

# Impact of Social Media on Society in a Large and Specific to Teenagers

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**Abstract** – Social media is a technology that can be developed in a fast and flexible manner, where internet connections are transformed into interactive platforms. Social networking programs are increasingly spreading around the world. Facebook users reached 1.44 billion per month in 2015, which means that most of the people of the world have a stamp on social networking platforms. Social media platforms have become integral part of teens' daily life. 22% of teenagers are enrolled in social networking programs about 10 times a day. The remaining category, which makes up more than half of teenagers register more than once a day through the use of mobile phone, where the proportion of teenagers who have their own cell phones reach 75%. The results show by RSA that the rate of cybercrime reached 173% by mobile phones during the period 2013-2015. And, the RSA announce a large number of real examples of cybercrime that have occurred recently and continue to pose a major threat to society and specific to teenagers. Consequently, this paper review social media, society and business. Moreover, how he social media impact teenagers.

**Keywords** — social media; impact; business; privacy

## I. INTRODUCTION

Social media network is known as content that is posted on web platforms and the contents of these platforms differ from one region to another. Before the advent of these platforms, communication was either private messages or public media. But now, it is reflect what we are today socially and how it has topped the world social groups in the public and private sectors and it is not just communication. In addition, the recent changes in the uses of the internet and websites have become a detection identity as missuse, afraid of the loss of social privacy.[1] Social networking sites are Web-based platforms that allow people to create their own profile, which allow user to determine their account characteristics according to their personal preferences to be public or private. The user also has a list of people who share and follow up with him. It is called "social networks" where the word network means relationship even new relationships or closer relationships. While the "social" refers to continuity in communication, the main objective of social networks programs is to allow relationships built even at the social level or with new strangers.[2]

## II. SOCIAL MEDIA AND SOCIETY

The review results of the 6th Annual International Social Media and Society Conference, Toronto, Canada July 27-29,

2015 that brings together leading researchers, thinkers and social media from around the world. The conference focuses on the impact of social media programs on society by using best practices with latest and ongoing studies from around the world. [3]

These programs have affected the health aspects of communities. The results show that communication programs allow and provide opportunities for cancer patients and other rare diseases to engage in chats and partnerships among their peers around the world to increase the chances of success. By encouraging a large number of doctors to participate with them and has helped to flow health information from health care professionals to patients easily to be aware of how to deal with their diseases.[4]

Also, one of the expert during conference detect about large number of Fake accounts within social programs through study experiments. There are activities which work to provide a system to detect methods or tools to identify the message from Fake accounts in order to maintain social networking programs as platforms of high a valuable way to exchange experiences and fill them with real users. [5]

There are a positive return from developments and challenges between marketing management and social media. Where the role of social networking programs has emerged very quickly in marketing management and is becoming more prevalent in traditional management strategies. It has proven to be a smart strategy in terms of information systems, human resources, management processes and effective strategies. Studies have proven the role of social networking programs has become all-encompassing in the field of organizational practices.[6]

And, about the seventh annual International Conference on Social Media and Society, London, UK, July 11-13, 2016 done last year compare to the results of the 6th Annual International Social Media and Society Conference, Toronto, Canada July 27-29, 2015 that brings together leading researchers, thinkers and social media from around the world. The conference focuses on making predictions about the potential of social networking programs to be effectively utilized through practices with academic studies of various specializations and diverse manner.

Now the journalist has relied on social media to collect news from accounts created by users in social networking programs. However, with increasing data and programs, it is difficult for a journalist to see news and events in a clear and integrated manner. However, these programs are still a source of news. This problem has been studied in this paper for the evolution of the system on social networking programs to help journalists capture events, collect data and news easily. A system containing three main components was proposed for the browsing room, the material room and the history room after being monitor the journalist about how they gathering news.[7]

North America is affected by the rapid growth of social media, where people are increasingly buying goods and services over the internet. For example, growth rates have been 22% in a social networking program (Facebook) in the years 2012-2014. In addition, the process of merging advertising with e-commerce has allowed consumers to participate in advertising campaigns, marketing, purchasing, services, reading and expression about their experiences through writing comments and other business activities. As well as, the development and popularity of these programs helped to increase investment and forecasting electronic purchases. [8]

Social networking programs are increasingly spreading around the world. Facebook users reached 1.44 billion per month in America in 2015, which means that most of the people of the Americans have a stamp on social networking platforms. Also, in less-used countries like Indonesia and India, too many users engage in social networking programs of up to tens of millions. The number of users on each of the platforms of communication programs around the world LinkedIn is engaged 364 million users and Twitter up to 236 million users. The most developed is Instagram, where the number of users more than 300 million in less than a year and less developed platform is the Pinterest where the number of users About 73 million only. Because of the high dependence on social networking programs, a large number of researchers around the world have been active in studying these changes brought about by the programs of communication (Facebook and Twitter) after 2006. And the Facebook has taken most of these studies.

The user's profile on the social networking platforms based on demographic characteristics (such as age, gender, income, education) that affect the involvement of users to this platform. The Six platforms such as selecting (Facebook, LinkedIn, Twitter, Bntirist, Google + Instagram) to study on this research .The results of the analysis are as follows: the use of Facebook affected by age and gender. LinkedIn is affected only by income, not age, gender and education. Twitter is affected by the use of age and income but age and income huh what affected by the use of the Bntirist. Finally, both Google + and Instagram are not affected by any of the demographic features. Other non-demographic factors such as skills and efficiency may affect the individual's engagement to the platforms.[9]

After the aftermath of mass disasters, the community needs a sense of responsiveness and tangible help. Social media work to provide the bridge to link the community, the community affected by the disaster and the volunteer group that is helping. The researcher targeted the Twitter platform in this study to explore and capture support operations and assistance after the aftermath of disasters. To explain how social media programs can be the bridge or platform that initiates the formation of charitable networks and offer new life opportunities after the aftermath of disasters. The impact of tweets on Facebook has shown how positive changes can affect tangible relief feelings and charitable initiatives to reach resources. Also, may there are revealed the difficulty of identifying the categories of people who need assistance to provide support and resources in light of the proliferation of many non-matching networks to provide relief.

In addition, there are accurate steps to ensure that content is removed from Twitter to prevent individuals from accessing the source of hacking through the Google search engine to ensure privacy of feedback. The researcher has focused provide realistic example of the expansion of the study.[10]

### III. SOCIAL MEDIA AND BUSINESS

The common understand, find that the social media consider as tool for multi different collaboration and tool for community - based. It should have considered much on further study about technology roles which create base value of social media on business. Such as roles combine and investigate creation between social media, technology, mobile and cloud computing. In addition, should take more action to improve mechanisms of value creation (such as services improvement, product and customer satisfaction) to build strong relationship and value between social media and business organization .Which will create new evaluation based on value and creativity.[11]

The impact of social media and business is prove that the social media network play big roles on impacting marketing with business. Social media change traditional marketing method through providing unique combination of asynchronous communication tools with more chance of sharing on customer loyalty away from traditional marketing method between organization and consumers. The study is about Blog as case study and example how the social media impact business. "Blog" is one of the social networking programs. It is a magazine or online personal diary that is frequently updated by its owner, the website of individuals. A place to express yourself to the world, a place to share your thoughts and feelings, it's anything you want to be. (Byrd n.d.) It is become important and has value for businesses through enable quick communication and support share of ideas, knowledge and referrals. Also, companies can pass information (brand messages, services and products) easily to buyers which create big network growing that connect marketing information. It has become critical to evaluate products and demand. Information is rapidly spreading among individuals in

networks, because of the large grouping of the community influence of friendships and contacts.[12]

From different statistics that was done ,have found positive impact over using social media as tool with a lot of companies .And many company which interviewed were confirm a lots of positive indicators over increase inquiries and reservation .in addition to , success to attract targeting group of customers around the world. Social media is help companies to attract customers free or even with less cost in comparison with traditional method as well as it is increase repeat sales. Moreover ,many companies note that the social media increase best awareness and increase research of online business because before of the only local customer has awareness about business .Finally ,this paper find that using social media will offers a lot of benefits through increasing awareness ,building relationship with consumers ,finding new customer , ability to reaching global customers ,enhance company message and ability to grow and share with local market .[13]

Social media give value of business SME and there are many companies cannot achieve this value without until define and drag social media within company strategy to support business goals. Also, author is present table to describe social media goals and strategy. And recognize three main goals of social media. First, building awareness that can measure through internet network traffic research size or tracking and referrals. Second, increasing sale through time spend on website, visited time and repeat. Last, builtloyalty through time spends on website, recommendations and content acceptance level.[14]

The social networking programs are highly effective in marketing activities.Moreover, it create impact on the consumer as well as behavior in the world of the internet. Besides, the increased use of mobile devices has led to a growth of social media networking, communication and alteration of information into business as opportunities. In MSM director of strategic one of the company has admitted about social media "is creative tool with flexibility and measurable means" allowed companies to evaluate the return on investments in marketing promotions. Furthermore, the Director support with a real example of a project organized by Cirinata Festival, where 60 % of ticket sales were made for the event through social networking sites. Its, social media going up to help validation and measurement ofcampaigns, to specify organization position through provide enhancement and what important progress for future work. [15]

Knowledge management can benefit from social media big data to support interest companies participate to big data technology, to store social media and knowledge management system as well as to share and benefit social media data. Through studying five big companies(Home Depot ,K Mart Walmart ,Castco and kohl's) from private sector an as case to analysis their social media program " twitter". Tofind outnewknowledge, filtering business decision from big data and social media. [16]

Relationship between company and customers become more than purchase transactions that need more strategy , to provide affective performance among consumer .And social media networks offer big choices to create action among companies and consumers. The customer participate with designing different channel perfectly of social media networks to increase participate value to create business context of ecosystems which will lead to high level of services, skills and innovation. which detect that the social media work as interacting platform allow technology communication .It is prove how companies communicate together collaborate with their stakeholders and share it with customers through social media channels.It was a clear challenge for all managers and social networking programs to recognition that the commercial programs of the commercial media is an example in publishing any commercial advertisement on social networking sites, the organization can control everything until it is launched and thus control all the information process from the implementation and production. In addition, media campaigns on social programs never stop with the possibility of retaining them on the channels of the organization at a cost less than the traditional media charge which stops after its expiration.[17]

#### IV. HOW SOCIAL MEDIA IMPACT TEENS

The involvement of children and teenagers for social networking programs has become daily routine activity. There are studies have shown that this routine activity has helped teenagers to improve their communication skills for common interests, providing opportunities for communication with school colleagues, social networking and technical skills. 22% of teenagers are enrolled in social networking programs about 10 times a day. The remaining category, which makes up more than half of teenagers register more than once a day through the use of mobile phone, where the proportion of teenagers who have their own cell phones reach 75%. The following chart describe social media use by age, that show the highest percentage is with teens and young 93%.It is big indicators that the large number of teens addiction social media.

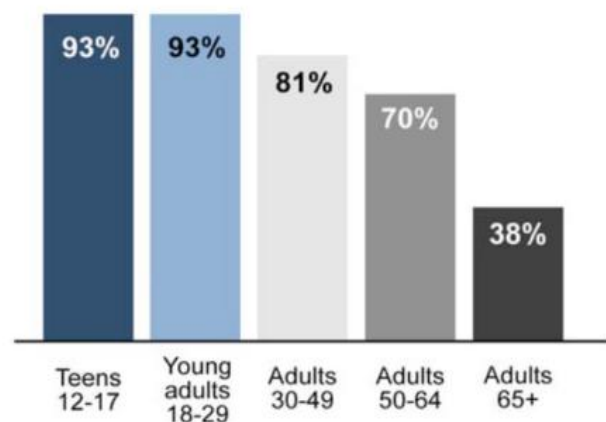


Fig. 1. Social media use by age [25]

**A. Social media networks has affect teenagers life negatively and positively. First, will provide some of the positive effects that benefit the teens once start using of social networks:**

**1) Communication skills and social networking/socialization**

Routine activity on social networks has allowed teenagers to stay in constant contact with their peers and family. Also, increase the chances of creating new friendships outside the boundaries of their communities to share information, ideas and images. Also, it helped them to improve the performance of the individual to work together and participate in charity. In addition to, it is improving the performance of the individual through the support of creativity and intellectual development.[18]

The follwing table discribe result done over 9 country around the world and how social media increase people communication.And how social media, increase the chances of creating new friendships.

**TABLE 1: Communication due to Social Media [1]**

Do you thinks, you know more people due to social media?		
Country	YES	NO
Brazil	73%	27%
Chile	55%	45 %
China	89%	11%
India	71%	29%
Italy	46%	54%
Trinidad	76%	24%
Turkey	60%	40%
England	46%	54%

**2) Provide opportunities for teaching and learning**

With the increase of a large number of social networking programs and community websites such as Classmate, Live Journal and Google +, teenagers have become prefer to learn from and use it for their education activities. It's allowed them to communicate daily with their school colleagues to discuss daily duties and share knowledge in addition to the use of blogs.In addition, it is rise the education abroad throughincrease volunteer scientists to provide their spare time on the pages and platforms of the internet to provide knowledge, support, and creations, sharing knowledge and social practices and created a surplus knowledge among communities.[19]

**3) Easy access to health information**

Teenagers have become dependent on the internet and social networking programs to get their inquiries and health information in an easy and fast way. Social networks have also helped to spread health awareness about epidemic and rare diseases in a high level through the ease and speed of spread of medical publications. It has also helped to reduce the rate of

depression and fears among cancer patients and rare diseases, bringing them together with specialists on electronic platforms to exchange information, present their inquiries, and discuss their concerns among their patients. In addition to, support high level of health care through electronic methods, easy to reach patients in their comfortable environment and encourage them to keep up with medication schedules.

**B. Second , will provide some of the risk effects teens once start using of social networks .The effects and risks of social media networks teens are more susceptible to them while adults are less prone to these risks for their awareness and awareness of them that commonly result from misunderstandings, disdain and disregard by lack of awareness of the subject matter.[20]**

**1) Cybercrime and cybercrime**

There are large group works to dominate internet that use technology to harass others and exploit teenagers which becoming more dangerous. Social networking are one of the biggest internet windows that are used to dominate either by hack personal privacy, using bad words, threatening, insults and other kinds of extortion. The results show by RSA that the rate of cybercrime reached 173% by mobile phones during the period 2013-2015. And, the agency of RSA announces a large number of real examples of cybercrime that have occurred recently and continue to pose a major threat to society and teenagers. The agency is working to provide awareness and ways to reduce it or how to deal with them to mitigate the effects. May The RSA face the challenge and difficulty to stop the crimes and cyber-attacks permanently because the criminals have worked carefully for a long time and cooperated with their expert criminals, owners of experience to build strong group and dispersed around the world. For that, theworld has face challenge to control them in a short time.[21]

**2. Privacy**

Privacy is issues of social media networks and internet through misuse. To Improper use of technology, lack of privacy, sharing of personal information, and leaving evidence on user sites, exposure teenagers for threats and a significant risk. The hacker can access users from the digital fingerprint that the user leaves on the sites browses continuously this allow the hacker to be able to get the registry data from one site to enforce threats. Because teenagers lack sufficient awareness about privacy and their inability to distinguish what must be published and what should not, they often post photos, videos and messages as privacy issues.[22]

**3. Mixed messages that do not suit teens**

There are a large number of parents who believe that the age of 13 is the minimum to allow their children to browse the social networking sites Why?, It may be because of the Congress law which forces sites to block all information to children under the age of 13 to protect the privacy of children. But in fact teenagers as a whole may can access or receive messages that do not suitable with their age on social networking platforms.

In social networking programs can mix messages, images and videos that cannot block it to reach teens accounts.

### 3) Phenomenon Facebook depression

This phenomenon is called by the researchers (Facebook Depression) which produces by addiction through using social networking programs like Facebook. Where teenagers become suffer from depression because of the use of social networking platforms for many hours in a day that may lead teenagers to isolation or use drug to get rid of depression if not provided proper care for them.

Different IT related issues and security aspects are also needed to be discuss. [26-27]

## V. CONCLUSION

Through this paper we review influence of social media on society, marketing communications and teenagers. Social media impact society life aspect health sector, education sector, journalize, market and people behavior and activities. Furthermore, Social media play role instead of traditional media and influence directly to young consumers that work to enhance business brand. Additionally, it becomes routine activity on teen's life. Adding to that highlighted main impact benefits and risks of social media on teens.

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