

Emerging Trends in Social Networking: Implications for Society

Er. Ifat Rasheed¹, Suhail Ahmad Bhat², and Dr. Farooq A. Rather³

¹*M.Tech, Electronics and Communication, LPU, Punjab.*

²*Lecturer, Psychology, Department of School Education, Govt of J&K.*

³*Lecturer, History, Govt. Higher Secondary School, Kaprin.*

Abstract- Wireless communication has a long history of its development, a means for exchanging information through Free Space or Wireless Media. The rising role of electronics and communication has revolutionised major aspects of 21st century life. Although in the beginning it was developed as a tool to cater mobile telephony but the subsequent increase in the number of users as well as their demand for faster access to information (motion pictures, data, voice etc.) new trends in wireless communication and technology it has successfully caught the attention of the common people in general and the computer literates in particular. This paper is a humble attempt to highlight the major achievements made in the field of Electronics and Communication so far.

I. INTRODUCTION

The term “Electronics and Communication Engineering” denotes a broad engineering field that covers sub fields such as analog electronics, digital electronics, consumer electronics, embedded systems, communication systems and power electronics. Electronics engineering deals with implementation of applications, principles and algorithms developed within many related fields. For example solid-state physics, radio engineering, telecommunications, control systems, signal processing, systems engineering, computer engineering, instrumentation engineering, electric power control, robotics, and many others.

Human Computer Interaction:

Human computer interaction (HCI) refers to the design and implementation of computer systems that people interact with. HCI aims to improve interactions between users and computers by making computers more usable and responsive to user needs. HCI involves the intersection of computer science, behavioural science, design and several other fields of study.

Research developments in new interaction technologies are expected to move into the mainstream over the next decade. Applications are likely to include speech-recognition, touch panels, pen capabilities and smart cameras. An application is now available that enables users to do a Google search just by using their voice.

A recent development has seen commercially available brainwave-controlled headset which ‘reads’ and interprets different mental states associated with the headset user and

transmits that information wirelessly to a variety of platforms. Further developments in robotics and pervasive and embedded computing are expected to change ways of interacting with computers.

Social Networking:

The functionality and use of social networking sites is expanding rapidly, for personal use and in enterprise. Social networking has become a tool for coordinating social action. The statistic shows the leading countries ranked according to their number of Facebook users as of April 2018. During the measured period, 130 million Brazilian users were registered on the social networking site. Facebook is the most popular social network worldwide, with a global usage penetration of 22.9 percent. India claimed the first place with 270 million users, ahead of second-ranked United States with 240 million Facebook users. Facebook is the most popular social network worldwide, with a global usage penetration of 22.9 percent. India claimed the first place with 270 million users, ahead of second-ranked United States with 240 million Facebook users.

The functionality of social network sites has expanded in the first half of 2008 with the introduction of some data sharing between sites and entertainment services. MySpace launched a new site, MySpace Music, for its US users in September 2008. An Australian version is expected to be launched within a year. The new service lets users stream music for free, or purchase songs to download. In a strategic shift toward personalised advertising, MySpace has segmented users in the US into target groups according to their personal interests.

Social network providers are adding mobile interfaces to their services which may enable specialist, mobile-centric social networks to emerge. Many operators have witnessed the spread of social networking to the mobile market, including Vodafone UK, which listed Bebo, Facebook, MySpace and YouTube among the ten most-visited sites for its mobile internet customers. Due to the difficulty in subscribing to new services on mobile devices compared to desktop computers, because of smaller form factors (physical size and shape) and less-advanced searching capabilities, several major online social networking service providers have found it advantageous to form partnerships with mobile network operators to facilitate access to their sites from mobile devices.

Social networking is being deployed within enterprises as well. A recent European survey found that ‘the use of social networking tools as part of everyday life has led to an increase in efficiency’. IBM has developed its own platforms that provide blogging, podcasting, file sharing, wikis and social networking for its 380,000 staff. Research into the relationship between social networking and formal organisational structures was published in October 2008 by Demos and Orange Business Services. Their report Network Citizens, found that ‘the dynamics of the workplace are being reshaped ... [and that] the turbo charging of networks by certain forms of technological advance – in particular the rise of online ‘social networking’ – is also clear’. The research looked into the upsides and downsides of networking.

Social media is a key player in the job search process today. Sites like Facebook, Twitter, LinkedIn, and Google+ allow employers to get a glimpse of who you are outside the confines of a résumé, cover letter, or interview – while they offer job seekers the opportunity to learn about companies they’re interested in; connect with current and former employees; and hear about job openings instantaneously, among other things. That’s probably why half of all job seekers are active on social networking sites on a daily basis, and more than a third of all employers utilize these sites in their hiring process.

A report into US online retailing revealed that social network sites used by retailers include Facebook, MySpace and YouTube. Fifty-nine of the top 100 online retailers maintained a page on Facebook.

In contrast to developments internationally, an Australian report into social networking in the enterprise that was published in November 2008 found that ‘The majority of large Australian companies are trialling social networks within their organisations and senior executives believe that, rather than being a waste of employee time, there is substantial value to be harvested from connecting with Web 2.’ While most organisational engagement with social networking is currently experimental, there is an expectation that these tools are likely to have a significant impact on the way business is conducted.

Another possible application of social networking is peer-to-peer banking, where individuals use online services to lend to each other as opposed to using banks as third-party intermediaries. The appeal of peer-to-peer banking is in more attractive interest rates, and better social, demographic and ethical matching between lenders and borrowers. Mirroring this interest, established internet banks are starting to experiment with social network style customer interfaces.

Academic and consultant, Clay Shirky, has described social networking as a tool for coordinating social action. In a presentation to the UK-based RSA (Royal Society for the encouragement of Arts, Manufactures and Commerce), Shirky said that:

- group action has become easier (through social networking platforms)

- sharing information gains reputational value and
- media is moving from a source of information to a source of action.

Social networking sites reduce the difficulty of group action through the comparative ease of maintaining connections between group participants (for example, sending messages to group members on Facebook). Shirky does not consider that social action online will replace institutions, but that the imbalance of power between institutions and distributed groups is being adjusted. Shirky cautioned that while the internet enables social action, the outcome is not entirely good as it also enables action by groups that are inimical to society.

As social networking and social media have become mainstream for many individuals and are being used increasingly for business, issues of public concern that arise include online identity management, personal and commercial data management, and reputation management. As the media landscape is inclusive of social media, new influencers come to bear in informing and shaping public opinion and community standards. ACMA was involved in developing international guidelines for using social network services. The guidelines were launched in April 2008.

However, there is some uncertainty about the outlook for social networking. In a survey of 17 markets across the world, carried out in June 2008, research firm Synovate was surprised to learn that more than a third of social networkers surveyed said they are losing interest. According to Synovate, over half the survey population (58 per cent) do not know what social networking is.

The global economic slowdown is also placing pressure on social media and social networking start-ups to show that they are profitable, especially those that have focused on building up a loyal audience and then monetising with advertising.

Impact:

By now, we are all aware that social media has had a tremendous impact on our culture, in business, on the world-at-large. Social media websites are some of the most popular haunts on the Internet. They have revolutionized the way people communicate and socialize on the Web.

However, aside from seeing your friends’ new baby on Facebook, or reading about Justin Bieber’s latest brush with the law on Twitter, what are some of the real impacts, both positive and negative, that social media has had on our society?

Lets summarise the effect of social media on politics, business, socialization as well as some of the negative effects such as cyber bullying and privacy.

Every politician worth his salt needs to jump on the social media bandwagon. This is because social websites have played an important role in many elections around the world, including in the U.S., Iran, and India. They have also served to rally people for a cause, and have inspired mass movements and political unrests in many countries.

Net savvy companies are using social media to advertise their products, build customer loyalty and many other

functions. Interactions and feedback from customers help businesses to understand the market, and fine-tune their products and strategies. Many firms organize contests and give away prizes to enthruse consumers to visit their social website page more often. Compared to television advertisements and other expensive forms of marketing, social media presence is a cheap and effective means to enhance brand image and popularity.

Social networks offer the opportunity for people to re-connect with their old friends and acquaintances, make new friends, trade ideas, share content and pictures, and many other activities. Users can stay abreast of the latest global and local developments, and participate in campaigns and activities of their choice. Professionals use social media sites like LinkedIn to enhance their career and business prospects. Students can collaborate with their peers to improve their academic proficiency and communication skills. You can learn about different cultures and societies by connecting with people in other countries.

Unfortunately, there are a few downsides too to social networking. Many introverts and socially reclusive users place too much emphasis on virtual interaction, and ignore the real world outside. Read on to learn about a few more negative repercussions of social media.

If you are not careful, unscrupulous people can target you for cyber bullying and harassment on social sites. School children, young girls, and women can fall prey to online attacks which can create tension and distress. If you are a victim of cyber bullying, do not take it lying down, but try to take appropriate legal action against the attacker.

Many companies have blocked social networks on their office Internet as addicted employees can distract themselves on such sites, instead of focusing on work. In fact, studies show that British companies have lost billions of dollars per year in productivity because of social media addiction among employees.

If you are not careful, what you post on the Net can come back to haunt you. Revealing personal information on social sites can make users vulnerable to crimes like identity theft, stalking, etc. Many companies perform a background check on the Internet before hiring an employee. If a prospective employee has posted something embarrassing on social media, it can drastically affect their chances of getting the job. The same holds true for our relationships too, as our loved ones and friends may get to know if we post something undesirable on social networks.

II. CONCLUSION

Change is the need for rapid technological advancement in the pursuit of better, faster, lighter, stronger, and cheaper products. As new technologies emerge, and new applications are found for existing technologies, the technical expertise necessary to design and develop new generations of electronics will be broader than ever. The current and previous performance of the wireless mobile communication system will revolutionizes the field of wireless communications domain to a completely new

features and services making the world a smaller and smater place to live by promoting stronger links between people working in different fields creating future concepts of the communications, nanotechnology, cloud computing and internet service, thereby serving the society in better ways.

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