

INTRODUCTION

In culture today, social media plays a significant role. Social media is any digital instrument that enables users to create and share content with the public quickly. A broad variety of websites and applications encompass social media. Some specialize in sharing links and short written messages, like Twitter.

Others are built to optimize the sharing of photos and videos, like Instagram and TikTok. The fact that it is both large and relatively uncensored is what makes social media special. Although many social media companies impose certain limitations, such as image downloading.

Since social media encompasses so many different types of websites and apps, these resources often vary in purpose. Many social media sites, however, start with a profile being generated by a user, usually by providing a name and an email address.

Thanks to its userfriendly features, social networking is a platform that is becoming very popular these days. Social networking sites such as Facebook, Instagram, Twitter and more offer individuals a chance to communicate through distances with each other.

In other words, thanks to social media, the entire world is all at our fingertips.

In particular, the young are one of the most influential users of social media.

All this makes you wonder that anything so strong cannot be all healthy, and with such a wide scope.

SOCIAL MEDIA AND MENTAL HEALTH

Mental health is an individual and personal matter mental health is way more important reason everyone to take care of. YouTube Facebook and can be taking examples as social media platforms. Many studies have found that there is a strong link between social media & mental health. also using social media effects in both good & bad ways.

The only social network that stood out from the rest as positive effect on mental health is YouTube. People can use YouTube to calm their mind listening to relaxation sound and songs will calm our body. These days many people post life hacks through YouTube also there are so many bloggers who post positive video such as beautiful places that cannot be visit for minimum of people.

According to the national institute of Mental Health anxiety is the most common illness in nowadays. 9 out of 10 people are suffering from anxiety disorder. same is goes with panic attacks according to the researchers that was done by professionals watching positive YouTube videos can treat to anxiety. YouTube can make people feel that they are not alone and can encourage them to take action on them mental health.

Social media can inspire people to change their lifestyle to healthy.

At the same time there are some bad effects on usage of social media. using social media more often increases depression and exposure to content that is not age appropriate. some people promote negative experiences and thoughts through social media as an example we communicate lots of new people through social media we never saw them for real but eventually they become our friends. But those friends may not actually our friends. They are strangers. They can share the negative experiences and it can lead us to depression. These days lot of people spend their time more with social media. people share their each and every information including personal information through social media many people are willing to use that information against the one who post, as a life threats. so this can brings depression and anxiety to the person who is facing to the problem.

Sleep is the best treatment for mental health, but because of social media use, people do not get much sleep and they use phone and hours on social media. No matter how sleepy people are they use the phone without falling asleep and it will be lead their mind to depression.

so there are both advantages and disadvantages in using of social media when it comes to mental health. we should choose the right path to use it.

THE IMPACT OF SOCIAL MEDIA ON EDUCATION

Social media affected to the education in both good and bad ways. There are lot of social media platforms like Facebook, Instagram, WhatsApp, YouTube. Social media is a good platform for students to learn new things because lot of people that have lot of knowledge and experience in different things surrounded by the social media every day. But social media can affect badly to the education life of student.

There are lot of advantages for students when they use social media to learn new things or subject related things. Students can join in to groups that are related to education so they can ask questions from fellow group members or students can answer other members questions and share good knowledge with members. If students need more practical knowledge they can watch videos that are published in social media. In this pandemic season all schools, universities classes and all institutes are closed for long period of time and social media platform was the best solution for students so they can learn in home, this is a perfect example for the advantage of using social media for education. With the development of social media teachers were able to conduct classes and give assignments in home using video conferences, universities were able to held examinations using social media and this reduce a lot of damage that happen to the education system from Covid-19.

There are some bad effects when students use social media for education, they can be distracted from social media, there are lot of information in social media not only education but also gossips and other information that can be distracted the education of a student. Even students get knowledge from social media there is no guarantee that these information are correct so there is risk of false information in social media. When lot of people surround in social media, students will get messages from unknown people and these conversations can lead them to lot of troubles like lead in to cyber criminals and can be hacked or lose of sensitive information.

Students can use the social media in a good manner while there are being very careful when using the it. Students can join to the groups that are only recommended by the school or friends so they will not have false information and can get good knowledge, when students received messages from unknown users they can ignore those messages. Teachers and the parents have the responsibility to explain how to be aware of these messages and need to be in touch with students, what they are doing with the social media. Some messages are send in really attractive if students have known them they can ignore them and be safe while using social media. Another effect is get addicted to the social media, students can have a specific time in a day to use social media. Students purpose in using social media is the most important, the more they use it for education purpose more they can avoid the bad effects in social media.

THE IMPACT OF SOCIAL MEDIA ON SOCIETY

About a fifth of the world's population is now on Facebook. In the USA nearly 80 percent of all internet users are on this site. Since social networks feed off interactions between individuals, as they develop, they become stronger.

Each person with marginal views can see that he is not alone, thanks to the internet. And they can do things when these individuals find each other through social media, producing memes, publications and whole online worlds that reinforce their worldview, and then break into the mainstream.

Social, legal, ecological and political ills would have limited exposure without social media. The balance of power from the hands of a few to the majority has been changed by increased awareness of issues. The flipside: true activism is steadily destroyed by social media and replaced by 'slacktivism'. While social media activism raises awareness of societal problems, there are still concerns as to whether this awareness translates into meaningful change.

When people are given choices that absolve them from the obligation to act, this is a very human reaction. A 2013 study by the Sauder School of Business of the University of British Columbia found that when individuals are given the option of 'liking' a social cause, they use this to opt-out of actively contributing time and money to a charitable cause. On the other hand, people are more likely to show substantive support in terms of making a financial contribution when they can show support in private.

The researchers found that a public endorsement is an action designed to fulfill the opinions of others, while individuals who give in private do so because their beliefs are associated with the cause.

POSITIVE EFFECT OF SOCIAL MEDIA ON SOCIETY

Connectivity- Connectivity is the first and foremost advantage of social media. People can communicate with anybody from anywhere. Regardless of faith and place. The beauty of social media is that you can connect with others to understand and express your thoughts.

Education- Social networking provides students and teachers with different advantages. Via social media, it is very easy to learn from people who are experts and professionals. One may follow someone to learn from him / her and to develop his / her knowledge of any area. We can educate ourselves, regardless of our location and school history, without paying for it.

Ads- We will market our organization to the largest audience. The entire universe is open to you, and it will inspire you. It will help to raise revenues and meet company goals.

Helps in Building Communities- Since our world has different religions and beliefs, people from different cultures will interact to discuss and share similar things, since they have different religions and beliefs.

-Conventional marketing channels, such as radio, TV advertisements and print advertising, are now totally outdated and demand thousands of dollars. With the use of social media, companies can communicate free of charge with their targeted clients, the only cost is energy and time.

-Social networks have attracted attention as the most viable networking option for authors, article writers and content creators, with the growing popularity of social media such as Twitter, Facebook, and LinkedIn.

-Students and experts are capable of sharing and exchanging knowledge with like-minded people and may ask for advice and opinions on a specific topic.

-Social media helps reach individuals who have not met outside the forums of social media. ·

-Social media helps exchange opinions across national borders. · It provides both authors and bloggers with an open opportunity to communicate with their clients.

-It unites people for the achievement of clear goals on a massive forum. This brings in positive changes in culture.

NEGATIVE EFFECT OF SOCIAL MEDIA ON SOCIETY

Cyber harassing-According to a study distributed by PewCenter.org, the majority of young people have evolved over the years to become victims of digital bullying. Because everyone can make a fake record and do something without being tailed, it has ended up being incredibly convenient for anyone on the Internet to spook. In order to generate discomfort and uproar in the general population, hazards, terrorizing messages and bits of gossip can be sent to the majority.

Hacking-Personal information and protection can be hacked and shared on the Internet.[5] In the past, some Twitter and Facebook accounts have been hacked and materials that have impacted the life of the user have been uploaded by the programmer.

Addiction-The addictive part of online networking is terrible and can also exasperate individual lives. It may also squander the time of individuals that could have been used for lucrative tasks and activities.

Fraud and Scams-There are many instances where individuals have committed fraud and scams through online networking.

CONCLUSION

Social media can be affected to human in many ways but mental health, education and society are the most important platforms from that. It can be affect in good way but on the same time it can be bad so users have the responsibility to use it well. There are lot of legal actions taken to stop the bad effects of social media to secure the society, education and the mental and physical health of the users. It becomes lot of valuable to the humans today lot of businesses and services are run in the social media and it creates big job opportunities. In a platform like social media users can be hacked or mislead quickly so they need to be more responsible and careful while there are in social media, there are lot of legal actions are established by the owners of social media but even that bad effects become unstoppable, that's why users need to be more careful about security, so that young adults need to be more secure and careful while they get the full use of the social media to get succeed in their day to day life challenges