

Social Media: It's Impact on Human Life and Behavior

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ABSTRACT

In this article, I highlighted the positive and negative effect of social media on society and individual life. First, I make clear the current situation of social media in terms of facts and figures before I deepen aspects of new form virtual interaction. Social media is like a drug addiction. It is very dangerous for the society and human also. It is like a virus or chemical that it passed rapidly in everywhere. The use of social media is limited to seeking connectedness to others, whereas face to face interaction can facilitate avoiding social isolation as well as seeking connectedness. The research is mostly focus on sociology, environment, occupational health, business, public and psychology. Social media has important tools to allow people to create, share, exchange information, career interest, idea, picture, video in virtual communities and networks. Social media is the best way to grasp such characteristics like conversion, openness, communities, and participation. This study is mostly understand various kind of media networks like blogs, wikis, podcasts, forums, content communities and micro blogging. The development of social media has played significant role in shaping the impact human life and behavior. It has disadvantages also. It is slowly killing real activism and replacing it with slack. The positive effect on business, politics, socialization, as well as some negative effect on human such as privacy, fake news and videos, cyber bullying and loss their decision making power and capability also mostly on creation.

1. Introduction

This article illustrated the issue of the relation between social media and impact on human life and behavior. Social media has been the important part of one's life from educational, social awareness and business tool. Social media plays a vital role in changing people's lifestyle. In this social networking sites like such as Facebook, YouTube, Twitter and many more. It is a main tool for news to journalist and their organization has performed a high wired act. Social media plays in impacting people's culture, their economy and overall view of the world. Social media is an interactive process through all app to share information. Its goal is largely deals with the sharing information to one another. It gives information about different civilization, their culture, religion and people's lifestyle. Human behavior and life is changing nowadays, because of this social media. Human is only one that is social and rational animal on this Earth. Human has ability to relation with each and every single person, whether it is white, black or brown. There is a huge impact on human with positive and negative way.

2. Social Media: Its Impact on Human Life and Behavior

Social media is very popular nowadays; it gives lots of entertainment, news, people's reaction on popular topic and so many more. It has advantages and disadvantages also. It gives us awareness of all fields like geography of our world, multiculturalism, different civilization, arts, sciences, and business. Social media related with human very deeply, because it effect a such way that most of the people spend more time on all social sites. All social sites like Facebook, YouTube and Twitter etc. There has some positive and negative effect on human life and their behavior.

2.1 Positive Effect of Social Media on Human

Social media is a very useful platform; all people can connect in within a few second at all around the world. Nowadays, social media is our integral part of our culture and society. Social media can add creativity to our thinking as people can share their views and works with others. It allows to people extend across and became actively involved without fear of rejection. Social media has lot of positive effect on human life and their behavior. All people can find, connect with anyone around the world. It is more facilitated and comfortable than traditional method. Social media is connectivity with families, friends and some government organization. This all sites allow to staying relation with their families and friends. Social media is used correctly; they may strengthen relationships, improve communication and help socialization. We are not alone on this Earth. We need help to each other, therefore it is necessary to interact with other. Social media is about people. It is not about YouTube, Facebook and Twitter. It changed fact and information.

Facebook, YouTube and Twitter are a good case in point; most of the users make us these apps to awareness field also, so Health is the one of the major integral part of human. So Human considers this health-care necessarily. Social media is core medium of communication of health awareness. It gives and share information that assisted not only to survivors and families but also doctor. It has sharing option, all network sites are give everyone a chance to share informative videos and article with everyone.

Social media helps the world to connected information and their coaches, teachers, academic experts easily without any kind of difficulty. Information could just pass with a single click; message will reach to the recipient. In case of emergency

news, social media can help people to get attention of the contact closely. Every new person is able to meet new friends from distant lands and different areas.

2.2 Negative Impact of Social Media

First, I analyzed the negative effect of social media on human life and their behavior with very deep sense. One of the biggest side effect of social media is privacy issue, because posting personal information on social media effect on student very deeply manner, because student lose their capability engage with other student and also face to face communication. So many writers, blogger and poets writes wrong information, therefore it is directly effect on education system failure.

Social media is very time consuming. It is very hazardous, because so many people spend addicted with it. People spend lots of time, therefore these entire app divert the concentration of specific goals. Social media is more dangerous when it effect on the kids, because child always learn new things, so this bad things directly impact on child's mind and it include long term memory. People shares adult images, videos and bad messages, so this thing is directly effect on children's mind, therefore this is very dangerous things. When people spend more time on social media, then it is directly effect on real life relationship. It also effect on family, friends and close relationships. There are so many disadvantages of social media, because it could birth such as cyber bullying, drug addiction, cyber terrorism etc. Cyber bullying is major point that use bad way youth generation in nowadays.

Human became timeless and emotionless, because of this social media. Social media required so many times, so people

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spend more time on social media. Therefore, it is dangerous for the relation with every human and society. Social media is new tool that brings people to change idea, connect with, related to and mobilize for a cause, seek advices. Social media is robbing humans of trust and comfort; we once placed in one another. It also damage self-control and from the ability to think independently.

2.3 Limitation of Social Media

Social media has so many benefits and disadvantages also, so there is certain limitation of social media. All the popular people post their daily life images and fans follows them lifestyle also, so it has some limit, but people could not understand properly, so social media platform using good way and bad way also, but it only use for certain good characteristics like social awareness, motivation, business and educational purpose in right way.

3. Conclusion

In this article, I have discussed about certain positive and negative impact on human and behavior. I have seen that many people spend on social media networks more than four hours a day, so it is directly effect on people's daily routine, lifestyle and their specific goals and diverted towards these social media networks. Human addicted with machinery is also bad things, because human lose their decision making capability and imagination and also creativity. In other hand these are certain positive effect of social media like such as social awareness, classicism revolution, educational purpose and science and technology etc. So in conclusion, social media is good and bad also, but it depends on user's ideology and their mindset, why they want to use social media.