Effect of Social media of Daily Life

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Abstract - **Nowadays Social Media plays an important role in our life, we are using it to keep in touch with our friends and make some new friends. Besides that, we want to show the world what we are doing by means of posting pictures or videos. These tools are all very useful when we talk about business too.A few years ago Social Media wasn't that big yet, but nowadays people are able to use it for almost anything in their daily life.Social Media has got to the point where it shapes our life and makes a great impact in it.**

In every era, cultures go through numerous changes, and in recent years ours has been more impacted than anything else by social media. Large media companies are not likely to go away overnight, nor will the need to communicate by phone or meet people in person, but social media is providing yet one more means of engaging with people on this vast planet of ours, and if used effectively can give all of us greater choice in how we live and what happens in our world. I think that the effects of social media have been somewhat balanced, to be honest. There are many good things about it, and many bad things. In the end, if you can keep your own life centered in reality and use social networking as a small part of it, you should be just fine.Following Research paper, we discuss about Effect of Social media on our Life.

INTRODUCTION

People have always been seeking ways to connect and communicate with each other to be socially active. And, they have found ways to be socially active on the internet in the age of digitization.It is a fact that social media has tremendously changed the way people interact and carry on with their everyday lives. With internet becoming a necessity in every home or office, majority of people who are online spend most of their time on social media sites.

SOCIAL MEDIA AS GENERAL PURPOSES:

· Data, information can be exchanged easily
· Helps in conversation around the world
· Information can be sent to a large number of people
· Money can be saved by using WhatsApp over SMS
· May helps in avoiding boredom
· Small/local businesses may expand over website
· Social media is also important for job searching or about to dive into your field

SOCIAL MEDIA FOR SPREADING ONLINE BUSINESS

Social Media Marketing is a process of gaining customers attention and traffic for a business to build and increase brand presence throughout the Internet. The focus of the marketing activity is located within the social media networks themselves in Social Media Marketing.
Social Media Marketing generally tends to focus on two main objectives:

· It is used for brand awareness
· It is used for customer retention or satisfaction
There are always two sides of everything depending on your perspective on how you perceive it. The same goes for social media.These are just a few ways why social media is important to our professional and personal lives. These sites allow you to exchange information quickly and easily, catch up with friends and family and potentially get hired in the field you are eyeing.

BUT SOCIAL MEDIA ALSO MAKE IMPACT ON FAMILY RELATIONSHIP

In my Survey I getting following Result
Age Group of Social Media user 15 – 25 age – 84.7% people, Above 25 age – 15.3% people Average Social Media sites used per Person 4 Social media used per person Hours spend daily on Social Media Average 5 Hours Every day Social media make family & relationship stronger Yes – 61.5%,No – 38.5% Social Media use for Communicating with Family Yes – 46.8% ,No – 53.8% . How much time Spend with Family? Average 5 hours How many people think they are Addicted with Social Media Yes – 53.8%, No – 46.2%

FOLLOWING PROS AND CONS I OBSERVE ON SURVEY

SOME POSITIVE EFFECTS:
Social media services unite families even at distance and you can share photos, thoughts and emotions with your family members.Social platforms members can unite family members, for example Facebook has Create event button and everyone can join the event and spend time together.You can express yourself, showing off your favourite song lyrics or posting pictures of your new outfit. It is a lot harder to feel embarrassment over the internet than in person, so people find it easier to vent their feelings on sites like Facebook. In fact, it has become so much a part of people's lives that you can learn someone's life story just by checking their page. Their friends, likes and dislikes, relationship status, phone number, address…everything.
You can share your feelings and your mental stresses - and it is a great way to entertain yourself after a busy daily routine.
It also makes it a lot easier to keep in touch with family and friends, especially if they live far away. But you can also make new friends by connecting with friends of friends that you might not know.

NEGATIVE EFFECTS:

People don't communicate with each other personally as they spend their time online in social networks. According to psychological research, about 30% of people use smartphones, tabs and other gadgets instead of talking to someone personally. They know about family members from statuses in Facebook or other platforms and don't communicate directly.

Children spend a lot of time in social networks (about 50 hours a week) and they gain weight and become scattered.

Social networks can ruin the family reputation and lead to conflicts and jealousy between spouses.