IMPACT OF SOCIAL MEDIA ON SOCIETY

Introduction

Social media is a digital platform that grants its users access to connect, relate, create, and share whatever they want (Singh, 2025). It is a form of social interface that operates on the internet and information technology. The main characteristics of social media are: user profiles, social networking, interaction, content sharing, communities and groups, and user-generated subject (Santos, 2022). In today's advanced world, social media has become both an influential force and a digital playground in societal revolution, shaping relationships, views, and even how businesses and organizations operate. Instagram, Twitter, TikTok, Facebook, LinkedIn, Pinterest, and YouTube are popular and widely used social media interfaces (Szeto, 2021). Social media use has its own benefits, drawbacks, and impacts on various aspects of our daily lives. Below are some of the benefits, drawbacks, its impact on relationships and business, and, lastly, a discussion on the future of social media.

Benefits of Social Media

Social Networks and Cohesion: The main advantage of social media is its ability to link up friends and family. Qualitative research among teenagers argues that online interaction offers an accessible and controllable way to keep interactions alive, especially maintaining bonds with friends and family who live far away (Scott, 2022). The ability to communicate with active receivers, on the other hand, enables a more positive influence on well-being (Roberts, 2023).

Enabling Participation and Community Involvement: The young generation has used social media as a tool to gain both social and political power, which has enabled some strong social movements in the last two decades (Wahlström, 2021). Social media presents a convenient and quick way to discuss and understand current events. Community development

and social connections have resulted from online public activity. The environmental Champion Greta Thunberg, for instance, has utilized social media to substantially expand her influence, educating young adults around the world about a school boycott for climate change, which ultimately spread into an international environmental organization (Kurz, 2022,October).

Engaging in relationship-building: According to the study, social media has gotten rid of traditional obstacles of interrelation within and across societies (Azzaakiyyah H. K., 2023). For instance, doctors can locate and grow interactions with people of different backgrounds globally. Pilots can also interact with passengers through social media and answer basic aviation questions, which builds friendship and a following. Exchanges on social media establish an early bond that may mature into a strong relationship in real time (Silva, 2025).

Performance comparison: In the medical field**,** information on new advances in clinical practice and their integration into practice is another advantage of social media. Research shows that the multimedia sharing platforms present a significant opportunity for standard medical officers to study newly adopted clinical benchmarks and share them easily on social media channels (Tso, 2022). Continuous accessibility to multimedia information on social media, as well as the choice to inquire or leave comments, are among the major benefits of social media.

Drawbacks of Social Media

Anxiety Trap of Social Networking: A connection between social media and obsessive behaviour has been confirmed by various research papers (Lervik-Olsen, 2024). It states that teenagers suffer from anxiety when they are not able to log in to their social media platform, causing a Phantom vibration syndrome (PVS). Any victim of PVS discloses an obsession with a recurring urge to check on social media notifications, revealing a sign of anxiety prompted by cell phones (AA, 2025).

Social Networking and Emotional Distress: Social media is considered the primary catalyst of mental health issues (Hussenoeder, 2022). Excessive use of Social media has a devastating effect on a person, beginning with anxiety, which then leads to depression. Research shows that signs of major depression have been found among persons who dedicate most of their time to online hobbies and managing image control on social media sites (Nakshine, 2022). Use of social media has a direct impact on increasing the psycho-social issues like adjustment and self-esteem.

Impact of Social Bonds on Mental Health: Friendship is a vital component in protecting our mental well-being. The features of social media have an effect on health behaviors, physical and psychological health, and mortality risk (McDowell, 2023). Research concurs that social support can prevent desolation, discourage avoidant coping, boost positive states of mind, and alleviate loneliness (Noonan, 2022). On the other side of the coin, depression is connected with hostile social loneliness and social relations. Increased social support from relatives and friends has helped those affected experience fewer mental health problems after a troubling life event, due to the stress-reducing role of this social help.

Impact of social media on relationships

Relationships are fostered in social media, and social communications have reshaped how we network. The increasing use of social media applications like Instagram, Facebook, Twitter, and TikTok has changed how people interact as a new model of communication (Meikle, 2024). The impacts of social media on relationships are:

Growing global interconnection: Social media, as a platform that has become an integral part of contemporary life, provides a way for persons to establish and develop connectivity with diverse parties, including acquaintances who may be physically far away, members of the household who are separated by geographical borders, and similarly, people who have never been in our range of associates before (Temnikova, 2022). This encounter has

ignited the rise and growth of a social system that functions as an important channel for exchanging important information, offering new prospects, and sincere emotional support.

Transformation in how people form their social identities: The emergence of social media has given people enormous control to shape how their appearance should be and be portrayed online (Plachynda, 2024). However, ironically, this power often has adverse effects, which leads to falsification in self-insight and inclinations toward less authentic self-appearance. This occurrence can refer to the tendency of individuals to flaunt desirable and cultivated aspects of their beings, leading to a depiction that may not fully portray the complexity of their real personalities. While this attribute can be a creative way to express oneself, it can also lead to the creation of a false image. As a result, the self-image fashioned in a person's mind may become distorted and, at times, even conflicting with reality (Bratu, 2024).

Providing a platform for social movements: There is no contradiction that social media plays a vital role in shaping the dynamics and direction of current groups and communities (Khaeriyah, 2024). Social movements and activism can currently grow and develop more quickly and effectively through social media. Its ability to promptly reach a wide audience and respond quickly to current incidents has enabled more inclusive and coordinated movements. Social media allows people from different backgrounds and geographies to come together, express their aspirations, and share ideas concurrently, thereby encouraging a stronger, more substantial shared expression (Brown, 2022).

Unhealthy comparison: Unhealthy social comparisons are always a consequence of the social media setting (Sohail, 2024). We are exposed to depictions of other people's lifestyles that have been carefully chosen and shown most favorably. This can cause a sense of emboldened feelings of inadequacy or failure. Repeated exposure to the regular, unrealistic standards of "looking perfect" in this digital world can increase psychological and social

distress, negatively affecting an individual's happiness. It is important that we better appreciate the complex consequences that social media has on an individual's identity creation. This will help build up the digital awareness and literacy vital to maintaining an equilibrium between reality and self-representation in this increasingly complex, fast-paced virtual environment.

Spread of harmful information: Online distorted information can also spread quickly on social media. The presence of fake news and manipulative content designed to promote social tension and disagreement can easily take over public debates, control views, and even provoke extreme emotional outcomes (Horner, 2023). In an era where news can be shared in infinite quantities and instantly, the challenge of ensuring its veracity and quality is on the rise. Consistent with this, media literacy and the ability to differentiate reliable information are important skills that people must grasp (Al Zou'bi, 2022).

Impact of social media on business

Exchange of information: Social media played a critical role in enabling wider and faster exchange of information among individuals and businesses (Okonkwo, 2023). Thanks to applications such as Instagram, Twitter, Facebook, and LinkedIn, Facebook, creative ideas can be published faster and disseminated worldwide instantly. This has made it simpler for economic stakeholders, ranging from small-scale business persons to giant organizations, to access potential markets, Human resources, and capital. From a macroeconomic viewpoint, this phenomenon can improve productivity and efficiency, eventually boosting overall economic growth.

Brand Image: Social media is not only an interaction avenue but also has a vital role in influencing brand image and corporate reputation (Baruk, 2021). By running inventive marketing promotions and directly interacting with customer on platforms like Instagram, Twitter, and Facebook, organizations can influence social media to nurture more intimate and meaningful relationships with their listeners. Through this approach, social media becomes a

significant tool for driving improvements in products and services, as companies can respond directly to end-user comments, thus facilitating answers that address changing market requirements.

New Opportunities: Social media played a vital role in connecting economic players with new resources and opportunities (Page-Tan, 2021). On Platforms like LinkedIn, professionals can connect with peers in their field, look into job opportunities, and share Knowledge and experiences. This experience culminates in a more effective speed-up of human prosperity, allowing individuals to expand their impact in seeking innovative and collaborative opportunities. Through active interactions on social media, economic actors can engage immediately with a vibrant network that, in turn, can lead to greater and successful growth in professional and business realms (Susanto, 2021).

Data security: One of the key drawbacks of social media use is data privacy and trust. Main disputes over data, such as those linking the Facebook application, have raised alarm over the use of individuals' data, which then triggered demands for stronger regulation of data control (Diamond, 2021). If not well handled, these drawbacks can deter the expected pace of economic development and innovation from the introduction of social media across its sectors. Extensive efforts are needed to deal with these issues to keep the sustainability and integrity of the digital environment.

Spread of fake content or misinformation: Social media can be a key cause of economic uncertainty, especially amidst the increase of false information and scams, which can cause social anxiety, disrupt market stability, and undermine public trust (YOGANANDHAM). As Scams spread fast through social media, they can have extensive negative effects on society and the economy. Subsequently, governments, companies, and society must come up with useful strategies to tackle these drawbacks and guarantee that social media can be a positive force supporting viable, innovative economic growth.

The future of social media

The future is that social media is here to stay for the foreseeable future. Worldwide, the estimated number of social media users is 3.29 billion (Sabla, 2023). These figures have compelled organizations and companies to adopt social media as an advertising avenue. As technology diversifies, social media is also developing in diverse ways. Some of the anticipated future issues of social media include;

Omni-social presence: Social media will be incorporated into many areas of our lives than before. There is a growing incorporation of social media in most of the newly developed applications (Driscoll, 2022). Basic mobile and desktop operating systems include in-built social media integration. Social media is being integrated into all aspects of our daily lives: people travelling around use TripAdvisor, professionals use LinkedIn, those in search of food or eateries use Yelp, and in the entertainment world, people use applications like Spotify. Twitter conversations are now being used to predict or forecast box-office returns for movies (Zhang, 2022). This signifies that a model based on the speed at which information and tweets about exact topics are generated can outperform previously used market-based analysts.

Rise of social influencers: The number of social media influencers, individuals with huge followings who utilise their platforms to promote services or products, is on the rise (Xu, 2023). The concept of using celebrities or opinion leaders with considerable social media followers to influence others is a familiar marketing strategy. The company's top leadership has adopted influencers as part of its well-known strategy. Research has shown that customers prefer a live experience of the product being advertised; thus, the a need to incorporate influencers with real service or product use to influence them to buy (Chen, 2023).

Integrated customer service: Customer care through digital channels, as we know, will substantially change in the future (Gensler, 2025). Until recently, many products have used social media to provide customer care, address specific questions asked by customers, and

solve problems. In the foreseeable future, social media-built customer care is anticipated to become even more tailored, modified, and ubiquitous (Adke, 2024). Clients will be able to interact with the company anytime, anywhere. Any clarification needed for their problems will be more immediate and accessible, possibly even preemptive, through prognostic approaches. Customer care is being delivered through a smartphone application and direct messaging on a social media application. However, it seems that organisations want to make it even cooler for customers to get along with them whenever they might need.

Social media as a political tool: Governments are fast joining the social media world for political reasons. A huge number of social media customers and users is a good podium for any government or politician to expound their campaign goals and policies (Reisach, 2021). In 2008, President Obama's election triumph was partially attributed to his adeptness at driving and engaging voters through social media (Means, 2023) . Most politicians have adopted social media to interact with their supporters, setting up their own accounts and utilizing social media influencers to enhance their reach.

Conclusion

In conclusion, the evolution of social media has come with new realism. It is here to stay for the foreseeable future, and we can embrace and use it to our benefit. Social media is always evolving, and we need to be prepared for the challenges it comes with, guard ourselves against abuse, and embrace its advantages.

Recommendation

Digital education: We should encourage Educational programmes that emphasize online ethics, digital knowledge, and important information dissemination competence should be strengthened in schools and communities (Eden, 2024). This includes improved digital education and literacy that help people identify, classify, and evaluate reliable sources of information and knowledge. Advancing the capacity to distinguish fake news, comprehend

information bias, and determine the lawfulness of content will be a vital asset for persons dealing with the constant flow of information in the digital world.

Active engagement: Use social media as a skill and a social outlet to support liberal social movements, participate in progressive discussions, and build positive interactions (Cammaerts, 2021). It is also essential to develop healthy and meaningful digital communication skills. This includes the ability to contribute to online discussions in an open, positive, and respectful way. In an environment increasingly filled with different information and opinions, the skill to communicate well and nurture meaningful dialogues is becoming more and more valuable.

References

McDowell, I. (2023). *Social networks, social support, and health. In Understanding Health Determinants: Explanatory Theories for Social Epidemiology.* Cham: Springer International Publishing.

Noonan, S. J. (2022). *Reconnecting after isolation: Coping with anxiety, depression, grief, PTSD, and more.* JHU Press.

Meikle, G. (2024). *Social media: The convergence of public and personal communication.* Routledge.

Temnikova, L. B. (2022). *Social media as an integral element of modern communication.* Коммуникативные исследования,.

Plachynda, T. D. (2024). *The Power of social media: shaping and reshaping student image.* Diversitas Journal.

Bratu, M. L. (2024). *Promoting Self-image in the Online Environment. In Digital Transformation: Technology, Tools, and Studies.* Springer Nature Switzerland.

Khaeriyah, K. &. (2024). *Social Dynamics the Role of Social Media in Shaping Collective Identity.* Momentum Matrix: International Journal of Communication, Tourism, and Social Economic Trends,.

Khaeriyah, K. &. (2024). *Social Dynamics the Role of Social Media in Shaping Collective Identity.* Momentum Matrix: International Journal of Communication, Tourism, and Social Economic Trends.

Tasabehji, Z. (2024). *Online Voices, Offline Choices: The Role of Social Media in Shaping Offline Collective Action* . Doctoral dissertation, University of British Columbia.

Sohail, A. H. (2024). *NVESTIGATING THE INFLUENCE OF EXCESSIVE SOCIAL MEDIA USE ON SOCIAL COMPARISON AMONG UNIVERSITY STUDENTS.* Journal of Media Horizons.

Horner, C. G. (2023). *Emotions: The unexplored fuel of fake news on social media.* Routledge.

Al Zou'bi, R. M. (2022). *The Impact of Media and Information Literacy on Students' Acquisition of the Skills Needed to Detect Fake News.* Journal of Media Literacy Education.

Okonkwo, I. &. (2023). *The role of social media in enhancing communication and collaboration in business.* Journal of Digital Marketing and Communication.

Baruk, A. I. (2021). *The effect of using social media in the modern marketing communication on the shaping an external employer's image.* Energies.

Page-Tan, C. (2021). *Bonding, bridging, and linking social capital and social media use: How hyperlocal social media platforms serve as a conduit to access and activate bridging and linking ties in a time of crisis.* Natural Hazards.

Susanto, H. F. (2021). *Revealing social media phenomenon in time of COVID-19 pandemic for boosting start-up businesses through digital ecosystem.* Applied system innovation.

Ahmad, N. (2023). *Data privacy issues and risks with sharing on social media: An inquiry.* Russian Law Journal.

YOGANANDHAM, G. (n.d.). *ECONOMIC IMPACT OF DIGITAL DECEPTION ON MARKET STABILITY AND CONSUMER TRUST WITH REFERENCE TO EXAMINING FAKE ADVERTISEMENTS, CLICKBAIT, PUBLIC WI-FI RISKS, AND ONLINE FRAUD-A THEORETICAL ASSESSMENT.*

Sabla, Y. &. (2023). *Social Media Networking Analytics and Growth Perspectives. In International Conference on Information and Communication Technology for Competitive Strategies.* Singapore: Springer Nature Singapore.

Driscoll, K. (2022). *The modem world: A prehistory of social media.* Yale University Press.

Zhang, C. T. (2022). *Forecasting the box offices of movies coming soon using social media analysis: A method based on improved Bass models.* Expert Systems with Applications.

Xu, X. (2023). *Influencer marketing with social platforms: Increasing brand awareness and user engagement.* Journal of education, humanities and social sciences,.

Chen, N. &. (2023). *he role of influencers in live streaming e-commerce: influencer trust, attachment, and consumer purchase intention.* ournal of Theoretical and Applied Electronic Commerce Research.

Gensler, S. &. (2025). *An emerging future for digital marketing: From products and services to sequenced solutions.* Journal of Business Research.

Adke, V. B. (2024). *Social Media Management Tools for Customer Service:.* Journal of Marketing & Social Research.

Reisach, U. (2021). *The responsibility of social media in times of societal and political manipulation.* European journal of operational research.

Means, S. (2023). *Mobilizing Change: Lessons Learned from Obama's 2008 Campaign.*

Eden, C. A. (2024). *Promoting digital literacy and social equity in education: Lessons from successful initiatives.* International Journal of Management & Entrepreneurship Research.

Cammaerts, B. (2021). *The new-new social movements: are social media changing the ontology of social movements?.* Mobilization: An International Quarterly.