



Social Media - Transforming Society

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Abstract: As we know, Social media is seen as the dawn of a new era for mobile and web-based technologies to create a social network in a virtual world through a collection of online communication channels. In this paper, we have explored some prospects of the growth and popularity of social media sites which has increased tremendously. Majority of the people with internet access are active participants of these sites. It gives us a platform to share our views, opinions and thoughts. We have also described the brighter and darker sides of gradual variation of accessing or using the social media for better opportunities.

This paper discusses what social media have from a human perspective, depicting its various benefits and pitfalls; also highlighting some of the ways with which one can overcome these challenges. The specific contribution of this paper is to re-look at the opportunities and the foundational components which social media is able to create for user's perception.

Keywords: social, communication, web, media, awareness, internet, impact, community

I. INTRODUCTION

Social Media is seen as the dawn of a new era for mobile and web-based technologies to create a social network in a virtual world through a collection of online communication channels [1]. It is best understood as a group of new kinds of online media, which share most or all of the following characteristics:

A. Participation:

Social media encourages contributions and feedback from everyone who is interested. It blurs the line between media and audience.

B. Openness:

Most social media services are open to feedback and participation. They encourage voting, comments and the sharing of information. There are rarely any barriers to accessing and making use of content – password-protected content is frowned on.

C. Conversation :

Whereas traditional media is about “broadcast” (content transmitted or distributed to an audience) social media is better seen as a two-way conversation.

D. Community

Social media allows communities to form quickly and communicate effectively. Communities share common interests, such as a love of photography, a political issue or a favourite TV show.

E. Connectedness:

Most kinds of social media thrive on their connectedness, making use of links to other sites, resources and people.

II. EVOLUTION OF SOCIAL MEDIA

In the late 1990s, as broadband Internet became more popular, websites that allowed users to create and upload

content began to appear [2]. The first social network site (SixDegrees.com) appeared in 1997. From 2002 onward, a large number of social network sites were launched. Some – such as Friendster – enjoyed a surge of popularity, only to fade. Others developed niche communities: MySpace, for example, appealed to teenaged music aficionados.

By the late 2000s, social media had gained widespread acceptance and some services gained huge numbers of users. For example, in November 2012, Facebook announced it had 1 billion users worldwide, of whom 18 million were in Canada. In July 2012, Twitter had an estimated 517 million users, of whom 10 million were in Canada [3].

A number of factors are responsible for the rapid growth of social media such as increased broadband availability, the improvement of software tools, and the development of more powerful computers and mobile devices; not only technological factors but in fact social factors such as the rapid uptake of social media by younger age groups computers and software, and growing commercial interest in social media sites are the few ones that make social media what it is right now.

III. SOCIAL MEDIA AND SOCIETY

A. The Brighter Side:

- a. **Mean of Communication:** social media has removed the all barriers of interaction and communication. We all can communicate with our family, friends and relatives regardless of the distance we have. With in a few seconds, we can contact anyone around the world, at any time.
- b. **Mean of Business:** one can initiate and enhance its business with the help of social media. Producers can interact to their customers at any time. Businesses can enhance and spread their brands according to the demands of customers. They can use different tools and techniques and can also customise the things according to their business needs. Social media gives them the ideas and data for marketing. Through advertising on these networking sites businesses can reduce their cost

of marketing. There is also room for problems and complaints by the customers.

- c. **Means of Sharing:** through social media one can share his or her personal, official and social information. Users can discover important details and information related to their requirements. They can form groups of like-minded individuals who can share the same data. They can also contribute to enhancing the content on social media for the benefits of others. [4]
- d. **Mean of Awareness:** the social media has become the fastest mean of awareness programs. This is the useful and cost effective tool for Non-profits are seeing the benefits of using social media for their awareness campaigns. Sites like Facebook, Twitter, YouTube and others are a cost effective means of spreading the word and getting support. Not to mention socially shared petitions from sites like Causes.org, reaching hundreds of thousands of people. Mean of Research: A huge data is scattered over the Internet. Students and scholars have a lot of literature to read and analysis. Social media also help us to know the latest developments in various fields. The increasing popularity of social sites like Twitter, Facebook and LinkedIn, social networks has gained attention as the most viable communication choice for the bloggers, article writers and content creators.

B. The Darker Side:

Regardless of having many benefits the social media also have some bad consequence. It limits our social interaction face to face. The actual relationship cannot be build simply by using Facebook and all. Social media have taken over our personal and social lives. We have some issues regarding the negative impact of social media.

- a. **Internet Addiction:** With the advent of broadband and mobile access to the Internet, giving young people access to the Internet any place and at any time, and thus 24/7 entertainment, interaction and communication make a real risk that one can become so immersed in their online world forgetting the world around them. Even it may affect the Social life, personal life and other job related works of a person. The person become so addicted that They mainly rely on technology and the internet instead of learning the practical knowledge and expertise of the everyday life. [5]
- b. **Effect on Children:** Kids those are allowed to use social media are more prone to be affected by them. As many networking sites contain the material related to violence and sex. Students also meet some trouble in their studies. The excessive use of internet affects their academics as well as their interpersonal relations with their parents also
- c. **Risk to the Personal Information:** All of us share lots of our personal information like photos, videos, status etc. on these social networking sites. These sites have lots of security measures but still there is a threat of leaking our personal
- d. **Impacting Relationships:** Social networking media capture our lot of time that is needed for our family and friends. Occupational and personal activities are given up with the increase in the amount of Internet usage. We interact with the loved ones with more aggressive fashion. This significantly harms the structure of the relationships.

- e. **Leads to many Disorders:** excessive use of social sites make a person so addicted that he forget to eat and sleep well and that can cause many serious disorders like psychomotor agitation, i.e. trembling, tremors; anxiety; obsessive thinking about what is happening on the Internet; fantasies or dreams about the Internet; voluntary or involuntary typing movements of the fingers.

IV. SOCIAL MEDIA - MANNERISMS

No doubt, social media makes our life faster than anything. It can be a very powerful tool if used in a very positive and constructive way. It has its own merits but it can also have negative impact on our life; which can be avoided by exercising little caution [6].

Now social media has emerged as a new concern of responsibility. That depends on the set of do's and don't while using social media. While following some instructions and guidelines one can effectively use the social media.

Some do's and don'ts include [7]:

- a. **Maintain your Accounts:** Update daily, if possible. (But don't update so much that your posts become white noise).
- b. **Share** articles, videos, blog posts and other content that people in your target industry, or at your target organisation(s), will find useful.
- c. **Promote yourself:** Share your accomplishments, articles you've written, professional challenges you've overcome, etc. (Avoid coming across as a braggart).
- d. **Engage** your peers, both current and future. Ask and answer questions, join conversations and groups, comment on others' updates, retweet, etc.
- e. **Remember** whom you are "talking" to. On Facebook, for example, you are sharing information with everyone that you have added as a friend. On Twitter you are sharing information with everyone... period.
- f. **Understand** the privacy settings.
- g. **Ensure consistent presence:** "Ensure your LinkedIn profile, Twitter bio and Facebook page show the same job histories and expertise," said Nicholas E. Kinports of innovation agency Maddock Douglas.

We all are individuals and have our own identities. Can never post such a thing that can harm anybody in any way. We should know our intents and objectives of using social media. Be true while responding using social networking sites or internet.

One of the real facts is that we as parents have concern of social media by our young ones. We cannot stop them using these media. But it is possible to have control over it. Relish the charm of social media and have fun with it but be thoughtful.

V. CONCLUSION

The prospects of social media are countless. It becomes a very important part of our daily lives but at the same time has impacted the quality life. At one time it is good for healthy growth and development other side it may have worse effects all kind of matter is available on the internet and on these networking sites. One has to evaluate himself and know the restraints and restrictions of using social media. Social media can be used as an effective tool for overall development if used judiciously and cautiously.

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