Social Media Change Our Life

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Abstract. With the development of technology and social media constantly improving, it influenced our life. Also, now it attracts more and more people to use the and now it become a social currency for people. "YouTube and Facebook always dominate the online landscape but the using of YouTube in the majority, reporting ever using these sites." Social media not only make our life being interesting but also give us some pressure. Even social media may wrong someone because in the social media if we want to slander someone is very easy but if someone want to explain is very difficult. These affect all from social media, it is a double-edged sword.

Keywords: Consumption · emotion · disease · brands · advertising

1 Introduction

YouTube and Reddit were just only two platforms measured that have a statistically significant growth since 2019. In the past we only can use letter to connect with others but now many people use social media. So, the social media have a big influence. However social media not only make us connect being convenient but also have effect in many other areas for example: people's emotion, people who need help, people's consumption, the effects of brands or the effects of advertising, it even can help us fight the disease [1].

1.1 Social Media Change Our Life

1.1.1 The Influence of People

Qingya Wang, Wei Chen, Yu Liang showed us "Ninety percent of students spent their times on some entertainment activities there were not have many college students who like to spent time on social". With the technology is growing fast so more and more people use the social media to contact with other people." I think it reduce the chance about the communication of face to face [2]. But, Munmun De Choudhury, Michael Gamon, Scott Counts, Eric Horvitz showed us an example:" We find that social media can reflect the useful signals for people who are in the depression, as measured through decrease in social activity, negative affect increased, highly clustered ego networks, heightened relational and medicinal concerns, and greater expression of religious involvement." So, I think social media is a double-edged sword it not only affects people's social contact it also helps people's mental health [3].

1.2   Social Medial Change People's Consumption Customs

Lukas P Forbes showed "More surprisingly, 52% users under the age of 22 think Twitter were the tool used most frequently to get their product recommendation. It reflects more and more people use social media to get the information about new products and many people use social medial to find something they like." That means people usually use social media to get the information especially for young people. So, I think social media change our consumption customs [4]. "'social networking sites' is usually used social media to replace. But, that's two different things because the social media can allow people have a close contact by generating personal information profiles and it can invite your colleagues or friends to have access to those profiles"[5].

1.3   The Influence of Emotions

Betul Keles, Niall McCrae, Annmarie Grealish showed us "have two mean reasons [6]. First of all, A report by the Young Health Movement & Royal Society for Public Health, showed sedentary lifestyle has a harmful effect on psychological health for young people. Next factor is the effect of relationship between the use of social media and psychological health are all social support. Adolescence is an important period for adolescent and social status also most of this development is now rely on the social media. Because the adolescent limited power for self-regulation and they always feel the pressure from peer people, so they are at big risk of developing mental disorder." So, I think social media has many areas to affect people's emotion.

2   Social Media Changes Many Areas

2.1   The Influence of Marketing

Social media marketing has many different with the traditional marketing. İrem Eren Erdoğmuş, Mesut Cicek showed: "So, it requires special attention and strategy building to achieve brand image and improve the loyalty with the consumers" [7]. This research reflects: (1) offers attractive activities (2) offers relevant things (3) offers the popular things, (4) using many different platform and use social media to spread.

"Brands also can find the leaders of their market's target and employ they talk about their activities then attract other people interact with them on social media."[8]. Also In2018,when NIKE set up 30th anniversary they published an advertisement <<Dream Crazy>>. It's about people who keep moving to achieve their dream's story. They put this movie on the social media then more and more people were attracted by the movie. Now the propagation speed of marketing is very fast, and it even will be viral marketing, these all means social media change the traditional marketing, it makes marketing have more ways. So, I think social media is an important part of the marketing.

2.2   The Influence of Advertising

I think advertising is a method that people can learn about the new product, but the disadvantage is people can't compare with other product. People like to know more

product, but advertising can't give people too many choices. However, social media can give people more choices. Like Adnan Veysel Ertemel, Ahmad Ammoura showed: "Because no one like to make bad choice when they purchase, what social media provide a smart choice more than a bad or just many choices." So it reflect many people like to show their things on social media, it give people more choices [9]. Many people use the social media to marketing. Sajjad Husain, Ali Ghufran, Dhani Shanker Chaubey showed: "In 2014, ninety-two percent marketers said that social media marketing was very important for their job, with eighty percent reaction their efforts increased traffic to their websites." It reflects most people think social media can help them to marketing and it make many people know the brand or company [10]. "The India Government announced lock-down the countrywide as a preventive methods for the break out of COVID-19 on 24th March, 2020. Government also use many different method to tell people the perniciousness of the disease. They are trying different modes of propagating information for example: TV, social media, internet, radio, even using the slogan like "Staying home, Staying safe", "Being clean, Being healthy" [11].

2.3   The Influence of Brands

Murugesan Saravanakumar, and T Sugantha Lakshmi showed us "Dell try to use the power of social media with its large popular Idea Storm website to appeal people, where users can add thoughts or give some suggestion for new function and enhancement, choose them up or down, and comment on submission. Starbucks has also started to use the method of My Starbucks Idea Site to attract people." One of them popular reason is they all use the social media to spread and people also can comment on their website and, they improve consumer's degree of participation. So, it can attract more and more people if it has many good comments [12].

SyaharizadBinti Abdul Razak and Dr. Nor Azrin Bin Md Latip showed us: "In today's business world, marketing activities through social media allows customers and companies can share and discuss information with each other." Social media has many effects for example: 1. It can make brands have a high-profile because social media have a fast propagation speed. 2. It can help brands attract new consumers 3. It also can help brands build a good brand image or a nice brand awareness [13]. Many brands use social media to attract people such as: LV, NIKE, MLB…So, I think the social media is promote brands to spread because the promotion or marketing of the brands in social media have a huge page view, so it makes social media being a better platform for marketing.

3   The Convenience of Social Media

3.1   The Influence of Diseases

Ashish Goel, MD, MPH and Latika Gupta, MD, DM showed: "With the COVID-19 appeared, more and more people used e-consultations and begun to accept the outcome of patient-reported [14]. Therefore, governments of developing countries are recognizing and make the virtual consultation and remote health care delivery legalization." That is a great change because more and more people agree with the social media. Also, social media give us many conveniences such as: online consultations, online appointment register.

"Now, In some cooperative social media networks, it can lead the way advance by supplying useful observations of scientific in an organized method to people"[15]. When the Covid-19 began many doctors use social media to spared the information of epidemic prevention and many people use the social media to find a way of buying gauze mask.

Allison E Aiello, Audrey Renson, Paul Zivich Annual review of public health showed us: "Digital surveillance has been conducted for multiple health events using various sources of search query data, for example: using Google to search dengue virus incidence and using Google to search vaccine effectiveness." Also when the Covid-19 began Baidu Map supplied the information of the number of people who wait for nucleic acid testing. This research reflects the social media have a big effect when the disease breaks out.

3.2 Social Media Maybe Can Help People Pull Through the Difficult Times

Irwandy Widjaja, and Aditya Wardhana,and Setio Budi Deni Widodo showed us in Indonesia has a lot of distribution difficulties so there needs more appropriately qualified personnel handling ARV logistics [16]. Then some people use e-mailing a Facebook screenshot for help. Then many people knew that, so the problems are solved faster than before and there has been improved the communication between the IAC and the AIDS sub directorate even the project has increased the community voluntarism and engagement. So, I think the social media may can help people when they need help. Also when some people suffer from illness but they don't have enough money to treated then they can use social media to ask for help such as: Shuidchou, International Committee of the Red Cross. When people need help these all can help them.

3.3 The Challenges of Social Media

1. Not everything can call social media for example "Google Maps or logistical systems for large-scale transportation services. Just like we need to research the non-location-based social media." [17].
2. Lee Humphreys showed us another challenge is: "Although the users of mobile equipment in the world, but how to employ the mobile social media users is a big problem. Also, privacy problem may make many users to close off their public access to their use of mobile social media." That means the privacy things is also important because not everyone like to show themselves.

These challenges help social media being better, so I think in the future social media also has many questions need to solve.

4 Conclusion

To sum up, social media give us convenience and change our life but at the same time it be full of challenges. It not only effect our emotions but also help our life being more scientific and technological. Also the social media have some bad effect: 1. Some teenagers gets some stresses from their peer friends on the social media. 2. Some wrong news will make people feel rattled… But I still think in the future social media will have more help on our life and in the future social media also can overcome these problems.

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