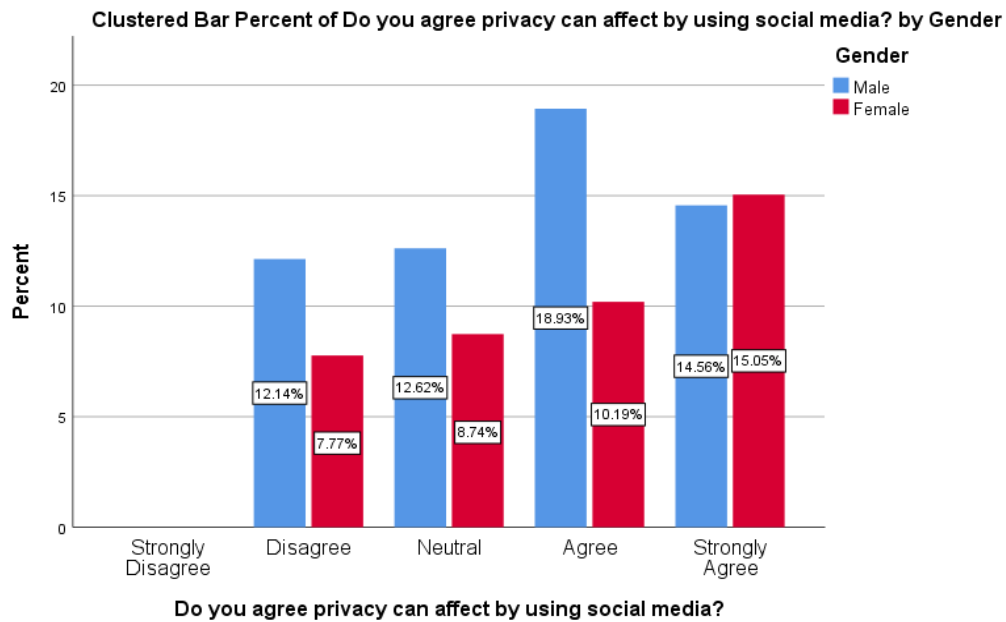
FIGURE-5



LEGENDS:

This graph shows the relationship between that privacy can affect by using social media and Occupation.

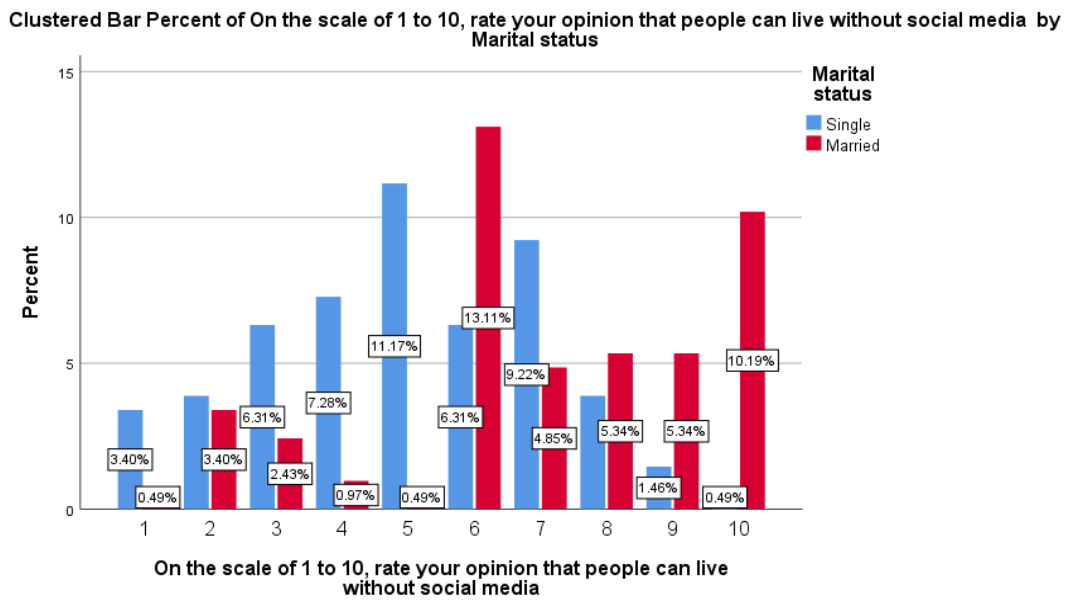
FIGURE-6



LEGENDS:

This graph shows the relationship between that privacy policy can affect by using social media and Gender.

FIGURE-7

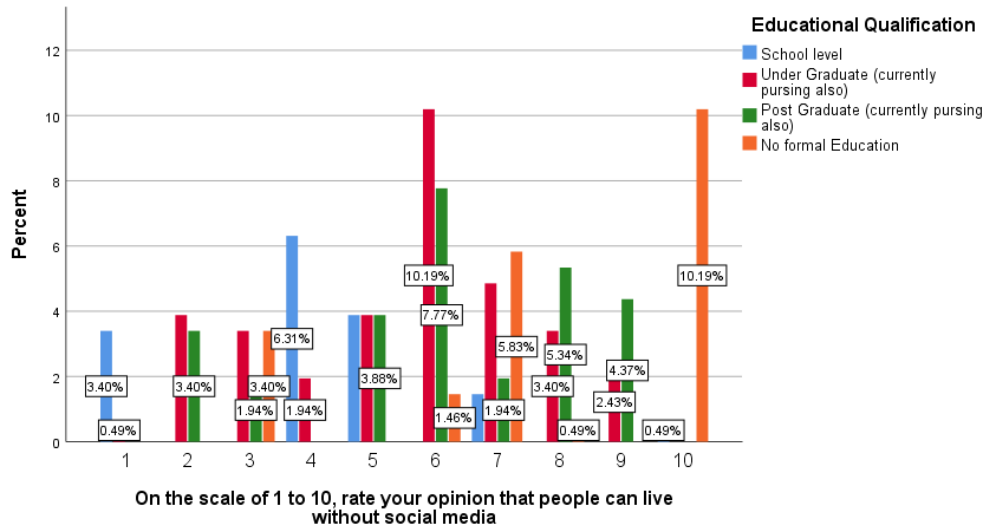


LEGENDS:

This graph shows the relationship between that rate the level of people can live without social media and Marital status

FIGURE-8

Clustered Bar Percent of On the scale of 1 to 10, rate your opinion that people can live without social media by Educational Qualification



LEGENDS:

This graph shows the relationship between that rate level of people can live without social media and Educational Qualification.

IV. RESULT:

This fig.1 graph clearly states that 16.99% of respondents preferring Facebook, 21.84% of respondents preferring WhatsApp, 17.48% of respondents preferring Instagram, 28.16% of respondents preferring Google and 15.53% of respondents preferring YouTube. This graph from fig.2 clearly states that respondents from Gender. In male highly preferred Facebook 16.99% then WhatsApp 14.08% and Google 12.62%. In female highly preferred Google 15.53% then Instagram 11.17% and WhatsApp 7.77%. In fig.3 clearly states that respondent from age group less than 20 years preferred 2 to 3 hours on social media, 21 to 30 years preferred 2 to 3 hours on social media, 31 to 40 years preferred 4 to 5 hours on social media, 41 to 50 years preferred More than 5 hours on social media and Above 50 years preferred 4 to 5 hours on social media. In fig.4 clearly states that respondents from Educational qualification in school level preferred 2 to 3 hours, Undergraduate preferred 2 to 3 hours, postgraduate preferred 4 to 5 hours on social media and No formal Education preferred 4 to 5 hours on social media. In fig.5 clearly states that respondents from Occupation in self employed respondent preferred Neutral 8.25%, In private respondent preferred Agree, In public respondent preferred Disagree, In yet to be employed respondent preferred strongly agree and In Retired respondent preferred Neutral 4.85%. In fig.6 clearly states that respondents from Gender in Male Highly preferred Agree 18.93% then strongly agree 14.56%, Neutral 12.62% and Female Highly preferred strongly agree 15.05%, Agree 10.19% then Neutral 8.74%. In fig.7 clearly states that respondents from Marital Status in Single respondent highly preferred 5- 11.17% , 7 - 9.22%, 4 - 7.28% and Married respondent highly preferred 6 - 13.11%, 10 - 10.19%, 8&9-5.34%. In fig.8 clearly states that respondents from Educational Qualification in school level respondent preferred 4 in out of 10, Undergraduate respondent preferred 6 in out of 10, Post Graduate respondent preferred 10 in out of 10, No Formal Education preferred 7 in out of 10.

V. DISCUSSION:

In fig.1 the graph states that most of the people preferred Google because Google helps to study, News and search and find anything easily. In fig.2 Highly preferred in male Facebook 16.99% Because Facebook was came first other all social media recent only developed. In female highly preferred Google because Google can help anything can search and Find easily we cannot install any other application When we have Google. From fig.3 Highest preferred in the age group of 21 - 30 years prefer 2 to 3 hours, 4 to 5 hours because in the age they only full time active in social media about their purposes. From fig.4 Highest preferred respondents from Educational qualification under undergraduate respondent prefer 2 to 3 hours and 4 to 5 hours because they have many things to refer for study. In fig.5 Highest preferred respondent from occupation under yet to employed respondent respond more and preferred Strongly Agree 16.99% because when you use social media they ask many personal detail so privacy will be affect by using social media. In fig.6 Highest preferred respondent from Gender under Male preferred Agree 18.93% and Female preferred 15.05% because when you use social media

they ask many personal details so privacy will be affected by using social media. In fig.7 Highest preferred respondent from Marital status. Married 6 - 13.11% and single 5 - 11.17% because 5-6 given the majority so respondent says like nowadays people will have daily work and Fun time in social media they can't easily leave the social media. In fig.8 Highest preferred respondent from Educational Qualification under Undergraduate respondents responded more and they preferred 6 out of 10 more responses as normal because people they need to connect to each other so they preferred normal.

#### LIMITATIONS:

The major limitation of my study would be in collecting samples. Since it's a first hand study and regarding law and ongoing COVID 19, it wasn't suitable for doing a direct survey in an interview or open-ended questions to understand their view on the topic.

#### VI. CONCLUSION:

Growth in the number of people who use Facebook, Instagram, Twitter, and Snapchat and other social media platforms and the time spent on them has garnered interest and concern among policymakers, teachers, parents, and clinicians about social media's impacts on our lives and psychological well-being. The objective of research is to Study about people can live without the social media, to understand the purpose of using social media, to know the privacy can affect by using social media. Suggestion of research social media use can affect personal life, social media playing a positive role for most, the survey found the high use of social media and technology can have a negative impact on personal life. Two in three young people feel pressure to look good and nearly a third of youth have been bullied online. Social media created for interaction and content sharing to people in the community. In this research find that social media using mostly youngster and many people having benefit from social media and negative impact inadequacy your life and appearance. Social media changed our life so much. Our life became more convenient because social media is a very useful tool for us in 21st century, it could help us to improve our life. However, we have to be aware of how we use them. If we could use social media smartly, having social media will become a good change for us.

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## PLAGIARISM:

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**ABSTRACT:**

Growth inside the variety of those who use Facebook, Instagram, Twitter, and Snapchat and different social media platforms and the time spent on them has garnered interest and challenge amongst policymakers, instructors, parents, and clinicians approximately social media's affects on our lives and mental well-being. The goal of studies is to Study approximately people can stay with out the social media, to understand the purpose of using social media, to know the privateness can affect via using social media. Social media created for interplay and content sharing to humans in the network. The research technique followed is descriptive studies. The statistics is accumulated through a questionnaire and the pattern length is 206. Convenience sampling method is followed inside the have a look at to collect the records. The samples have been amassed from the Online mode with buddies and own family. The impartial variables are Age, gender, instructional qualification, Marital reputation and Occupation. The established variables are maximum desired social media ,time spent social media, privateness can effect with the aid of the use of social media, people can stay with out social media. The researcher used graphs to research the statistics accrued. We find that social media using by and large teenager and many people having advantage from social media and bad impact inadequacy your existence and appearance. Social media modified our lifestyles so much. Our lifestyles became more convenient because social media is a totally useful device for us in twenty first century, it is able to help us to improve our lifestyles. However, we have to be aware about how we use them. If we should use social media neatly, having social media will become a great trade for us.

**KEYWORDS:**

Social media, life, Growth, Impact, Interaction, Internet, Users.

Sources

Similarity

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INTRODUCTION:

The Worldwide Evolution of Social Media increase of social media has been extended within the remaining 12 years. Growth in the wide variety of those who use Facebook, Instagram, Twitter, and Snapchat and different social media platforms and the time spent on them has garnered interest and situation amongst policymakers, teachers, parents, and clinicians about social media's influences on our lives and mental properly-being. WhatsApp crowned the charts with YouTube inside the second spot, accompanied by using Facebook, Instagram, and Twitter. Prasad revealed that WhatsApp has over 53 crores customers, followed through YouTube which has over 44.8 crores users in India. Social media websites, including Facebook, Twitter, Tik Tok, and YouTube will should percentage customers' identities with the Indian authorities if they're requested to. Under new hints to be installed later this month, the Centre can be capable you bought statistics of any consumer with out a warrant or judicial order towards the man or woman, a Bloomberg record said. According to a central authority reliable noted within the Bloomberg file, The Internet and Mobile Association of India (IAMAI), a alternate frame that comprises members from Facebook, amongst others, raised concerns over the brand new guidelines. Social media websites are now in a fix whether to cooperate with the regulation enforcement organizations or to guide the proper to privacy of their customers. Digital media has turn out to be a great issue in lots of younger people's day after day ordinary. On an academic level, social media can have a poor effect on scholar productivity in terms of awareness inside the classroom, timekeeping, and conscientiousness. Stalking, identification robbery, personal attacks, and misuse of records are some of the threats faced by way of the customers of social media. Most of the time, the customers themselves are guilty as they turn out to be sharing content that ought to no longer be in the public eye. Augmented Reality (AR) and Virtual Reality (VR) are modern social media traits in 2021, as brands attempt to provide an interesting person experience. Many e-commerce businesses have adapted to AR-powered buying, permitting users to strive-on merchandise before purchasing them. This will help clients make considerate purchase-decisions earlier than making an investment in some thing. Platforms like Snapchat, Instagram, and Facebook permit users to attempt on masses of various filters to click photographs or create movies or share them across, consisting of updating profile photographs with logo trademarks or mascots. Compared to USA and INDIA. According to platform statements, the number of social media customers within the US is 231.47 million in 2020, which means 70% of Americans are actively the use of websites monthly. The most famous platforms in the United States are YouTube at seventy three% and Facebook at sixty nine% of the US populace. There were 448.0 million social media customers in India in January 2021. The range of social media users in India expanded by means of 78 million (+21%) among 2020 and 2021. The variety of social media users in India become equivalent to 32.3% of the overall population in January 2021.

OBJECTIVE:

- To Study about people can stay with out the social Media.
- To understand the motive of using social media.
- To know about the privacy can affect by using social media

Source	Similarity
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3% Plagiarism	97% Unique	1 Plagiarized Sentences	29 Unique Sentences
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## RESULT:

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## CONCLUSION:

Growth in the number of people who use Facebook, Instagram, Twitter, and Snapchat and other social media platforms

and the time spent on them has garnered interest and concern among policymakers, teachers, parents, and clinicians Page 2

N.Faaiq Ahmed. "A Study on Impact of Social Media in Our Lives." *American Journal of Engineering Research (AJER)*, vol. 11(11), 2022, pp. 132-142.