



Social revolution: The impact of social media in our lives

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ABSTRACT

Keywords

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Social media has changed our social landscape dramatically in the last few decades. This article discusses the impact of the social revolution caused by social media in our lives. His background includes the rapid development of information and communications technology and the spread of the internet throughout the world. We will also explore its impact on behavior, culture, and social interactions. The literature study method was used to investigate various studies that had been previously conducted on this topic. We analyze data and findings from related research to understand the changes that have occurred in our daily lives due to the use of social media. Research results show that social media has changed the way we communicate, interact and process information. This affects interpersonal relationships, both positively and negatively. Social media also plays an important role in disseminating information and mobilizing society on social and political issues. The conclusion of this research is that social media has become a major force in shaping our social dynamics. They have changed the way we communicate, learn, share information, and participate in social and political life. While there are many benefits to be gained from using social media, such as global connectivity and access to information, we must also be wary of its negative impacts, such as the spread of fake news, political polarization, and disruption in personal lives. Therefore, it is important for us to develop strong social media literacy and use these platforms wisely. By understanding the positive and negative potential of social media, we can maximize its benefits while reducing its risks, so that this ongoing social revolution can have a more positive impact on our lives.

1. Introduction

A society must adapt to move from outdated customs to modern customs. In the world, only change is constant. This is a requirement in all societies around the world. Many changes have taken place globally. These adjustments can take place from rural to urban, agricultural, industrial, state, regional, authoritarian and urban, or move south from the north. Almost all aspects of human existence, such as family structure, economics, lifestyle, education, culture, politics, behavior and these modifications (Nawaz Mangi et al., 2018). Over the past decade, social media has played an important role in changing the social environment in several cultures (Akashraj & Puspa c.o, 2014). More than 23% of adults and 80% of teens do not get enough exercise when using social media excessive, according to the World Health Organization (2019).

According to a Pew Research Center study on youth and technology, According to Lenhart (2015), 92% of teenagers use the Internet everyday, 89% solely use social networking sites, and 24% report "almost continuous" usage. The usage of social media is a sign of poor lifestyle choices and behavioral issues (Kuo & Taylor, 2004). Social networks are a crucial tool for raising educational achievement in the twenty-first century. Bashir and others, 2021. Human interaction is also valued since social media transformation results from the will and collaboration of everyone who stands to gain from it (Nawaz Mangi et al., 2018). According to Dike (2008), the only thing that affects social change is the

way a leader allocates resources. People traditionally found it to be exceedingly difficult, if not impossible, to connect, mobilize, and organize in huge numbers to oppose their leaders. 2017 (Smidi & Shahin) However, the application of social networks to political and social change is particularly essential since these networks are created around significant social groupings and relationships that may be leveraged to affect society. 2015's (Sormanen & Dutton) People can interact with one another on various networks through social networks by sharing, producing, commenting on, and trading material. It's overdone everywhere. (Mao, 2014) However, as they engage in group chats and utilize social media sites like Facebook, Instagram, and WhatsApp to communicate with others, teenagers see communication through digital media as a kind of socializing. The evolution of educational techniques is a timeless process (Lenhart, 2015).

Jhadav (2019) Young people commonly utilize social networks to connect with peers and classmates regarding information and educational activities, according to research by Shittu et al. (2011). For both students and teachers, it facilitates conversion and information collection 2009 (Hartshorne & Ajjan) Social media platforms are being used for educational as well as communicative reasons. Ansari & Khan (2020) assert that lecture halls, classrooms, and labs are increasingly commonplace in schools, colleges, and universities as acceptable tools and settings. As we can see, throughout the Covid19 period, online learning is giving way to classroom instruction. This is a helpful strategy, but there aren't many possibilities because a tiny percentage of students don't want to prepare materials and study at home. Activities according to several experts (Bashir, 2021) the worldwide movement from earlier periods to today's high technology has caused the learning process to change from traditional classroom tactics to online learning. now. (Bashir, 2021) The Internet's broad use and its uses in higher education have altered the worldwide landscape. 2012 (Hussain). Researchers discovered that a larger proportion of pupils use the Internet using mobile devices. Cultural change can be grouped into two categories: material and non-material. Material aspects of culture deal with the materials of utility while the non-material part constitutes habits, ideals, beliefs, attitudes and values. State of social development is called *civilization*. In the light of the above facts, social change means change in material and non-material aspects of the society (Ali & Mohammed, 2016). The social network that students utilize the most is Facebook. According to the study's findings, social media does not significantly harm students' lives. 2019 . To stay up with the quickly evolving technology and educate social workers on communication technologies and their uses and abuses, more study on social media is required (Boddy & Dominelli, 2016).

2. Method

This study used a methodical literature review technique to address the goals and objectives of the investigation. In order to assure high standards in research, this study employed systematic secondary data collecting from peer-reviewed scientific journal articles to perform a thorough and exhaustive literature evaluation. Tracking how social media has affected people's life. The systematic literature review offers an integrated approach that provides a more comprehensive view to achieve a comprehensive understanding and monitoring of the expanding research findings in the field of literature review, particularly on the impact or influence of social media on life. Visuals created artificially concerning the current circumstance. demonstrates its expertise, assesses the methodology used, and provides beneficial insights in a particular area (Palmatier et al., 2018).

3. Result and Discussion

The way we interact, share information, and advertise products and services has all been transformed by social media. Social media has made it possible for businesses to sell their products and services more affordably and effectively while also giving them a direct line of connection with potential clients. Businesses have benefited from this strategy's ability to further close the gap between them and their clients while also giving the sector a strong communications tool. Millions of social media users outside the business sector publish articles, pictures, and videos every day on websites like YouTube, Twitter, Facebook, LinkedIn, and many others. Building and keeping relationships, discovering your voice, displaying kindness and empathy, supporting one another, and effectively communicating are all good effects of social media. more efficiently through creating revenue, spreading knowledge, and fostering innovation (Saha et al., 2019). People are activity ini selecting

and using certain media to meet specific needs, media have limited effects because users can exercise choice and control. People are self-aware, and they are able to understand and articulate their reasons for using social media. They see social media as a way to satisfy the needs they are. (Kunandar, 2019).

More than 3.5 billion individuals worldwide are engaged on multiple social networks thanks to all these favorable effects and gains. Middle-aged and older folks benefit most from social media use since it allows them to keep in touch with old friends and family when on the go or in uncertain situations. Numerous well-known historical cases included friends and family who were torn apart during the Holocaust. Cell phones were not available during the Holocaust, and phone lines in homes were mostly destroyed, making it impossible to stay in touch with family members who had moved away. But after spending their lives without knowing if the other person was still alive or not for decades following the conclusion of the war, the emergence of social networks allowed individuals to look for their old pals using any available information. For instance, the location they reside in, their age, gender, profile photo, name, and the school or college they attended all serve as effective search criteria. Unlike a contact book search, which does not give a full image of that individual, results to find that person. Social media use has reunited many long-distance friends and family members who had been separated throughout the Troubles. It also provides advantages over traditional communication channels for finding out information about persons they know beforehand (Nawaz Mangi et al., 2018). The changes are happening exponentially in recent years. Perhaps, with the expansion of mobile technology it is playing a vital role in restructuring the social networking. Mobile devices have given an easy access in internet regardless anywhere/anytime and how it is the dominating in terms of total minutes spent online (Saha et al., 2019).

This social networking is useful for finding new friends and family members, as well as for the employment market of today. Prior to the early 2000s, finding a job required being in the right place at the right time and relying on newspaper advertisements or word-of-mouth. As a result, there are now fewer competent applicants to choose from because many of them lack knowledge about available positions, companies, and other issues. Nevertheless, the introduction of social networking platforms like LinkedIn has altered how we show ourselves on the job market and allows job searchers the chance to locate employment, contact with managers hiring, and also communicate with others in the same industry. Profession to observe the most recent developments in the business and learn from them. Prior to the advent of social networking sites like LinkedIn, the only way to get in touch with recruiters or expand your network was to know someone indirectly or have access to their contact information, such as an email address or phone number. However, the introduction of LinkedIn has now made it possible for us to grow. Our network is highly effective, always linked, and exponential. With a platform that is constantly expanding, LinkedIn today has more than 740 million active members, and more than 72% of recruiters in the United States use LinkedIn to find new hires. Students make up 56% of the LinkedIn user base, which has 300,000 entirely remote job options.

LinkedIn has placed a strong emphasis on algorithms that match the appropriate job seekers with the appropriate companies that match their talents, knowledge, and experience, as well as their geographical choices and extra perk possibilities. Therefore, the introduction of this technology has fundamentally changed how industry research, hiring, development, and networking are conducted. Social media not only enables individuals to reconnect with old friends and family members but also offers a platform for professional networking. It also enables thousands of people to demonstrate their skills, abilities, and everyday lives as well as their creativity and talents. Content producers like gamers, vloggers, artists, influencers, and independent journalists may now shine and support themselves thanks to social media platforms like YouTube. Even if they were the greatest at it, playing video games before YouTube was a completely recreational activity. Due of their limited financial resources and public exposure, they were forced to cease. In the music industry, there is a lot of untapped potential, and many musicians are unable to express themselves on the market for lack of contacts, networks, and peer support. (Buzetto-Hollywood, 2012).

4.1. Positive Effect of Social Media on Society

Artists now have a fair chance to display their skill on YouTube, where it can be viewed and shared by users from all over the world. Compared to the conventional approach and direct interaction with awareness studios, there has been an exponential increase in awareness and engagement. It is now possible for anyone to get donations, become renowned, and even conduct concerts thanks to

emerging vocalists who are sharing their work with the world and receiving recognition. These musicians may now shine, make a career, and break into the industry more successfully thanks to YouTube. YouTube offers a platform for dedicated journalists who want to spread the word to the globe about certain ongoing topics in order to enlighten and educate the public about the situation in addition to artists and gamers. These are just a few examples of the ways the video social media sector has benefited society. More positive impact social media in society is :

- a. The primary benefit of social networks is their capacity to establish connections. Anybody may connect with anybody from anyplace. No matter where you are or your faith. Social networks are wonderful because they allow you to connect with anyone to learn and exchange ideas.
- b. Education: Both students and instructors may benefit much from social media. Through social media, learning from other professionals and specialists is quite simple. Anyone may be followed to pick their brains and increase your knowledge in any subject. No matter where we are or what kind of training we have, we can train ourselves for free.
- c. Help is available by bringing your issues to the group for support and inspiration. You can obtain assistance from the group you are a member of, whether it be cash assistance or counsel.
- d. Information and updates: The major benefit of social media websites is that they keep you up to speed on world happenings. Today's television and print media are frequently biased and fall short of delivering the true message. You may explore social media on the internet to get real facts and data.
- e. Advertising : We can spread the word about our company to more people. You have the ability to spread them over the entire globe. Profits will rise, and this will assist in achieving corporate objectives.
- f. Noble causes : Social media may also be applied for good. The public donates to individuals in need via social media, which may be a speedy approach to assist those people.
- g. Helps build community : People from various groups may interact to talk about and exchange pertinent subjects because our planet is home to many diverse religions and worldviews.
 - Traditional marketing strategies like print, radio, and television advertising are now wholly out-of-date and cost thousands of dollars. Businesses may engage with their target consumers on social media for no cost—just their time and energy—by using these platforms.
 - Social media has come to be recognized as the most effective form of communication for bloggers, authors, and content creators due to the rising popularity of social networks like Twitter, Facebook, and LinkedIn.
 - These far informal communication locations have created chances for each blogger to work with their knowledgeable readers to offer your skills and writings. Your network will grow as a result of readers sharing your blogs, articles, or knowledge on social media. followers.
 - Students and professionals are adept at sharing and exchanging knowledge with individuals who share their interests, and they can do this by asking for thoughts and ideas on a particular subject.
 - Social networks facilitate meeting new individuals outside of social networking sites.
 - Social media facilitates the exchange of ideas across national boundaries.
 - It gives everyone who writes or blogs the chance to interact with their audience.
 - It brings people together on a sizable stage to accomplish particular objectives. This transforms society for the better.

4.2. Negative Effect of Social Media on Society

Recent advancements in social media have made it one of the most practical instruments for communication and have altered many lives worldwide. societal media provides advantages and contributes to beneficial societal changes, but it also has detrimental effects on adolescents since it diverts their attention and exposes them to bullying and virality. peer pressure, unfounded assumptions about other people's life, and hearsay. Being socially connected may reduce stress, anxiety, and depression, improve self-worth, offer solace and joy, prevent loneliness, and even lengthen your life for a very long time. However, a lack of solid social ties can seriously jeopardize your mental and

emotional wellbeing. Many individuals use social media sites like Facebook, Twitter, Snapchat, YouTube, and Instagram nowadays to interact and seek for information. Although each medium has advantages, it's crucial to keep in mind that social media can never take the place of genuine personal interactions. But throughout time, similar ideas and systems started to appear, each of which had a negative impact on users and society (Bashir, 2021).

Social networks facilitate new acquaintances and friendships, but they also facilitate the socialization of toxic individuals. It has grown to be a crucial instrument in our daily lives and is necessary for conveying our ideas. Social media does, however, exacerbate social harassment, notwithstanding its good effects on the globe. Cyberbullying is a term that is frequently used to describe this different type of bullying. Even while cyberbullying has many different effects on people, the victim's self-esteem is clearly correlated. Bullies may acquire people's trust and scare them in front of their friends by using the anonymity that social media offers. For instance, someone can make a false profile to appear amicable with someone, only to betray and humiliate them online later. Additionally, the usage of social networks has led to a rise in online harassment. Due to information individuals unintentionally disclose, many people are continuously hounded online concerning their contact information. For instance, if you published a photo of you and your children on social media and someone in your friend circle shared it, the problem would allow unauthorized others to view the post and information (Jadhav, 2019).

This issue arises from the unintentional sharing of information on social media platforms like Facebook and Twitter. Cyberbullying, blackmail, and online abuse frequently have victims. The amount of news on social networks has increased significantly throughout the years. Journalism's, social media's, and the public's engagement have all expanded tremendously as a result of digital sources. Most online false news today is disseminated by social media bots. A computer program known as a "bot" uses social media to automatically produce content and engage with users. Bots may provide the idea that information is being delivered, regardless of its truth, which is the fake news about them. Circular reporting, in which one source disseminates inaccurate information gathered by another media outlet and this happens again when additional media outlets cover the story, is another way that fake news can propagate. Searching for information online has grown common, and notifications on cellphones and mobile applications include those from Google, Twitter, Facebook, large newspapers, or local media sites. People from all across the world receive the most recent updates. Young people are particularly susceptible to the dissemination of false news and disinformation through fake news as information and communication technologies, such as social networks, take center stage in modern life (D.P & c.o, 2014).

They typically believe what they read or see online. Young audiences frequently utilize social media platforms like Facebook, Instagram, TikTok, Snapchat, YouTube, and Twitter to share photos of themselves, interact with others, and have online conversations. Online content has a big impact on people's "knowledge" of the world and how they perceive reality. We predict that as the social media environment becomes more toxic, user numbers and average session time will fall. But the exact opposite is happening. Teenagers and the majority of young people are engrossed in social media, and each year, more time is regularly spent on applications and websites. More negative impact social media in society is :

- a. Cyberbullying : In the past, most youths have been the targets of cyberbullying, according to a PewCenter.org survey. On the Internet, it is really simple for anyone to feel frightened since anyone can make a phony recording and engage in any activity without being observed. The people can be angered and frustrated by dangerous communications, terrorist propaganda, and rumors by sending them to the masses..
- b. Hacking : Hackers can steal and distribute private and personal information through the Internet. The programmer previously breached several Twitter and Facebook accounts, publishing information that had an impact on people's lives.
- c. Addiction: Online networking's addictive nature is horrible and can negatively impact a person's life. Additionally, it might be a waste of time that would otherwise be spent on productive activities and workouts.
- d. Fraud and Fraud: There are several instances of people using internet networks to conduct fraud and frauds.

- e. Reputation: By fabricating a bogus tale and disseminating it on social media, anyone may instantly ruin their reputation.
 - This promotes immobility. Spending a lot of time on social media sites might make it difficult to concentrate on one subject at hand. Instead of learning useful knowledge and everyday skills, they largely rely on innovation and the internet.
 - If these channels of communication are open to kids, they can have a big impact on them. This is due to the fact that people occasionally exchange images with offensive and sexual content through internet media, which can negatively affect children's and teenagers' behavior.
 - The fact that users share data excessively on web-based social networks is another drawback. This might be risky for users. Your personal data can still circulate on social networks, even with stringent privacy settings. It is easy and takes only a few seconds to upload your recordings or images and type your status.

4. Conclusion

Social media was created to foster human connection and improve the state of the world, but some users are abusing their power. There are methods to make social media safer and more user-friendly as problems with cyberbullying, false information, and addiction become more prevalent. A safer social media environment can be achieved by utilizing artificial intelligence and its subsets, such as machine learning and deep learning. For instance, a teenager may speak online with a total stranger. If a stranger starts talking with an attitude of harassment, starts asking questions, or uses any kind of threat during the interaction. The chat system will examine text message tones and get in touch with the user if potentially harmful material is found (with permission for message monitoring). It will function with machine learning and deep learning by recognizing negative idioms and phrases and determining the linguistic tone. Setting parental control settings to restrict a teen's (under 18) access to an app or website is another approach to the issue of addiction. By employing AI-based tools to validate published material, it is possible to stop the spread of false information.

For instance, if someone writes an article about the Covid-19 vaccination causing cancer, AI-powered technologies will crawl that piece and compare it to content from reliable sources. other (scholarly works, research journals, and discussions by subject-matter experts). If user-posted content does not support credible claims, a disclaimer must be included in the post so that the audience is informed of any possible inaccuracy before it is spread. Web-based social networks are becoming more commonplace as technology advances; organizations are nevertheless seen as being dependent on this technology. The effectiveness and timeliness of student coordination efforts have increased because to online networking. Companies employ internet networking to boost performance across the board, including by increasing the organization's yearly offerings and achieving corporate objectives. On a regular basis, young people are exposed to various media. Social media provides a lot of positives, but it also has certain drawbacks that have varying effects on different people. Inaccurate data can make training frustrating, slow organizational advancement will reduce productivity, and internet networks can endanger the public by undermining the organization's positional security. I believe that some pointless websites might have a negative impact on young people, leading them to lose their minds and waste their time poor behavior. Last but not least, every person should embrace social media's beneficial elements and shun its bad ones so that we can reap the rewards of the newest advancements in technology.

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