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ANALYTICAL STUDY - HOW SOCIAL MEDIA INFLUENCES HUMAN BEHAVIOR?

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ABSTRACT

According to Aristotle, human beings are "social animals" and therefore naturally seek the companionship of others as a part of their wellbeing. In this digital universe, the only medium that makes an individual socially paired is the various social media platforms made available to them. These platforms have eased the communication process with on touch sharing of content and by allowing people to comment/like posts and follow each other. Thus, everyone is creating their own virtual society called "social sphere" every second to connect themselves around the globe. The downside of this virtual society is that it has paved its way towards increasing the communication gap between families, for instance telephonic conversations have now decreased exponentially as online interactions are amplified. Social media has pre-dominantly laid its impact on human behavior; it has now started affecting the way we humans communicate, work and build relationships (formal/informal). This paper primarily focuses to study the dynamic between social media and human behavior and to develop a suitable model using AI which predicts most influenced users with this virtual interactions and try to provide alternatives.

Keywords: Social animals, Social Sphere, amplified, human behavior, virtual interactions, AI

BACKGROUND

Compared to earlier, the connection of human life to the social podium has increased by leaps and bound. This recently created space is user driven; content here is created and discovered at million bits per second and is not owned by the creators of the platform. Being a user driven space, content here has the liberty to breathe and tap to its own feat, and influencing owns a huge impact on people using such platforms. Various platforms have created diverse **ecosystems** that are intricately weaved into human life making it an integral part of our everyday routine. Social media has paved its way so strong that imagining life without it is inevitable. Constantly being in such ecosystems affect-the human brain and its functionality in various ways out of which most are still being researched by the scholars as a result of Digital media causes **mood swings** and **emotional fluctuations** which have a long term severe effect on the behavior. Behavior is a combination of actions, perceptions and emotions. Emotional instability like depression and **FOMO** (fear of missing out) are some of the known effects of digital platforms. Being constantly around such ecosystems gives humans a **dopamine rush**, the same chemical in the brain that makes us feel happy, allowing users to stay back longer. Existing perpetually around these ecosystems release dopamine, the same chemical that makes us feel happy, into the brain, ultimately hooking the participants to their screens. Our focus in this research paper is on understanding the **long-term** effects of such platforms and the behavioral changes caused by their **perennial** use.

OBJECTIVES

Our objectives throughout this research paper are to address implications of social media such as:-

1. The Dopamine rush while using social media.
2. The after effect of using social media for a certain period of time.
3. The long term effects on human behavior and behavioral patterns.

PROBLEM STATEMENT

Internet Age has developed a new society for every individual, transforming lives in ways different than ever which includes the way they interact, communicate, present themselves to others, and so on. The possible
