



TO STUDY THE IMPACT OF SOCIAL MEDIA ON SOCIETY USING STATISTICAL TECHNIQUES

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ABSTRACT

Social media is a platform for people to discuss their issues and opinions. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allow people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. In this paper we cover all aspects of social media with its positive and negative effect. It gives people a way to stay in touch with people who live far away. It lets people share fun, interesting and informative content. It gives businesses a way to engage with customers.

KEYWORDS: *Social media, Society, Chi-square test, hypothesis testing.*

INTRODUCTION

Social Networking Sites have become prominent part of life for many people today, be it youth, the working lot & even the elder people. There are more than 2.3 Billion worldwide active social networking sites users. Most people engage with social networking sites without thinking, what are its effects on their lives, whether it is positive or negative. According to various research studies in the field of online social networks, it has been revealed that these

sites are impacting the lives of the youth as well as the society greatly. Social networking sites play a huge role in modern day politics & are one of the most valuable assets that political parties use to gain votes. We can take a look at the recent election campaigns in our country & see how all the parties have spent millions on social networking sites to help tarnish each other's name & policies.

Social networking has changed the way people interact with each other forever. Also there are