RESEARCH ARTICLE

The Impact of Social Network on Human Being

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Abstract

Social network is an online tools and used by people all around the world. It has become the most significant part of our modern life. It has changed our traditional communication ways and many aspects of our today life. It is starting to make a big impact on people's day-today life. Now a day human activities are greatly influenced by social network. It has been found that participation in social network sites provides a number of potential benefits for adolescents. it was found that benefits of online interaction include that it provides a means in which to learn the ability to relate to others, tolerate differing viewpoints, express thoughts and feelings in a healthy way, and practice critical thinking skills. Social network have become a powerful source in shaping public opinion on virtually every aspect of commerce. Marketers are challenged with identifying influential individuals in social networks and connecting with them in ways that encourage viral marketing. Besides this positive impact social network has negative impact on society. By many ways our society is badly affected for social networking.

Keywords: Social network, viral marketing, Communication, Interpersonal relationship

1. Introduction

Social networks are websites which allow users to communicate, share knowledge about similar interests, discuss favorite topics, review and rate products/services, etc. Personal interaction is and has always been an

important function of the human experience. In regards to social networking, the Internet provides a virtual place to spend time and share thoughts and objects with personal meaning, such as pictures and stories, and remain closely connected with friends regardless of geographic distance. In the past relationships were typically developed and maintained by means of face-to-face interaction and verbal or written communication. But today people can easily access and exchange information through technology. By means that technologies change the human intercommunication process. It is considered that the relationship between Internet use and the aspects of social involvement and psychological well-being. It was considered that the users increased their social network involvement and feel less lonely, less affected by stress, and have improved mental health. However, the results found opposite. We found between increased Internet uses and decreased social involvement, feeling lonelier, and increase depressive symptoms.

2. Social Network Activity

Social network is an online tools and used by people all around the world. It has changed our traditional communication ways and many aspects of our today life. Social network [1] such as Facebook, LinkedIn twitter etc. has created for a single purpose as individual's communication. But today social network is not only restricted in communication field, it has been spread out in many others fields such as Learning, Marketing, political Landscapes etc. But still communication is the number one. Many people use social networks to communicate with their friends who live in other cities, even other countries. There are many situations that do not allow the use of telephones this is why social network is acceptable by everyone. This social network allows you to communicate not only friends but also the people who are not familiar to you. This social network creates new methods to make friendship. These new friends can communicate each other through this social network. However this social network is not only the way for standard communication with each other's. Social network plays a vital role in learning. Everyone who starts using social network can gather much knowledge about communication skills and generally become a more literate. This method is more appropriate for students. Teens who start using social network can improve their communication skill early that will be very helpful for them. Huge information availability in the social network anyone can be intelligent as they desire. Social network enabled greater awareness among political leaders and social network site users. General citizens can express their view about politics and political leaders. They can learned by someone posts in social network that a friends from different political views. They also can share a political view or issue in social network and can realize their feedback. One can know everything's about a political team. Social networking sites have become places where political conversation, debate occur, especially during campaign seasons. The political leaders can know about their acceptability among citizens. They can share their future steps among social network users. Social network is altering the way product marketing has been done in the past. The whole marketing has been changed and rather than investing in channels ads, companies are becoming more consumer-centered and interact over social networking site. When the companies join the social network, consumers interact with them. This interact allow the followers to comments made by the product being promoted. By repeating the message, all of the user's connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. However 80% of the social network users are youth, because of that the companies are going to advertise their product through.

3. Interpersonal Relationship on Social Network

Social networks are becoming the modern way to make friends. This allows one's social circle to expand. On these networking sites, users normally create pages that represent them in some way. They post pictures of themselves and their friends. Their friends comment on these photos. This concept seems simple enough. But it is different from other users depending on the age of the users. Adults seem to be more mature about what they post or share and how they interact online.it is more likely to the adult world. Use their profile

picture as a way of showing themselves, their family or a recent tour they took. This is a way of representing yourself online. Teenagers however use this social networking site could be dangerous. In this stage of their life they only care about what they need to express their peers. They try to be mature by using this social networking site. Teens gain popularity through the interesting status they post. The adolescent need to be cool. They try to get attention of young girl by showing them mature. Sometimes they make affair or relationship and harm their real life. By using this networking site people can communicate with everyone who lives others city or country. Many don't even realize that they have ruined their other friendships. Why do we do this to ourselves? Why do we create connections with people who we don't know, or even care about? Social networks may form shallow friendships but the connection makes you feel as if you are not alone. This fear is why we allow ourselves to act against our brains and our hearts. Friendship is about being there for each other and being able to tell each other about important issues. It is not about whom comments on Facebook quicker. These social networks allow an individual to have thousands of "friends." However, these supposed "friends" are really no more than strangers. On these web sites we allow strangers onto our page for many petty reasons, such as having the same taste in music, movies, games, religious or areas. We spend more time with these people online, when we should be spending time with our real life friends that we've known for years. This lack of dedication to our real life friends leads to shallower friendships. Many people care for their facebook friends, but they don't even know what their lives are like. Many of those people know the little problem of their stranger facebook friends, but don't know whether any of them are struggling with major life issues. This is a common occurrence in online friendships now.

4. Communication and Conflict Resolution

Become successful in life require attaining a set of skill, for example the ability to communicate with others and work through conflicts. These are acquired through personal life experience. Adolescent are widely use the internet for interpersonal communication. How properly a man communicate to other is very important for success in life. Today people communicate each other through social network (messaging, chatting, video conferencing etc.).It's like virtual communication not face-to-face communication. In face to face communication some conflict can be generate. This highlights the value in presenting opportunities to practice these skills to prepare for real life situations. The overwhelming trend for using social network for communication which declines the face to face interaction which results in decreased the ability to handle real life conflict. In analyzing data from a study of adolescents with close online relationships, it showed that a disproportionate number reported high amounts of conflict with their parents as well as low levels of communication with their parents. In another study, adolescents who engaged in online communication and felt frightened or that they were in significant trouble did not reach out and communicate with their parents. Social networking relies on technology and is conducted over specific devices with no presence of face-to-face interaction, which results in an inability to access interpersonal behavior and signals to facilitate communication. It has the possibility that relationships can become volatile and unpredictable.

5. Drawback of Social Network

Social networking is very popular among young adults and that participation in social networking activities is highly common in today's technological society. Avoiding social network today seems back datedness. The services of social network are free, but social networking websites earn huge amount of money. How it possible, the answer is that, the social network user, is the product these online giants sell to generate revenue. In social network, there has less privacy. Private information that becomes public [2]. Research showed hyper-networking (more than three hours on social networks per day) and hyper texting (more than 120 text messages per day) correlated with unhealthy behaviors in teens, including drinking, smoking and sexual activity. Hyper-networking was also associated with depression, substance abuse, poor sleep patterns, suicide [3] and poor academic performance. It seems that social network brings people together

across the Internet, in a larger sense it may create social isolation. As people spend increasing amounts of time on social networks, they experience less face-to-face interaction. Social network user is addicted with it. It takes valuable time of him. At the leisure time who was gossiping, reading, travelling now he staying in the corner of the house with Facebook. Gradually Facebook demolish the creativity. It hampered the innovative thinking power. It decrees the potentiality and our society going in fallout emerging [3]. Sometimes teenagers like to take relationship from social network and hamper their personal real life. Sometimes suicide case occurs by social network for many offensive reasons [4].

6. Conclusion

Although many people around the world use social networking, it should only be used as a tool. Social networking aides long distance communication greatly but there must be a stopping point. It cannot become our main form of communication and interaction. There are positives to this new technology but nowhere do these positives outweigh the negatives. If we continue overusing the aid of these sites, then it will keep effecting our communication, self-expression, bullying, isolation, friendship and humanity in negative ways. There is nothing that can substitute for personal interaction. Social networking is the problem and we must eliminate its overuse for the sake of our fut.

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