

## Positive Aspects of Social Media in Various Fields

S. Nagalakshmi

Government Arts College for Women-Krishnagiri

Corresponding Author: [snaggaa79@gmail.com](mailto:snaggaa79@gmail.com)

Available online at: [www.ijcseonline.org](http://www.ijcseonline.org)

**Abstract**— Now a days, social media plays an important role in our life we are using it to keep in touch with our friends and relatives. These tools are very useful when we talk about business too. In this paper we cover all aspects of social media with its positive effect. Social media is an integral part of today's society. Social media changes the way people interact with each other by offering more convenience but less quality. On the positive side, Social networks can act as individual tools for professionals to market their skills and seek business opportunities. Here we cover every aspect of social media with its positive effects. Some of the 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”. Focus is on the particular field like education, Healthcare, business, aerospace, youth, chemical engineering and society.

**Keywords**— Business, Chemical Engineering, Education, Healthcare Social Media

### I. INTRODUCTION

Social media focus on the forms of electronic communication such as websites for social networking and micro blogging through which users create online communities to share information, ideas, personal messages and videos. In this paper we study various social networking sites, various areas (Business, Education, Health, medical, Chemical engineering and youth etc) in which social media is extensively used in these days with its positive aspects. Some social media types are Social networks [facebook, linkedline]

Bookmarking sites [pinterest, flipboard]

Media sharing [Instagram, snapchat]

Microblogging [Twitter, Tumblr]

Blog comments and forums.

- Social media provides parents an opportunity for open communication.
- Social media can help students learn essential job skills.
- Social media can lead to more communication.
- Students can use technology to form study groups.
- Social media provides a platform to showcase technological savvy and creativity.
- Social media offers students a way to stay in touch with friends if they move.
- Students can leverage social media to promote their civic engagement.
- Students can utilize social media to spread social awareness and kindness.
- Students can learn new things from social media.

### II. REVIEW OF LITERATURE

Social media is used to market products, promote brands, connect to current customers and foster new business. The advantages of social media include: Increased connectivity- The connected state of social media allows you to connect with many people around the world who may share common interests. Social media is used for many purposes which are to exchange ideas, feelings, personal information, pictures and videos. Social media strategy will greatly increase our brand recognition engaging with broad audience of consumers. Some expels on positive impact social media.

- Younger students can feel empowered by teaching older relatives how to use technology.

Social Media is an innovative idea with a very brilliant opportunity with additional scope for advancements. With the advancement of social media many organizations are making use of this medium to better their practices. With the use of social networking we can advertise or communicate in a more efficient way. Likewise people don't have to rely on the media or TV to get their daily dose of news it can all be obtained from a social networking site. People can track or get information from all over the world.

### III. SOCIAL MEDIA SITES

Some of the most popular sites are Facebook, Twitter, Skype, jobsites, LinkedIn, Instagram, WhatsApp etc.,

**Facebook:**

Facebook is a popular free social networking website that allows registered users to create

**Twitter:**

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Twitter is micro blogging. Twitter, and 'tweeting', is about broadcasting daily short burst messages to the world.

**Skype:**

Skype is a telecommunications application software product that specializes in providing video chat and voice calls from computers, tablets and mobile devices via through internet to other device or telephones/smart phones. User can also send instant messages, exchange files and images, send video messages and create conference calls.

**LinkedIn:**

LinkedIn is the largest and most dominant social network in the professional arena. Totally different from the likes of Facebook, it is used for maintaining a professional personal and brand. Other uses LinkedIn include finding a job, networking, recruiting new employees, getting sales leads and even getting your business news.

**Instagram:**

Instagram is continuing to build out its messaging section with a new feature that's already found in popular apps like Facebook messenger and WhatsApp. From the direct messages screen, people we follow or have previously chatted with can now see when you were last using Instagram.

**WhatsApp:**

WhatsApp messenger is a cross-platform instant messaging application that allows iPhone and BlackBerry, Android, Windows Phone and Nokia Smartphone users to exchange text, image, video and audio messages for free. WhatsApp is especially popular with end users who do not have unlimited text messaging.

#### IV. SOCIAL MEDIA ON EDUCATION

Social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient. Technology has shown a rapid development by introducing small communication devices and we can use these small communication devices for accessing social networks any time anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc. For the purpose of education social media has been used as an innovative way. Students should be taught to use this tool in a better way, in

profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues. This site which is available in 37 different languages.

the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good. Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each through various social sites like Facebook, Orkut, and Instagram etc. By reflecting on educational background and gaining exposure on social media builds social credibility and students come across as people who can offer their expertise in specific fields.

#### V. SOCIAL MEDIA IN HEALTH CARE

Patients are using social media to research and make decisions, especially in regards to healthcare. By engaging and interacting on social media sites, healthcare organizations can help revitalize the word of mouth referrals and eliminate barriers that were created by the lack of communication. Sharing of Doctors prescriptions to friends, relatives and colleagues which make Consulting Doctors online anywhere and anytime. Sharing Suggestions among friends, relatives and colleagues about various diseases and its symptoms to access information in developing regions. Support and mutual accountability on online health forums to Support for health-related causes. Helping health services to prioritize critical cases to Increased accountability to consumers and More data available to health researchers.

#### VI. SOCIAL MEDIA ON BUSINESS

Numerous advantages of social media communication create better customer service and increased sales. Social media is one of the most important communication channels for businesses. Companies that are serious about reaching customers can't afford not to invest in. Social media is the new area in marketing that includes business, organizations and brands which helps to create news, make friends, make connections and make followers. Business use social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Social media provides the benefit as a communication platform that facilitates two way communication between a company and their stock holders. Business can be promoted through various social networking sites. Many of the organization promotes their business by giving advertisement on the social media in order to attract maximum users or customers. Customers can connect and interact with business on a more personal level by using social media. If an organization has established a brand, social media may help this organization to develop the existing brand and give the business a voice. With the help

of social media organization can make their strategy to promote their organization.

### VII. SOCIAL MEDIA ON AEROSPACE

Here we are proud to offer up to date machinery and hot forming capabilities for a wide span of companies. Our team of leaders make it a priority to keep up with the latest equipment and updates going on in our industry. There are many online outlets looking for the latest updates on the aerospace industry. In the past, we have suggested a handful of blogs and publications to follow, but another alternative way to find relevant news in on social media. The professionals in the field on social media is a great way to expand our knowledge of changes and advances within aerospace. By using social media instantly have access to the profiles of industry journalists, pilots, CEOs and more. The organization is the second largest aerospace, defense and security company in the world document storage and team collaboration are seen to offer significant benefits, including increased and provided a very good insight into the use of social media technologies.

### VIII. SOCIAL MEDIA ON YOUTH

Nowadays social media has become a new set of cool tools for involving young peoples. Many young people's day to day life are using by the social media Youngsters are in conversation and communication with their friends and groups by using different media and devices every day. In past years it was seen that youngsters are in touch with only friends and their groups in schools and colleges. But nowadays youngsters are in contact not only with known friends but also with unknown people through social networking sites, instant messaging etc. According to BBC news research they discuss that 67% Facebook users are very common and well known social media portal consist of the youth and students, so these praise the fact that the youth and student have more focus and relation. Throughout the country teenagers frequently use the web, mobile phones, online games to communicate and gather information with each other.

### IX. SOCIAL MEDIA ON CHEMICAL ENGINEERING

The main role of chemical engineers is to design and troubleshoot processes for the production of chemicals, fuels, foods, pharmaceuticals and biological just to name a few. They are most often employed by large-scale manufacturing plants to maximize productivity and product quality while minimizing costs. Chemical engineers help develop processing systems that more efficiently manage waste disposal. Chemical engineering plays a major role in food processing that helps companies make food consumable in a more affordable and healthy way. Why this chemical process important to society is the oxygen in air is

a very reactive chemical and is important in many chemical reactions such as combustion, rusting and the reactions by which we get energy from the food we eat. Employment of chemical engineers is projected to grow 8 percent from 2018 to 2028 about as fast as the average for all occupations. Demand for chemical engineers services depends largely on demand for the products of various manufacturing industries.

### X. SOCIAL MEDIA ON SOCIETY

As we all are aware of social media that has an enormous impact on our society. Many of the social media sites are most popular on the web. Some social media sites have transformed the way where people communicate and socialize on the web. Social networking sites render the opportunity for people to reconnect with their old friends, colleagues and mates. It also helps people to make new friends, share content, pictures, audios, videos amongst them. Social media also changes the life style of a society.

### XI. CONCLUSION

With the use of Social Media, It is better to understand the customer requirements. As the technology is developing, the web-based social networking has turned into the routine for every last individual, people groups are seen dependent with this technology consistently. Online networking has expanded the quality and rate of coordinated effort for students. Business uses online networking to upgrade an organizations execution in different courses, for example, to fulfill business goals, expanding yearly offers of the organization. Youths are found in contact with these media every day .Social media has different merits yet it likewise has a few faults which influence individuals contrarily. False data can lead the training framework to disappointment, in organizations wrong promotion will influence the productivity, online networking can manhandle the general public by attacking on individuals' security, some pointless sites can impact youth that can end up plainly savage and can take a few wrong activities. Last but not least, all the citizens are advised to adopt the positive aspects of social media.

### REFERENCES

- [1] S.Shabnoor,S.Tajinder,*Social Media its Impact with Positive and Negative Aspects* IJCATR, Volume 5– Issue 2, 71 - 75, 2016
- [2] Bin Zhao et al., "*Online Detection of Unusual Events in Multimedia via Dynamic Sparse Coding*", 2011.
- [3] Nagar, Himanshu, Chetna Dabas, and J. P. Gupta. "*Navie Bayes and K-Means Hybrid Analysis for Extracting Extremist Tweets*", *ACM Conference*, pp 27-32.
- [4]<https://www.schooliseasy.com/2014/02/social-media-in-the-classroom/>
- [5] <http://www.edudemic.com/how-students-benefit-from-usingsocialmedia/>

- [6] <http://blog.hootsuite.com/social-media-for-business/>  
[7] <http://www.automatedbuildings.com/news/sep11/columns/110826030404mandrusiak.html>  
[8] [http://www.practicalparticipation.co.uk/yes/what/what\\_does\\_it\\_change](http://www.practicalparticipation.co.uk/yes/what/what_does_it_change)  
[9] Impact of Social Media on Adolescent Behavioral Health in California, Source: (Lenhart, 2010) except for Online video sites  
[10] <http://www.business2community.com/social-media>

### Authors Profile

---

TITLE : POSITIVE ASPECTS OF SOCIAL MEDIA IN VARIOUS FIELDS

NAME : NAGALAKSHMI. S

DESIGNATION : GUEST LECTURER

DEPARTMENT OF COMPUTER SCIENCE

GOVERNMENT ARTS COLLEGE FOR WOMEN,

KRISHNAGIRI – 635002.

E-MAIL ID : snaggaa79@gmail.com