

# Social Media helped to Solve World Problems

Vaishnavi Boga<sup>1</sup> Nasera Shaikh<sup>2</sup> Ms. Hafsa Kharbe<sup>3</sup> Mr. Affan Peelay<sup>4</sup>

<sup>1,2,3,4</sup>Department of Information Technology

<sup>1,2,3,4</sup>University Of Mumbai, Institute for G. M. Momin Women’s College, India

**Abstract** — This research attempts to understand how social media helped us to solve a problem which was arrived in our world. In this research we will find the different aspects about how people think when it comes to use social media. Making our world a better place to live for our upcoming generation is the best motive of our young generation and this can only be possible if we start using more social media which are suitable to our environment. The use of social media has grown tremendously high within the last few years. A social networking platform such as Facebook, Twitter, Instagram and Snapchat has become a popular and integral part of the daily lifestyle in Ethiopia.

**Keywords:** Social Media, Online Platform, Digital Community, Social Networking

## I. INTRODUCTION

Social media is not just a technology for communication or entertainment. It’s now a online home. For some people who living away from their family and friends, it becomes the main place they live, where they spend most of their time. When people are far apart, they are able to recreate the sense of the proximity of living together in the same plat.

Billions of people use social media every day and that number keeps growing regardless of geographical, cultural, linguistic or economic barriers throughout the globe. Nowadays we use Social Media in our personal relationships, for entertainment, at work, and in our studies also it becomes instant part of our life activities, Instantly Facebook is the largest country on earth, there are over 2.85 billion monthly active Facebook users worldwide for June 2023 which is a 20 percent increase year over year. Currently as indicated in the reports on Asian internet usages, 2023 population statistics and Facebook subscriber from the total 4,757,802,931 population of Asia around 1,300,000,000 Asian population uses Facebook in which India is one of the highest number of Facebook users. If we calculate the growth rate from 01 Jan 2020 – 01 June 2023 is 160,278.1% this shows that how population engaged in social media and becoming one of the rapidly growing online community in Asian.

## II. SOCIAL MEDIA GROWTH RATE:

Social networks have transformed marketing and, as this post shows, their popularity is still growing in our latest global social media statistics research summary for 2023.

According to the Data report May 2023 global overview, we can see that social media growth has continued to increase:

- More than half of the world now uses social media (60%)
- 4.80 billion people around the world now use social media, 150 million new users have come online within the last 12 months
- The average daily time spent using social media is 2h 24m.

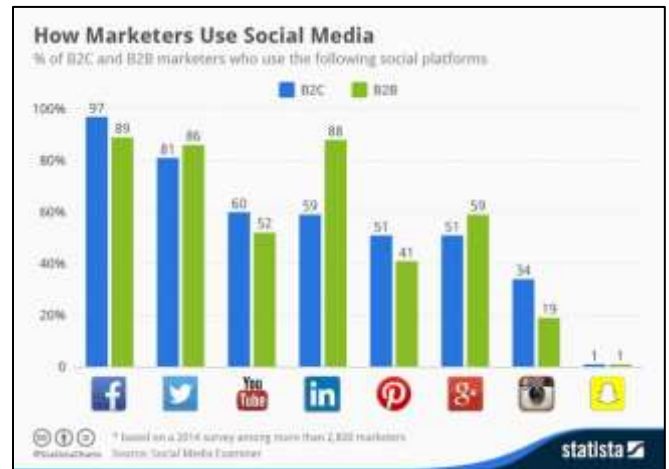


Fig. 1: Data Report of how marketers uses social media

The full report from Data report contains a huge amount of insight collated from different data providers across 200+ slides. It provides India-specific data for the vast majority of the world, so you might want to check out the slides of the India in your core markets to get a better idea of the current state of social in the areas you operate. In this post, we focus on the social media data which starts at slide 160 in the report.

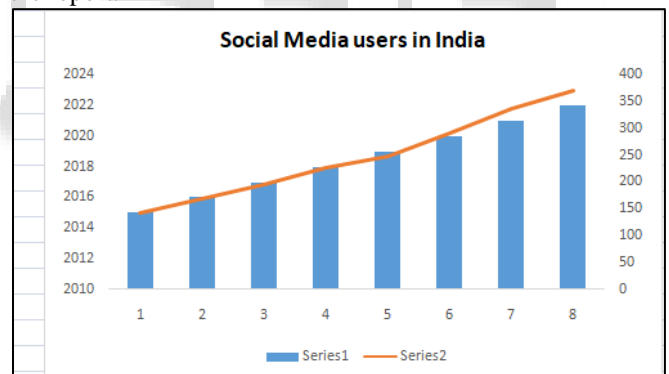


Fig. 2: Social Media Users in India

## III. AMAZING INFORMATION ABOUT HOW SOCIAL MEDIA HELPED US

Social Media industry has been growing for the last few years and their users are in billions. It is estimated that around the world there are increasing users of social media everyday.

We hardly find a person who do not use social media, social media has become part and parcel of our life, we use social media for different purpose like for our relationship to make friends or to get entertainment. We are use social media for our work and studies. At every minute about 30 million messages are sent on Facebook about 350000 tweets on the Twitter.

You will be surprised to know the following information.

- More people have mobiles than toothpaste.
- Facebook is a largest country on the earth.
- Grandparents are highly growing users on Twitter.

– YouTube videos are taken over mobile usage.

**A. Social Media is becoming an important component for any Business Development.**

Social media platform are available globally and you can connect with anyone in the world. You can communicate with anyone to find a job or to find a friend. There are no country limitations; you can share your ideas on social media. Now a day’s social media like Facebook, Twitter and WhatsApp etc has become a part of business development.

People do social media marketing to increase their business on social media platforms. They share their business on Facebook page or group and reach hundreds to thousands of people.



Fig. 3: Important components of Business Development

**B. Social Media are the Banks of the Future.**

Imagine if you can pay your house rent or bill or you can send money to your friend or your business partner online through any of your favourite social media platforms, it will be certainly amazing for you but it is not a dream only. It is going to be real in the future, you’re favourite social media platforms will be your bank accounts and you will be able to buy anything or pay your rent or pay your bill or to send money online from your social media’s like Facebook, Twitter or WhatsApp etc.

**C. Social Media Platform are a Source of Public Health awareness.**

Health agencies are paying special attention to create public awareness about health for this purpose they share Useful information on social media and people get benefit from it. If there is sudden breakage of any disease, social media can play an important role to create awareness to avoid that disease but there is also a problem, experts share their information which is accurate but the no-experts people also can share their information which may or may not be accurate.

**D. Social Media helps people to govern and to be Governed.**

Social media platform can help to improve the governments and the public attitude. People of the country can engage with each other and can discuss the best or bad leaders through this engagement. They can make a decision how to vote and how to select the best ruler for their country.

**E. Social Media Platforms Help To Respond Disasters.**

In fact Facebook is the biggest social media platform and it also helps all its users to respond to disasters when disasters came in an area or country. Facebook Security check option helps its users to mark them as safe when disasters came. This is the biggest example how social media helps us to respond to disasters in our area or country.

**IV. SOCIAL MEDIA: BENEFITS**

Social media is a big part of social and creative life for pre-teens and teenagers. Pre-teens and teenagers use social media to have fun, make and maintain friendships, share and learn interests, explore identities and develop relationships with family. It’s an extension of their offline and face-to-face interactions. For older teenagers especially, it’s often a key part of how they connect with friends.

Social media can connect pre-teens and teenagers to online global groups based on shared interests. These might be support networks – for example, for young people with disability or medical conditions, LGBTIQ+ teenagers, or children from particular cultural backgrounds. Or they might be sites for commenting on and sharing content about particular interests like games, TV series, music or hobbies. Your child can get many other benefits from using social media:

- Learning: your child can use social media to better understand, extend or share what they’re learning at school, either informally or in formal school settings.
- Hobbies and interests: your child can use social media to follow their interests and learn new ones.
- Creativity: your child can be creative with profile pages, images, video and game modifications.
- Mental health and wellbeing: connecting with extended family and friends and taking part in local and global online groups can give your child a sense of belonging.

**V. SOCIAL MEDIA: RISK**

Social media can also pose risks. For your child, these risks include:

- being exposed to inappropriate or upsetting content, like mean aggressive, violent or sexual comments or images
- uploading inappropriate content, like embarrassing or provocative photos or videos of themselves or others
- sharing personal information with strangers – for example, images, date of birth, location or address
- cyberbullying
- being exposed to too much targeted advertising and marketing
- being exposed to data breaches, like having their data sold on to other organizations.

**VI. ADVANTAGES AND DISADVANTAGES:**

**A. Advantages of Social Media**

**1) Connectivity:-**

Connectivity is among the most significant benefits of social media. It can link countless users at any time, everywhere. Information could be spread globally through social media

and its connectedness, making it simple for people to interact with one another. It results in global relationships.

2) *Education:-*

The use of social media in education is commendable. Learners and educators can enroll in global collaborative platforms to facilitate constructive learning. It also aids in skill improvement by fostering knowledge and creativity.

3) *Information and Updates:-*

Stay informed about events happening across the globe or in other people's lives using social media. In contrast to television, radio, or newspapers, social media lets everyone convey information accurately by presenting the real picture. It aids in showcasing real-world news across the globe.

4) *Awareness:-*

People have become more conscious thanks to social media. It serves as a channel for information, thus paving the way to innovation and success via developing their knowledge and abilities. Social media well-covers global events, making people more aware of their surroundings.

5) *Share Anything With Others:-*

Social media is the best platform to convey feelings and opinions - a song, a poem, a work of art, a decadent dessert, or anything else. Anyone can let their creativity shine through the platform for it to be shared by millions of others. Sharing the artistic works with others could open the door to achievement and several milestones.

6) *Helps in Building Communities:-*

Live in a diverse world where individuals from different cultures, beliefs, and backgrounds exist. Social media brings these people together by linking them on a common platform. Thus, fostering a sense of unity facilitates the development of community links. For instance, food lovers can join the community of food bloggers, while gamers can join communities focused on gaming, etc.

7) *Noble Cause:-*

Noble deeds can be promoted on social media. It is the ideal tool for endorsing causes like giving donations to those with cancer, for instance, to those who need money for treatment. While everyone can use social media to assist others in finance, it is also the simplest and fastest way to advance any worthwhile cause.

8) *Mental Health:-*

Social media serves as an excellent stress reliever. Several groups can support people battling against stress, depression, and loneliness. By creating a feeling of elation, these communities can bestow a brighter attitude while also helping develop healthy relationships with others, thus enhancing mental health.

*B. Disadvantages of Social Media*

1) *Affects Social-Emotional Connection:-*

Social media hampers emotional bonds. Everything is conveyed through texts digitally, which can stunt expressions. Ingenuity is lost when people who would ideally visit one another to convey greetings only send text messages instead of hugs.

2) *Decreases Quick-witted Skill*

With the decrease in real face-to-face conversations and in-person chats, quick-wittedness is rare. Sense of humor and sporty tête-à-têtes have been compromised – the sense of

love, friendship, fun, and enjoyment have all disappeared due to the effects of social media on human mental health.

3) *Causing Distress to Someone's Feelings:-*

People who use social media to communicate lack empathy and do not wink an eyelid when they have to hurt someone. The latest trolls, negative comments, and feedback are all witnesses to the hard-heartedness that has evolved due to the invisible nature of social media.

4) *Present Physically Not Mentally:-*

Spending time with each other is about being 'present' and in the moment. As friends and family gather, create memories by speaking to one another about times past, present and future. Unfortunately, today with social media being made available on the mobile phone, people spend time with each other 'scrolling' through posts.

5) *Lacking Understanding and Thoughtfulness:-*

Feelings are conveyed through word and voice – but to do this, there is a need to be physically present in front of the other person to communicate feelings effectively. However, social media gives it a different hue when anyone puts them into a text, thus masking the real meaning.

6) *Lack of Quality Family Time*

Social media has been the cause of many disrupted relationships simply because families cannot spend quality time with each other. Family time has taken a hit with 'me' and privacy taking precedence (due to the quality of texts that appear on social media).

7) *Cyberbullying:-*

People, particularly children, have been victims of cyberbullying where threats, cons, and other negative activities easily ensnare them. Fake news and rumors spread effortlessly, leading to depression and suicide.

8) *Hacking:-*

The vulnerability of social media has also thrown light on how easy it is to gather a person's data. Privacy settings must be constantly updated and profile locked to avoid such situations.

9) *Distracted Mind:-*

Social media is impulsive. New messages, notifications, and updates are the impetus to constantly checking the phone, resulting in distraction. The individual wastes time even ignoring important work to only look at the menial update.

10) *Facilitates Laziness:-*

Spending hours on the couch glued to our Smartphone's results in several health problems such as obesity, stress, and high blood pressure. Technology and accompanying social media have led to a rise in laziness among people due to no physical activity or exercise.

11) *Addiction:-*

A serious issue among youth social media addiction has led to disastrous consequences. While checking social media and using the Smartphone in moderation is not bad, productive time and energy are wasted due to overuse.

12) *Cheating and Relationship Issues:-*

Individuals are now using social media as a platform for dating and marriage. However, chances are that the information provided on the profile is false, eventually leading to a toxic relationship or even divorce.

## VII. CONCLUSION:

Social networking clearly portrays both positive and negative effects on us. It is the decision of an individual to decide what to take from them. Hence, it can be said that social media is a blessing to humanity if used appropriately and also a weapon of destruction if misrepresented and Social media can make it easy to find groups of like-minded people or make new friends. Finding a close-knit community can help us feel valued and accepted. Social media is also an easy way to nurture existing relationships with family and friends who have moved away. Send messages, share photos, call, or host video chats to stay in touch. On social media, you can reach out to new connections and start developing relationships with them as well. Whether they live nearby or on the other side of the world, you can easily communicate and share content. This level of connectedness is a unique advantage of digital media. People of all ages can use social media to develop a platform with a larger audience than they'd have in any other setting. This can help individuals build confidence, gain new communication skills, and quickly spread positive and important messages. Take TikTok, for instance. Teens and young adults have successfully grown enormous platforms where their messages reach thousands or even millions of people regularly.

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