

SOCIAL MEDIA: USE, IMPACT AND RESPONSIBILITY OF WHATSAPP

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Abstract:

Social media is basically a group of some social portals and tools that are internet-based and it used for extraction and exchange of information. Well, it is also a true that technology is starting to create a very big world and social media playing very important role in it. Social media is a composition of all the various websites, apps or internet communication devices. It unable users to connect with others. The present hype of Social media started in the early 2000s. As a social animals, people have always relied on communication to strengthen their relationships. When it is impossible and inconvenient to discuss face to face, human have dreamed up plenty creative solutions. From the individuals, entrepreneurs and celebrities uses social media for personal use, to startups, small business and big enterprises because it was an effective to medium to explore. Social media platform has billions users in the world. Social media has changed the world. The roots of social media stretch for deeper than you might imagine. Social media has lots of uses. Communication is the mainly use of social media. Individuals are able to build up strong relationships with each other. Media sharing and Entertainment is the very popular use of social media. The whole entertainment industry is all depends on social media. Whatsapp is a social media platform, which allows to communicate and interact socially. Whatsapp is a messaging platform which works over the internet. Whatsapp allows you to unlimited create, exchange & share text, visual image, video & audio & all these are done instantly & free of cost. WhatsApp gives us the option of having a mobile app, Web version & Desktop app. It's become popular because of the advantages which offers to users.

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Social media is a form of electronic communication, through which users create online community to share information, ideas, personal thoughts and other content. The Invention and Evolution of social media has been fueled by the human impulse to communicate and by advances in digital technology. It is story about establishing and nurturing personal connections at scale. Social media began on 24 May 1844, with a series of electronic dots and dashes tapped out by hand on a Telegraph Machine. In less than generation social media has evolved from direct electronic information exchange, to virtual gathering place, to retail platform, to vital 21st century.

On 24th of May 1844, the Telegraph machine was invented. Samuel Morse sent a message from Baltimore to Washington D.C. From that the rise of social media began. After the so many inventions, network creating began and this would later lead to the birth of Internet. Internet started in the 1960s as a way for government researchers to share information. Bob Kahn and Vint Cerf are the founder of the internet. The first recognizable social media site was “Six Degrees”, launched in May 1997, made by Andrew Weinreich. In that period first social media blogging site became very popular, creating social media sensation, that still popular today. After that digitalized

communication era came into existence. In the 20th century, social media becoming more sophisticated and to explode in popularity.

Social Media Platforms:

In 2002, Linkdin was found to provide career oriented user's convenience. Now it has over 700 million active users worldwide.

Then in 2003, Myspace became most visited website ever, which allowed the users to share music directly on their profiles.

In 2004, Facebook came into existence and it became the first website to gain popularity in little time. Facebook was enitally launched by Mark Zuckerberg and it had more than 2 billion active users worldwide.

In today's modern world, various social media platforms are there and it offers numerous services in multiple niches. Social media grabbed the attention of a more than 5 billion cellphone users from all over the world. Here are some of the eminent social media platforms.

- Instagram
- Twitter
- Pinterest
- Reddit
- Snapchat
- Whatsapp
- Facebook
- Hike
- Yahoo

Whatsapp:

Whatsapp is a messaging platform, launched in Feb 2009 and fought by Meta. Brian Acton and Jan Koum was a founder of Whatsapp. Will Cathcart is the CEO and the Head of the WhatsApp. This application is compatible with Android, Web and iOS devices. Whatsapp have more than 2 billion monthly active users globally, and it's became most popular mobile messenger site in the world. Whatsapp became most prefferd mode of communication. Whatsapp gives you all the tools you need to stay in touch. Whatsapp is used in over 180 countries. Now whatsapp business also launched in 2018. It was built with the small business owner in mind. Whatsapp Business makes interacting with customers easy by providing tools to automate, sort and quickly respond to messages. It helps to grow business. Wahtsapp business features offers your Business profile, lables and messaging tools. As well as Whatsapp has introduced a payment feature for Android users who are running the Beta version of the app. Whatsapp payments service was launched in November 2020 in India by National Payments Corporation of India. Whatsapp it's a fast way of communication, but everything has its pros and cons of use, so whatsapp has its own too. Whatsapp is a freeware application which can be installed on mobile phones, tablets and other computing devices. It works on VOIP (Voice over Internet Protocol).

Utility of WhatsApp:

Whatsapp is completely free to use and individual can communicate anywhere in the world instantly. It's unable you to share unlimited messages, pictures, videos and documents. It enables you to share links and many more things over the internet instantly. Apart from that individual make voice and videos calls over the internet. As well as individual can share live location. For the business purpose, whatsapp business is there. It makes easy to communicate with large number of audience instantly. Whatsapp business profile is to list important, such as

company's name, address, email and website. Labels are there to organize and easily find your chats and messaging tools helps to quickly respond to customers. By using whatsapp payment user can send money only to those contacts that have registered for whatsapp payment. As well as individual can share their live location, and its very useful to girls, women's for their safety purpose. No advertisements on the screen to annoy the user. All the tools are very easy to use. The whatsapp imports all the contacts of the phone automatically and provide information about who all in your contacts are using whatsapp application.

Disadvantages of Whatsapp:

Whatsapp has really impacted the privacy of the people. Individual can see others profile, their updates easily. This is downside of the technology. Apart from the privacy issue, unverified information shared very easily and there had been cases in India, where the people shared unverified and false information which literally creates major problems. Whatsapp spread the romours among the people of the society. Just like any other social media platform, Whatsapp is also very addictive. Individual constantly distract from their focus and keep on sharing Memes, share status to gain attention. And this is major downside of the whatsapp. And most important whatsapp only works with the numbers. If individual do not wish to share their number, so he/she not to be able to use whatsapp. As well as there is risk to do payment on whatsapp. So that's all the cons whatsapp have. There was limit of 256 persons in a group which can be changed now to 3000 with few settings.

Utility of the Social Media:

Social media has strongly influenced the people and the whole world. We are totally dependent on technology and social media that one cannot even imagine living without it. From making connections through worldwide connectivity, from online businesses to digital marketing, from creating brand loyalty to awareness, social media has tremendously affected our lives. In today's world, technology, including social media, has strongly influenced a person's life. What if there were no gadgets and no social media? I personally agree that technology has multiple uses, but, at the same time, if used excessively, it strongly affects a person's life. Anything, whether it might be technology or social media, if used for a longer period of time continuously it may lead to mental stress, anxiety, inability to think, and so on.

There are millions of users of social media, especially Facebook, Instagram, and Twitter. According to Statista, social media is being used by 3.6 billion users, and there will be approximately 4.41 billion users by 2025. Social media users are increasing day by day due to it is easy to access anywhere and at any time. According to an EMarketer report published in 2019, around 90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers were using social media in the United States. Technology, whether it comes to laptops, gadgets, or social media each and everything has its advantages and disadvantages. Everything depends on how we utilize it. Either we are using it positively or not. It is we who have to decide about how much time we have to spend on social media so that our work doesn't hamper. We have to set a specific time limit for the proper usage of social media because technology cannot replace anyone in our lives. If we look at social media statistics, one user is spending an average of 3 hours per day on social networks and messaging.

➤ Connectivity

One of the most important advantages of social media is connectivity. It can connect innumerable users from any place at any time. Through social media and its connectivity, the information could be shared across the world, and building relationships with each other also become easy. It leads to worldwide connections. Social media creates a feeling of closeness and bond amongst each other.

➤ **Information and Updates**

Through social media, you could keep yourself updated with the information about any happenings in the world or in someone's life. Apart from television, radio, or newspapers, social media helps you to provide correct information by showing the true picture of contents and resources. It helps in showcasing the real-world globally.

➤ **Awareness**

Social media creates awareness in the minds of people. It acts as a medium of information that helps people to do innovations and achieve success through the enhancement of skills and knowledge. Social media has made all people aware of happenings around the world.

➤ **Share Anything with Others**

Social media is the best platform to post anything you feel like. Be it a song, a poem, an artistic creation, a tempting dessert recipe, and much more. It enhances and showcases the creativity of a person and helps in reaching it out to millions of users. You never know by sharing your artistic creations can pave the way for your success.

➤ **Education**

Social media has proved beneficial in the field of education. It makes learning easier by connecting educators and experts all over the world with the learners. It also helps in improving skills by enhancing knowledge and creativity. It creates flexibility in the learning process where learners and educators can connect at their own pace of time.

➤ **Helps in Building Communities**

We all are living in a diverse world where there exist different types of people, i.e., from different communities, religions, and diverse backgrounds. Social media helps in the unification of people by connecting them through the same platform. It helps to build relationships among communities by creating a feeling of oneness. For instance, foodies can join the food blogger community, and game lovers can join communities related to games, and so on.

➤ **Noble Cause**

Social media is used as a platform for noble deeds. For instance, providing donations or funds to the people who are suffering from cancer or thalassemia and are in need of funds to cure it, social media is the best way to promote. Many people use it to help such people who are in need of funds. It is the easiest and quickest to promote a noble cause.

➤ **Mental Health**

Social media acts as a great stress buster or mental health reliever by connecting to various people across the world and building positive relationships with them. There are various groups in social media, and you can come across many people who may help you to fight with stress issues, depression, and isolation. It can build healthy relations with people by generating positive vibes and a happier mood. It improves mental well-being.

Disadvantages of Social media:

➤ **Affects Social-Emotional Connection**

Social media has become a hindrance in the way of social-emotional connection. Be it the wishes on special days or expressing one's feelings, everything has been limited to textual content through social media, which results in a lack of personal feelings and connections.

Earlier people use to visit one's place to wish them on special days, but now they find it easier to send a text message. A person's emotions and feelings cannot be felt through just a text message. So, there is a lack of

connection between people because of social media.

➤ **Lacking Understanding and Thoughtfulness**

Understanding or convey a feeling through word or even a voice isn't possible. You need to be in front of someone to understand what they want to say and feel about you. The same words can communicate a different meaning until you are not able to understand the body language and the way of speaking. Words can express or hide the real meaning. Social media has replaced a real-time face to face conversations. People are busy the whole day chatting online that when they meet the person in real-time, they are unable to understand the feelings, emotions, love, connection with each other, etc. which means that they are so much busy in the virtual world that they forget everything.

➤ **Cyberbullying**

In the past few years, many people, especially children, have become victims of cyberbullying as it is very easy nowadays to create fake accounts and fake profiles and threaten the other person. Cyberbullying has resulted in many suicides, depression issues, etc. People have started using social media as a platform to spread fake news and rumours, which has caused an unhealthy environment in society and the country. Cyberstalking is becoming the biggest threat.

➤ **Hacking**

Hacking is a very popular threat of social media where hackers can easily hack a person's account and data. It has resulted in serious issues in one's life. You will have to become smart to deal with these situations.

➤ **Addiction**

Social media has become an addiction, especially for youth. They are spending their whole day with their smartphones. This addiction has ruined their lives leading to serious issues. Using something is not bad, but getting addicted to it can be disastrous. People waste their productive time and energy both on it. It is time to focus on studies, but teenagers spend their productive time the whole day on social media.

Staying safe on social media:

Today, more than 79% of the population is active on social networks, but many of those people have no idea how to stay safe on social media. Users openly share data, often use poorly protected passwords, and each year millions of people are the victim of social media accounts hacks, had personal information stolen or fell prey to online scams. Most people use social media to stay connected with friends and have fun. However, there are people who don't play by the same rules, and use it as a platform to offend people or cause them harm.

- Set your profiles to private
- Remember anything you post can be shared
- Avoid and Report Duplicate Friend Requests
- Recognise the fakes
- Spring clean your contacts
- Block anyone who bothers you
- Protect your identity
- Watch out for suspicious messages

Conclusion:

The advantages and disadvantages of social media can't be denied. It is fully up to the users how they use it smartly and actively. I hope everybody would like to get the benefits derived from social media, and no one would like to become a victim of it by continuously addicting to it. Though there are few disadvantages of whatsapp, there are

immense advantages of whatsapp. The drawbacks can be overcome by careful attention and proper usage of the whatsapp application. Few suggestions are allow children to use for fixed set duration, keep internet off when you want no disturbance, read the private message & delete it if you want nobody else to read the same, keep the profile very generic, do not share your number with strangers etc. Now, it is your task to think and decide whether social media is good or bad for you? And if you feel that social media is coming in between your personal space, then I would suggest you take a break from it. After all, when you correctly use something, then it fails to hamper your work or life; instead, it productively enhances your life by a creative, healthy environment and inculcating positivity around.

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