

# An Analysis of Social Media on Business and Education

Srithar. S .R <sup>1</sup>, Jayasurya.P <sup>2</sup>, Dineshkumar.R<sup>3</sup>, Asiq.M.A<sup>4</sup>,

<sup>1, 2, 3, 4</sup> Sri Krishna Adithya college of arts and science, Coimbatore, India

**Abstract-** Social media is a platform for people to discuss their issues and opinions. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allows people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. In this paper we cover aspects of social media with its positive and negative effect. Focus is on the particular field like business, education, society. During this paper we describe how these media will affect society in a broad way.

**Keywords-** social media, business, society, education.

## I. INTRODUCTION

The Internet drives the hottest stocks on Wall Street, shapes technological innovation, and fills the pages of the world's presses. What does this mean for society, government, commerce, and other institutions? How will the way we live, work, learn, profit, govern, and communicate change ?

The Internet creates new ways for citizens to communicate, congregate, and share information of a social nature. Now a day's social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organization have performed a high-wire act . These sites have become a day to day routine for the people. Social media has been mainly defined to refer to "the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship"

## II. FIELD OF EDUCATION

As the whole world of the "Information Super Highway" is in constant transition, so is the rule of the Internet on education, still being formatted, evaluated and in constant transition.

We shall discuss one such school as one example, the C.E.S Jewish Day School in Rockville Maryland. This is a private school K-12 with an objective to educate students to be good and productive American citizens, on the one hand, and leaders of the Jewish community on the other hand. About four years ago, teachers were very slowly introduced to the world of computers. Most teachers were somewhat apprehensive, afraid that with an incorrect click, the computer would "explode". How would the students learn if the teachers felt so inadequate? This is an area of great interest, as in this age of computer technology the roles are not always as traditional as in the past. It is not "here I am the teacher let me teach you something new", but rather, lets try and do this together .Let us search and see what we can learn with the help of this new technology. The horizons of students and teachers, have become so much greater. Let us concentrate on one specific example. The Book of Exodus is studied in the fifth grade classes in Hebrew. This year with the help of the Internet a new component was added, "Ancient Egypt". With the help of the Internet and some books, the students in pairs searched the Internet for information about, The Pyramids, Egyptian Gods, Work and Games, Education, Life after Death, The Pharoes and other such topics. Searching the Internet was very interesting, as the graphics were wonderful to look at, the information most exciting. They were able to locate sites with Egyptian music too. With the help of a computer program called HyeperStudio the students were able to create a beautiful interactive project about Ancient Egypt. A topic that could be very dry and bookish, took on an exciting life of its own, with the help of the excitement that exists with the use of the of the Internet. This is one small example that tells about the independence the Internet affords students. Research can be done, in a way that is so much more exciting to most students. The students also participated in e-mailing in Hebrew with Kibbutz children in Israel. Students in other schools "talk" to authors over the Internet some residing in countries other then the U.S. The possibilities are limitless. What about comparing rain measurements by students in different countries? What about comparing projects and different experiments? The Internet can make learning so much more exciting, interesting, very engaging and very much alive. Computers have been a source of joy for children for some years now, because of the games they like to play on them. So school work, that resembles play, is much more

appealing. With the vast opportunities the Internet, affords great learning with much joy. This is the reason that computers are taught from kindergarten. Some examples of "students project" can be seen on the schools website.

### III. POSITIVE EFFECT OF SOCIAL MEDIA ON EDUCATION

•	<i>Social media gives a way to the students to effectively reach each other in regards to class</i>
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ventures, bunch assignments or for help on homework assignments.

- Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media.

•	<i>Teachers may post on social media about class activities, school events, homework assignments</i>
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which will be very useful to them.

- It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers.
- The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity.

#### 1.1.2 Negative effect of Social Media on Education

- The first concern about the negative effect comes to mind is the kind of distraction to the students present in the class. As teachers were not able to recognize who is paying attention in the classroom.

•	<i>One of the biggest breakdown of social media in education is the privacy issues like posting personal information on online sites.</i>
•	<i>In some of the scenario there were many in appropriate information posted which may lead the students to the wrong side.</i>
•	<i>Because of social media students lose their ability to engage themselves for face to face communication. Many of the bloggers and writers posts wrong information on social sites which leads the</i>

education system to failure.

### IV. FIELD OF BUSINESS

The way people conduct business has vastly changed with the wide use of the Internet. Many businesses have websites that allow people to conduct business "on line". This is a field that all experts say will grow and advance greatly in the years to come, not just in the United States but in other countries around the world too. "Books and C.D's" are bought mainly through Amazon, a virtual book and music store with no stores, just an excellent website, and large warehouses.



According to Professor Walter Solomon who is a world renowned consultant (commerce) and a professor at Harvard University in the year 2000 Internet sales will be 6.5 billion dollars, although only 34% of Internet users actually conduct business "on line, 76% of web surfers say they will "e-trade" in the future. According to Solomon those that will not sell airline tickets, home banking and tourism "on line" will be at a disadvantage. Other items that sell well over the Internet are computers. Dell computers sell over the Internet at a rate of \$10,000,000 a day, with little expense. Tourism and leisure do well over the Internet.



Many people use the inter-net to get information before making a purchase. This is a way that the consumer learns much about his next purchase, before he actually goes out to purchase. Half the fun people say, is planning one's vacation. One sits comfortably in his home and surfs the web for interesting places to visit, what can be done in those places, and then which company offers the best deals or prices. The potential tourist has the world to surf through with the help of the "mouse".

Different types of cruises are offered over the Internet, for different kind of interests, ages, destinations and affordability.



### 1.2.1 Positive Effect of Social Media on Business

- Social Media helps to better understand their audience by their likes and dislikes.
- It helps the business for promotional activities.
- Social networking sites helps to make new customers by providing useful facilities.
- Helps to enhance market insight and stretch out beyond your rivals with online networking.
- It also helps to increase awareness among brands and reach with little to no budget.

### 1.2.2 Negative Effect of Social Media on Business

- In business filed social media is not entirely risk free because many of the fans and followers are free to post their opinion on a particular organization, the negative comment can lead the organization to failure.
- Many of the large organization have fallen victim to the hackers.
- The wrong online brand strategy can doom a company, and put at a huge viral social disadvantage.
- Getting involved with Social Media is very time consuming. As an organization you should assign a person to always bolster your pages and profile with significant substance.
- Most companies have difficulty measuring the results of social media advertising.

## V. CONCLUSION

From all the above we can see that the Internet is a whole new world emerging at the conclusion of the 20th century. Everyday, the Internet expands by the social, political, and economic activities of people all over the world, and its impact growth exponentially. Some of this growth in impact has been described here. In this new world there is no geographical separation and there are no borders, and all people are encouraged to participate and contribute drawing on their experiences and resources. In cyberspace actions and reactions are essentially instantaneous, and this is why the Internet is so gratifying and attractive. This is why it has impacted our society in almost all areas of human endeavor. In this report we touched on the positive aspects of the influence of the Internet on our society. As in any other field in life there are the negative aspects too. In the field of education children can gain access to areas that are not suitable and dangerous, (Littleton Colorado, April 1999). In the wake of



*The Littleton shooting, Vice President Gore announces an Internet safety plan designed to protect children.*

In the areas of business, security is of great concern and importance. The topic of "Fire walls" is in great demand, constantly evolving expanding and changing. In the health care area, the accuracy of what is available to read over the Internet is a topic of concern. The whole new industry of purchasing drugs "on line" is another area where care and prudence are imperative. All in all, the Internet is affecting so many peoples' lives, in a most welcome, exciting and challenging ways.

As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for students. Business uses social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Youngsters are seen in contact with these media daily .Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.

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