**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 bulling. 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.