Abstract — the purpose of this paper is to get clear view or perception of the use various social website and their impact on our daily life. As in this busy world people do not get much time get together so the social media play important role in our social life. In this research paper also some factors are being highlight ended which are inevitably related to this topic the purpose of this research is to give the audience more ideas which is about the social media.

Keywords — socialmedia, business, communaction, society

I. (Introduction)

There is a growing number of literature on social media[1][2, 3][4][5, 6] "social networking" allows to the extensive variety of Internet-based and versatile administrations that permit clients to take an interest in online trades, help client made substance, or join online groups. Also Through the utilization of social networking, individuals can trade photographs and features, offer news stories, post their musings on web journals, and take part in online discourses. Social networking additionally permit people, organizations, associations, governments, and parliamentarians to interface with vast quantities of individuals. In conjunction with the increment in online movement Social media has a positive impact more than the negative effect. If we consider social media as a source of advertisement, social media helps the marketers greatly in terms of advertisements. Marketers keep track of how many users are using which social media. The marketers also keep track of what products and what brands are people interested in and which company websites they browse mostly.

Based on this information, they advertise their products on social media according to the interests.

Social media has become one of the most indispensable features of our lives. Big business companies partly rely on social media. Because ordinary people are getting more interested towards social media, they end up spending a lot of time on social media. Marketers use that advantage and advertise their products. When the advertisements
show up on social media, people want to find out what the advertisement is about. And marketers post the advertisement based on the users taste. As a result, when people become interested in their products, they go to their website and buy the product. Social media also helps businesses with advertising events. Any company can post their event on social media; people can see it and attend the event. Therefore, social media has become more convenient. Social media opens door for networking. Not only for businesses, there are a lot of big organizations and charities that collect donations through social media. Social media has become very important in our lives. From a mere person to person communication to a very big business corporation, social media is very essential.

“Along with other social networking Web sites, Twitter. For example, some members use Twitter or other social networking Web sites to transfer information about their official actions or policy positions to the general public [8] p. 232.”

**Business with social media**

“In the era of social media marketing managers control over the content, timing, and Frequency of information is being severely eroded. In the new paradigm, information about products and services also originates in the marketplace[9] p. 360

Kietzmann, Hermkens [10] argued that social media is very powerful because it include the pictures and communications about brand happens.

![Figure 1: Structural model of social media](image)

**Effect of social media on society**

“New social media – YouTube, Twitter, and Facebook – along with online bloggers and mobile telephony, all played an important role in communicating, coordinating and channeling this rising tide of opposition and variously managed to bypass state controlled national media as they propelled images and ideas of resistance and mass defiance across the Middle East and North Africa. The startling and dramatic scenes from Egypt {26}”

**People**

People in the other word we can say the main subject of this paper who is affected the dependent variable social media most. According to a recent poll, 22% of teenagers log on to their favorite social media site more than 10 times a day, and more than half of adolescents log on to a social media site more than once a day.2.”[12] P.800.

**Communication**

“Social networking Websites (SNWs) have gained tremendous popularity in recent years. They are defined as “Web-based services that allow individual also to construct a public or semi-public profile within a bounded system [7]. 86.”

The four important variables that are effected by social media have been mentioned previously i.e. business, People, Communication and society need to be broken down into further factors which in turn affect them in order to understand each variable in a detailed manner. The relationship between the sub factors and the variables needs to be analyzed to understand the effect of the variable on the main goal.
EXPLANATION AND DISCUSSION

This research paper is based on the social media’s effect upon people their daily life moreover upon the whole culture of society. Among thousands of affected areas I identified the most four important factor that is fully influenced by social media.

Social Media (Dependent Variable)

Social media is the social interaction among people in which they create, share or exchange information, ideas, and pictures/videos in virtual communities and networks[11]. Social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals. These changes are the focus of the emerging field of technose lf studies.

Social-media technologies take on many different forms including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. Technologies include blogging, picture-sharing, blogs, wall-posting, music-sharing, crowd sourcing and voice over IP, to name a few. Social network aggregation can integrate many of the platforms in use.

Out of the thousand of variables that are affected by social media in a positive or negative way, the four most important ones chosen are 1) society 2 People 3 Communication 4 business)

As per figure: the four variables in this paper is going to elaborate those independent variables in more details.

Society

“New social media – YouTube, Twitter, and Facebook – along with online bloggers and mobile telephony, all played an important role in communicating, coordinating and channeling this rising tide of opposition and variously managed to bypass state controlled national media as they propelled images and ideas of resistance and mass defiance across the Middle East and North Africa. The startling and dramatic scenes from Egypt {26}”

People

According to a recent poll, 22% of teenagers log on to their favorite social media site more than 10 times a day, and more than half of adolescents log on to a social media site more than once a day.2.”[12] P.800.

In the era of social media marketing mangers’ control over the content, timing, and Frequency of information is being severely eroded. In the new paradigm, information about products and services also originates in the marketplace[9] p. 360. With some good effect social media has some bad impacts to our life too social media website (Facebook) influences the desire to use it again. Study 4manipulated the breadth of the goal frame and thus whetheran alternative consumption could be considered a substitute for a focal one[13] p.4.

Communication

Communication (from Latin communicated, meaning "to share") is the activity of conveying information through the exchange of ideas, feelings, intentions, attitudes, expectations, perceptions or commands, as by speech, non-verbal gestures, writings, behavior and possibly by other means such as electromagnetic, chemical or physical phenomena and smell. It is the meaningful exchange of information between two or more participants (machines, organisms or their parts)[14]

Business

Social networks and blogs allow people to form connections with other users and brands, and to share messages, news, videos, photos, music, and ideas. Sites including Facebook, Twitter and
YouTube are some of the most talked about, and most visited destinations on the web.

As a website owner, social media offers an opportunity to connect and interact with your customers, promote your brand, and drive traffic to your site. Getting involved in social media can also create a more human face to your business and be fun at the same time. Social media sites allow companies to share news and ideas and distribute promotions.

Social networking websites allow individuals to interact with one another and build relationships. When companies join these social channels, consumers can interact with them and they can communicate with consumers directly. That interaction feels more personal to users than traditional methods of strictly outbound marketing & advertising.

**CONTRIBUTION AND NEW INSIGHT**

The model is essential to analyze the relationship between social media and its various determinants. There are a huge number of factors that are effected by social median. Importance of this research paper and findings is to realize that it is an essential part for one to understand the effect of the various determinants on the concept of social media. However, the variables chosen i.e. Society, People, Communication and business are some of the most important ones.

It is important to understand the effect of these determinants on social media as it will enable the business, communication and people success on a personal level, help them to perform better. Close attention to the various factors will help improve the productivity. This will ultimately help the organization in accomplishing its objectives.

The most essential highlight of this review is that this crucial concept of social media has gained a lot of profound importance in recent times and it is a vital parameter used to evaluate the organizational effectiveness of an organization. It is also the basis on which the effectiveness of the social changes is evaluated. Hence, this concept cannot be ignored. [16-26]

**CONCLUSION**

Social networking give a method for staying in contact with companions, relatives and groups. Social networking additionally permit organizations, associations, governments to achieve vast quantities of individuals. Social networking website have had a positive impact on our life such as learn new things, on society and communications. In this research, we explained how social media helped people in political sciences. The purpose of social media such as Facebook, and twitter is to help people to communicate with other people. Social media allows people to make new friends from different countries. People should use social media because it has many advantages on our life. One of the biggest advantage is we can get more information which are about marketing or politics. In addition, social media helps business people to achieve their goals by showing their products. Our research shows how it easy to take more advantages of social networking website, and how it will helps people in their future.

**Reference**

[1] Mergel, I., *The Public Manager 2.0: Preparing the Social Media Generation for*


