Impact of Social Media on Various Aspects of Human Life

Syed Mujtaba Haider[1*]
[1]MS Scholar, School of Engineering & Applied Sciences (SEAS), Bahria University, Islamabad, Pakistan
*Corresponding author, e-mail: haiderpak77@yahoo.com

Abstract
In this era, Social Media platforms are widely used for expressions of feedback and opinions. Social Networks are being used for different purposes and the most used in business, politics, education, entertainment, and people use to express their opinions. Purpose of use of social media is to achieve maximum reach. The new mode of media makes an ideal opportunity for various aspects of life. This paper analyzes the impact of social media on advertising business, politics, education, entertainment, news and society. This study investigates the impact of social media on various aspects of human life.

Keywords: Social Media, Social Media Platforms, Social Media Analytics, Social Networks

Introduction

Social media platforms have emerged as a pervasive aspect of our daily lives, facilitating a well-defined, inclusive approach to managing, processing, and analyzing the 5Vs of data-related dimensions - volume, variety, velocity, veracity, and value - to develop strategies that provide continuous value, measure performance, and establish competitive advantages (Erevelles, 2016). Nowadays, social media platforms are widely used in various ways, including marketing, sharing political activities, personal use, and news.

Social media has empowered everyone to spread anything, breaking down regional obstacles between countries. In today's modern world, it is evident that social media platforms play a vital role in impacting business, society, politics, education, and entertainment. Social media platforms link people worldwide, enabling them to share ideas, connect with each other, seek suggestions, gather together for a cause, and provide guidance. Social media platforms have eliminated barriers and established decentralized channels for communication, opening doors for everyone who wants to raise their voice and participate democratically, including people in authoritarian countries. Social media platforms accommodate a wide range of instinctive, formal, informal, scholarly, and unscholarly writings to flourish. Social media platforms facilitate mutual interest-based groups, such as students performing in shared group projects outside of their class. Social media platforms help promote creativity and cooperation with a wide range of analysts on various topics, including education, society, business, politics, and entertainment.

Social media helps enhance decision-making by incorporating innovative ideas to establish, learn, and innovate customer relationship management, improving the management of operational risk and efficiency of the firm (Kościelniak, 2015). Social networking sites are the leading platforms for expressions of feedback and opinions. With the growing use of smartphones and the increasing popularity of social networking sites, most people now express their sentiments and experiences about their daily lives. Social media has given birth to modern business mechanisms with the help of Social Media Analytics.

Business market leaders have identified the potential of social networks to gather opinions about a product so that they can design advertisements based on users' interests. Data is gathered through paid launch campaigns that target the audience.

Social media platforms are widely used in politics. Political parties have their official social media handles to share their activities. In Pakistan, the three major parties, Pakistan Tehreek-e-Insaf (PTI), Pakistan Muslim League Nawaz (PML-N), and Pakistan People's Party (PPP), are using social media platforms to reach their voters, supporters, as well as target their opponents using social media platforms. Daily trends are launched by each of the political parties against their opponents, which are grown with the help of automated bots and social media teams of political parties.

After the outbreak of COVID-19, which caused a lockdown in every sector of life, onsite education shifted towards online education using social media platforms. Since social media platforms are easily accessible by students and teachers using gadgets, including smartphones, tablets, iPads, and computers, they can take classes no matter where they are. Social media platforms play an effective role in education. The social media platforms used for education are Microsoft Teams, Skype, Google Meet, Zoom, Facebook, and WhatsApp. Social media platforms increased the rate and quality of teamwork for students. Social media platforms enable students to communicate and share information quickly.

Literature Review

In the Traditional advertisement model, the marketing campaign of a business is launched by gathering data from paper-based surveys, telephone calls etc. The advertising agencies working with a traditional advertisement model, use to

present the Ads on Broadcast TV, magazine, Newspaper, Radio, Billboards etc. The traditional advertisement model is quite old and requires lot of investment, however the customer reach is not so impressive in the current growing scenario of the digitization (Luna-Nevarez, 2015).

Social networking platforms allow advertisers to communicate directly regarding their ads, products, and brands. The advertisements on the social networks are posted based on the interests of the users so that the ads can reach users and consequently the business can increase for the advertisers. The ads on social networks can be contextual, visual and survey based. The ads are displayed to the users based on the previous interactions of the users, which helps to analyze the users. In the existing social media applications user profiles are analyzed to post the advertisements. Still there is a room of improvement required in this field can help advertisers to move on from traditional advertisement business model to the modern advertisement business model (Singh, 2016)

Marketing researchers believe that Social Media analytics offer a unique opportunity for advertisers to get opinions from number of customers, improving traditional approaches. A significant market transformation has been accomplished by leading advertisers through their innovative strategies. Social Media analysis extracts the user intelligence and can provide advertisers with the opportunity for generating more enhanced targeted advertising and marketing campaigns (Maurer, 2011). The researchers found that ads placed social streams are generated by the Social Media tools and applications to increase the number of visitors and the profit and Returns of Investment of an e-commerce platform (Trattner, 2013). In addition, the authors present an analysis of real-time processes to find the most valuable users on social networks.

There is a problem of getting hacked, it's been observed that many businesses have been the prey of hackers which leads potential loss to the growth of business. Sometimes, the wrong marketing campaigns put the business in to loss. Managing the social media handles for business needs a lot of time and a dedicated team is designated for this person, which requires extra money to invest. Most of the businesses are so naïve that it becomes difficult for them to measure the results and analytics of their campaigns.

Social Media platforms have a great influence over the politics. In the US Presidential Elections of 2016, social media was widely used for election campaigns. A UK based organization Cambridge Analytica acquired data of 50 million Facebook users for election campaign of Donald Trump. Cambridge Analytica spent one million US dollars for 50 million Facebook profiles and then they performed analysis on those profiles for getting the traits and behavior of those profile users (Cadwalladr, 2018).

Similarly, in Pakistan, today the major three political parties Pakistan Muslim League Nawaz (PML-N), Pakistan Tehreek-e Insaf (PTI) and Pakistan People's Party (PPP) are using social media platforms to spread their activities to the maximum people. PTI has been found to be the most influential political party on social media platforms Facebook and Twitter. While PML-N and PPP have a reasonable outreach but not as much PTI have. PTI created their social media accounts in late 2009 and in the beginning of 2010. Similarly, PML-N started it in 2012 and PPP in 2013 (Bilal, 2019).

The major social media platforms Twitter, Facebook and Instagram played an important role in General Elections 2018, all three political parties actively launched different campaigns on these social media platforms to convey their manifesto and to attract the voters (Muzaffar, 2020).

Hashtags used by PTI have been on top as they have a huge number of followers as well a team of experts to make their trends successful using automated bots as well as human users (Kausar, 2021).

The use of social media by political parties has also brought hate speech to the people. People create negative campaigns against their opponents which is causing severe damage to the ethical values (Castaño-Pulgarín, 2021).

Social Media platforms are now widely used in the field of education. Students have been using social media platforms to get lectures, submit assignments, to communicate with each other and their teachers. It has been witnessed that many students as well as teacher used social media platforms for taking notes especially YouTube (Faizi, 2013).

In the entertainment industry, during the past year's people use to buy CDs, DVDs but now the trend is changed (Cunningham, 2019). Now social media has gained the viewership and people can watch their favorite movies, songs, shows, religious content on social media platforms.

Digital piracy has been a major issue as usually people post the content on social media platforms without a legal ownership of that content (Kim, 2022).

Social Media platforms have been great source of news as they have a huge number of users as compared to television and newspapers (Zhang, 2022). Nowadays, even televisions used to post their activities, news, talk shows on different social media platforms such as YouTube, Facebook, and Instagram. Moreover, individual persons have also created their social media channels on which they post their own content. Fake news or misinformation isn't the conspiracy of new time, it has been from long since people started to gain political and social fame (Zhou, 2022).

Social Media platforms also help the people to make new friends, share their stories in the form of photos and videos, to check-in to the places (Amedie, J., 2015).

Another concern with social media is privacy as social media platforms invade the privacy of people, people post everything on social media platforms which expose their life activities in front of their followers and friends. It is easy to

make friends and followers on social media, but this brings gaps in the life of people as they get far away from real life friends (Siddiqui, 2016). In past years, youngsters use to get in touch with their friends in schools and colleges but now the trend is changed. Now youngsters not only interact with their friends as well as unknown people on social media platforms (Mahadi, 2016).

Methodology

Social Media Analytics is an emerging procedure related to the analysis of online data that has gained popularity in research and business. Initially used in the marketing field, Social Media Analytics is now being used in various domains to derive insights from the rich data available on social media platforms. The purpose of this study is to use Social Media Analytics to analyze the performance of a company through social media platforms.

Social Media Analytics involves the use of different tools to derive specified metrics from the data. There are different types of Social Media Analytics, including sentiment analysis, social network analysis, and image and video analysis.

Sentiment analysis, also known as opinion mining, refers to the use of digital technology such as natural language processing and computer languages to classify and obtain subjective information from massive amounts of data generated by users on social media platforms.

Social network analysis involves the analysis of the structure of social media platforms based on network theory to evaluate the complicated set of relationships within a network of organizations and individuals.

Images and videos are also important components of social media data due to the swiftly increasing content on different platforms such as YouTube, Instagram, and Facebook. Mining these types of content can provide various types of insights beyond their textual descriptions.

The objectives of this study are to:
- Analyze the company's performance on social media platforms using Social Media Analytics
- Identify the sentiment of the company's social media mentions.
- Identify the influencers within the company's social media network.
- Analyze the company's social media presence through the analysis of images and videos.

The research questions are as follows:
- What is the overall sentiment of the company's social media mentions?
- Who are the key influencers within the company's social media network?
- What insights can be gained from the analysis of images and videos related to the company's social media presence?

Based on the above research questions, the following hypotheses are formulated:
- The sentiment of the company's social media mentions will be mostly positive.
- The key influencers within the company's social media network will be employees of the company.
- The analysis of images and videos related to the company's social media presence will provide insights into customer preferences and behavior.

Results

The business with traditional advertisement model is having lot of crises due to its high cost and time taking process, people are now opting for digitized ads using social networks. Industry is running through a huge crisis. The industry is facing several problems as they have limited advertisers due to high cost, people are losing their jobs, the industry is afraid of a new business model.

Modern advertisement model involves Social Media analytics which helps to achieve maximum reach. Nowadays, it's very easy to launch an ad campaign with minimum cost. There are different social networks which are providing Ads services to their users. The top of them are Facebook, Instagram, Google, Twitter and Snapchat. These social networks gather the user data based on their interests, demographics, search results and cookies. After the collection of the data, their systems are used to classify the data so that it can be used for their advertising business. Once a user/company launches their ad on any social network then they are asked for their target audience.

The traditional-advertisement model is going through massive crisis and trying their best to get back into the business with the help of social media. The new mode of advertisement makes an ideal opportunity for the industry to implement Social Media analysis and create an appropriate methodology for the research. The purpose of this article is to investigate how Social Media analytics influence decision-making by the advertising industry as an empirical example. This will

increase the understanding of data analysis that it has a massive impact on modern advertising methods and more specifically the implications of what it is for the decision-making of the advertising industry.

The advertisers can analyze the behavior of the users and gather location, interests, and demographics (e.g. 'cars enthusiasts') of the users and then they can plan to post appropriate advertisements to provide a better experience for the users. Therefore, this type of interest-based advertising will be beneficial to improve the business of the advertisers.

Customers brand perceptions and purchasing decisions are increasingly influenced by social media services, and these offer new opportunities to build brand relationships with potential customers. Advertising companies are adapting Social Media analysis for their business to get more leads on sales and to improve the decision making.

In business use of social media platforms is not risk free since the users of the social media platforms are free to add their comments, opinions on a business whether its negative or positive. The negative feedback can lead towards the downfall of the business.

There is a problem of getting hacked, it's been observed that many businesses have been the prey of hackers which leads potential loss to the growth of business. Sometimes, the wrong marketing campaigns puts the business in to loss. Managing the social media handles for business needs a lot of time and a dedicated team is designated for this person, which requires extra money to invest. Most of the businesses are so naïve that it becomes difficult for them to measure the results and analytics of their campaigns.

In Pakistan's General Elections of 2018, the use of Social Media for election campaign was at its peak. Since Social Media campaigns are cheaper in cost and have maximum outreach as compared to traditional media such as newspaper and tv channels therefore, the political parties prioritize their social media campaigns over the traditional media.

Nowadays, political parties use to launch different campaigns based on hashtags especially on twitter. On daily basis, each of the political party have been targeting their opponents with different hashtags.

Social Media platform help to create a communication channel between students and teachers so that they can share notes and discuss about their studies even when they are at their homes. In COVID-19 Lockdown, the institutes across the world went on virtual study mode by the use of different platforms such as Microsoft Teams, Google Meet and Zoom. Social Media platforms provide an opportunity for teachers to educate the students for the positive use of internet. During an online it is very difficult for a teacher to recognize the students who are attending the lecture with proper attention since usually the cameras of the students are turned off, even the cameras are on it is still difficult to find non-attentive students. The online classes are comparatively easy as the teachers and students can attend the class from anywhere but the students do not take interest as there is a little or no monitoring system in that.

Social Media platforms have been great source of entertainment. Users have been using social media platforms to watch religious content, sports, movies and songs. The most common platforms in this regard are Facebook and YouTube. Digital piracy causes severe loss to the original author of the content as the rights of the content gets misused due to that the revenue of the original author is affected. There is a need of a proper mechanism to overcome digital piracy so that the rights of original author can be protected.

There are billions of users on social media platforms and due to that the authenticity of the news is questioned sometimes fake news gets popularity as people think that at authentic news. With the increase of social media, it is now one of the greatest threats to journalism, democracy, and free speech, due to which it has emerged as a world topic and has attracted the public towards its popularity at this time

The spread of misinformation has existed even before the emergence of social networks. Dissemination of misinformation has continuously been used as a weapon to fulfil immoral objectives since ages. Spread of misinformation comes up with an agenda to achieve a benefit or to harm others. With the advancement of digital media, it paved way for everyone to publish anything whether its correct or false information on the social media platforms, blogs, community forums, news articles. As data is available in huge amount and everyone has easy access to it, so it is very easy to spread the misinformation. The advancement of technologies has enabled convenient access to authentic and falsified data even quicker motility a real challenge.

As we know that use of social media platforms has an enormous impact on the society. The social media platforms are popular on the internet. Some social media platforms have revolutionized the way of communication between the people. Social media platforms provide the opportunity to their users to connect with their mates, colleagues and old friends.

Social Media platforms help people to connect with the people virtually. Social media platforms empowered the people to give out ideas beyond the geographical borders. Social media created different opportunities for the bloggers and writers to connect across the world. Social media helps the people to get united for achieving the specific goals such as charity, fund raising and on other social issues. Social media brings positive change in the society as it's the source of creating awareness among the society like campaigns and promotions which helps the society to stay updated with the latest information. The social media has its negative effects as well as it creates an addiction in its users and they spend lot of time which directs their attention and focus from the particular task. Social media can be toxic as there is violent and negative content is widely spread over there which can affect the behavior of teenagers and kids.

We can see that social media platforms are being widely used by young people. Many youngster's life is woven by the social media platforms. Youngsters communicate with their friends and in groups by using different social media platforms with the help of smart devices such as laptops, pcs, smartphones, tablets and iPad.

In order to analyze the behavior of social media users and gather their location, interests, and demographics, advertisers rely on data collection methods such as user tracking, search results, and cookies. The collected data is then classified and analyzed to identify patterns and insights that can be used to plan targeted advertising campaigns. However, it is important to note that there are ethical concerns around data collection and privacy, and businesses need to be transparent about their data collection practices.

Data analysis is a critical component of social media analytics, as it helps advertisers make informed decisions about their ad campaigns. By analyzing user data, businesses can identify trends, insights, and patterns that can be used to improve their advertising strategies. However, data analysis can be a complex process that requires specialized skills and knowledge. Therefore, it is important for businesses to invest in data analysis tools and hire trained professionals who can provide valuable insights into their advertising campaigns.

In recent years, there has been a significant shift in the advertising industry towards social media platforms, as they offer a cost-effective and efficient way to reach a large audience. Several studies have shown that social media analytics can significantly improve the effectiveness of advertising campaigns, by providing valuable insights into user behavior and preferences. However, it is important to note that there are also challenges associated with social media advertising, such as the risk of negative feedback and the need for a dedicated team to manage social media handles. Further research is needed to explore these issues and develop effective strategies to address them.

Conclusion

In conclusion, this research article has shed light on the impact of social media on various aspects of human life. The findings indicate that social media platforms have revolutionized the way business, politics, education, entertainment, news, and society function. The increasing use of social media has become a crucial tool for businesses, political parties, media companies, news channels, and educational institutions to maximize their outreach and connect with their target audience.

Social media analytics has provided a higher level of transparency and accuracy in decision making. It has emerged as a game-changer in changing routines and processes to make businesses more efficient. Social media analytics enables businesses to personalize every campaign and target new prospects by collecting relevant data.

Political parties also leverage social media platforms to share their activities and grow their audience. However, it is important that political parties and their supporters comply with basic ethics, and negative campaigns and character assassination should be avoided. The use of social media in politics should not manipulate the political interests of the people.

In education, social media has become an effective tool with no boundaries. It allows anyone to study at any time and from anywhere, making education more accessible and inclusive. Similarly, the entertainment industry has gained a lot of popularity through social media platforms as people now watch dramas and movies on social media instead of television. News has also become easily accessible on social media platforms.

Social media platforms provide instant access to news, but there is a risk of fake news and misinformation. Therefore, regulatory authorities must ensure proper checks and balances to prevent users from falling prey to fake news.

Social media platforms have played a vital role in society by uniting people on common issues and awareness campaigns. However, the excessive use of social media has created a gap between people, with individuals prioritizing social media platforms over real-life interactions. Therefore, it is important to balance the use of social media with real-life interactions to maintain healthy social relationships.

In conclusion, social media has undoubtedly transformed various aspects of human life, and its impact will continue to grow. It is essential that individuals, businesses, and regulatory authorities are aware of the potential risks and opportunities of social media and use it responsibly to ensure its positive impact on society.

References

Amedie, J. (2015). The impact of social media on society. *Pop Culture Intersections*

Bilal, M., Malik, N., Bashir, N., Marjani, M., Hashem, I. A. T., & Gani, A. (2019). Profiling social media campaigns and political influence: the case of pakistani politics. In 2019 13th International Conference on Mathematics, Actuarial Science, Computer Science and Statistics (MACS) (1-7). IEEE.

Cadwalladr, C., & Graham-Harrison, E. (2018). Revealed: 50 million Facebook profiles harvested for Cambridge Analytica in major data breach. *The Guardian*

Castaño-Pulgarín, S. A., Suárez-Betancur, N., Vega, L. M. T., & López, H. M. H. (2021). Internet, social media and online hate speech. Systematic review. Aggression and Violent Behavior, 58, Cunningham, S., &

Craig, D. (2019). Social media entertainment. In Social Media Entertainment. New York University Press.

Erevelles, S., Fukawa, N., & Swayne, L. (2016). Social Media consumer analytics and the transformation of marketing. Journal of business research, *69*(2), 897-904.

Faizi, R., El Afia, A., & Chiheb, R. (2013). Exploring the potential benefits of using social media in education. International, *Journal of Engineering Pedagogy*, (iJEP), *3*(4), 50-53.

Kim, D., Park, K., & Bang, Y. (2022). The Effect of TV Drama Piracy: An Analysis of Digital Piracy Users, Internet Buzz, and TV Drama Viewership. *Information & Management*

Kościelniak, H., & Puto, A. (2015). Social media in decision making processes of enterprises. *Procedia Computer Science*, *65*, 1052-1058.

Luna-Nevarez, C., & Torres, I. M. (2015). Consumer attitudes toward social network advertising. *Journal of Current Issues & Research in Advertising*, *36*(1), 1-19.

Mahadi, S. R. S., Jamaludin, N. N., Johari, R., & Fuad, I. N. F. M. (2016). The impact of social media among undergraduate students: Attitude. *Procedia-Social and Behavioral Sciences*, 472-479.

Maurer, C., & Wiegmann, R. (2011). Effectiveness of advertising on social network sites: a case study on Facebook. (485-498).

Muzaffar, M., Yaseen, Z., & Safdar, S. (2020). Role of Social Media in Political Campaigns in Pakistan: A Case Study of 2018 Elections. *Journal of Political Studies*, *27*(2), 141-151.

Singh, R. (2016). Monotony of social networking among millennial and its effect on social advertisement: a challenge to digital marketers. Young consumers.

Trattner, C., & Kappe, F. (2013). Social stream marketing on Facebook: a case study. International *Journal of Social and Humanistic Computing*, *2*(1-2), 86-103.

Zhang, X., Akhter, S., Nassani, A. A., & Haffar, M. (2022). Impact of News Overload on Social Media News Curation: Mediating Role of News Avoidance. *Frontiers in Psychology*, *13*, 865246-865246.

Zhou, X., Shu, K., Phoha, V. V., Liu, H., & Zafarani, R. (2022). "This is Fake! Shared it by Mistake": Assessing the Intent of Fake News Spreaders. *In Proceedings of the ACM Web Conference 2022* (3685-3694).