Social Media and Technology

Shivshankar Yadav
Research Scholar, MCA
Thakur Institute of Management Studies,
Career Development and Research,
Mumbai,(MS) India.
yadav.shivshankar09@gmail.com

Shivkesh Yadav
Research Scholar, MCA
Thakur Institute of Management Studies,
Career Development and Research,
Mumbai,(MS) India.

Abstract— **Today's generation frequently make use of social media, either as an attachment or integrated into a wide range of tools. This research paper seeks to demonstrate the implications pertaining to technology and social media, also we demonstrate how social media content can be used to influence our day to day life. We show that how technology is involved in our everyday life by the responses of the survey that we have conducted for different age groups. Results of the survey will guide future of the technology in social media.**

Keywords: Social Network, social interface.

I.   INTRODUCTION

Online social media have gained astonishing worldwide growth and popularity which has led to attracting growth and attention from variety of researchers.[1] People have welcomed the changes the social networking world has brought about. Teenagers and young adults are the most fanatic users of these sites. According to the various research studies in the fields of online social network, it has been revealed that these sites are impacting the lives of the youth greatly. This research paper looks into the positive and negative effects of social media on the lives of the youth.

It is inevitable to ignore the fact that nowadays social network plays an essential role in teenagers lives. Most youths are spending at least an hour in these popular social networking sites.

Generally one out of seven minutes which are spent online by most of those who can access internet is spent on Facebook according to Shea Bennett. Social media helps the youth and any other

User by giving updates on what is happening around the world. Information Exchange, help the teenagers stay connected and interact with each other even if they are many miles apart i.e. it provides a Social Interface. This strengthens the relationship even after graduating from school and moving to different locations. They stay connected and update one another. In addition, social media sites have provided a platform whereby the youth can create groups and pages based on their common discipline and end up building connection and opportunities for their respective career by updating various topics to discuss. Youth who have been interviewed say that social media has become their lifestyle and they say that social media has become their lifestyle and it makes their lives easier and efficient.

As the youth tend to spend many hours on the sites, they rarely have face to face interaction. According to various studies, evaluations done by scientists determined that social isolation can lead to a host of emotional, psychological, physical, and mental problems which includes anxiety, depression and somatic complaints among many others.

The social media is a very powerful tool that can bring about an impact on human behavior. It plays a significant role in recent outbreak of social protest and resistance. The internet and social media for mobilization is in no doubt. The relationship between the social media and radicalization is both an interactive and dynamic one. The social media provides a medium through which pre-existing sentiments can gain greater clarity, expressions and meanings. It provides a medium for the kind of interaction that can throw up new ideas, new symbols, new rituals and new identities.

Internet has played a significant role in the way it has transformed the lives of young people. Through the internet the segmentation of social experience is refracted and given a greater momentum through its powerful technological dynamic. This amplification and intensification of social trends constitutes the immediate impact of the internet on the everyday culture.

II.   GOALS AND IMPACTS OF SOCIAL MEDIA

Our goals in this paper are as follows:
First we assess how buzz and attention is created by different social networking sites and how that changes overtime. The conclusion will give us the idea of how these sites influence people and how to use it in a positive way.

Impacts of social media have to be taken into consideration which can be positive or negative:
Positive Impacts:
•   It provides Social Interface, Information Exchange as well as Entertainment.
•   It helps the business in a variety of ways. It helps to connect with targeted customers for free. The only cost is time and energy.
•   The increasing popularity of facebook, twitter and linkedin and other such social networks has gained a lot of attention as the most viable communication choice for bloggers, article writers, content creators etc.

Negative Impacts:
• Spending countless hours on social networking sites can divert the focus and attention from a particular task, since it leads to addiction.
• Cyberbullying - The anonymity afforded online can bring out dark impulses that might otherwise be suppressed.
• Privacy- because intimate details of our lives can be posted so easily, users are prone to bypass the filters they might normally employ by talking about their personal lives.

Social Media are computer-mediated technologies that allow individuals, companies, NGO's and other organization to view, create and share information, ideas, career and their interests. Hence it serves a platform of:
1. SOCIAL INTERFACE
2. INFORMATION EXCHANGE
3. ENTERTAINMENT

Thus, these are the keywords in our research paper which consists of social media and the technology. A brief description of these keywords is as follows:
• SOCIAL INTERFACE

As practical concept of Social Interface design, Social Interface is seen in the studies of human-computer interaction. A social interface is a critical point of intersection between different lifeworlds, social organizations or levels of social organizations.

In other words, interfaces are the areas in which social friction can be experienced and where diffusion of new technology is leading to structural discontinuities, the interface is there will occur. Social Media serves as Social Interface.

• Information Exchange

Social media is a great platform for information exchange. There are many ways by which information exchange can be achieved which are as follows:
• Social Networking Sites(Facebook etc)
• Forums(for Online Discussion)
• Microblogs(Broadcast Medium)
• Social Bookmarking(centralized online service)
• Social Curation (collaborative sharing of web content)
• Wikis(web application to share, add, modify content)

• Entertainment

The global conversation that takes place around the events and the experiences people share based on what they watch teaches us about consumer preferences. Social Media is the connective tissue that enables consumers to multitask during their entertainment experiences by connecting with others and sharing their opinions.
Social Networking is in its own reality show made for the web. It is its own form of entertainment. Social networks are great for sharing information about the entertainment

industry.

III.   RELATED WORK AND RESPONSE

In this portion paper, we advocate for future research on understanding how social media plays a role in Social Interface, Information Exchange and Entertainment.

Hence, a survey was taken which consisted of questions regarding how social media and the technology affects different age group of people.

Here are some of the questions and the responses of the survey taken:
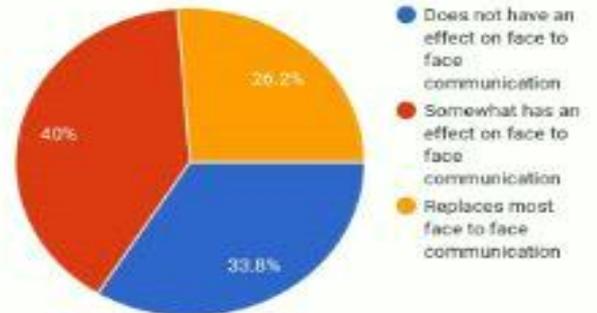

Fig. 1.Effect of online networking on social life.

According to the result, it can be concluded that online social networking does affect in-personal social interactions.
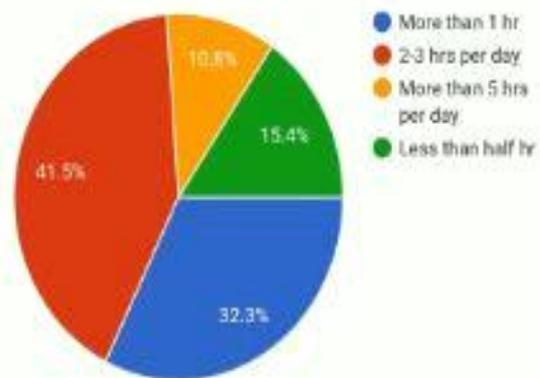

Fig. 2.Average Time Spent On Social Networking Sites.

According to the survey result, it can be concluded that the average time spent on online social networking sites is quite considerable signifying the engagement of people's activity.
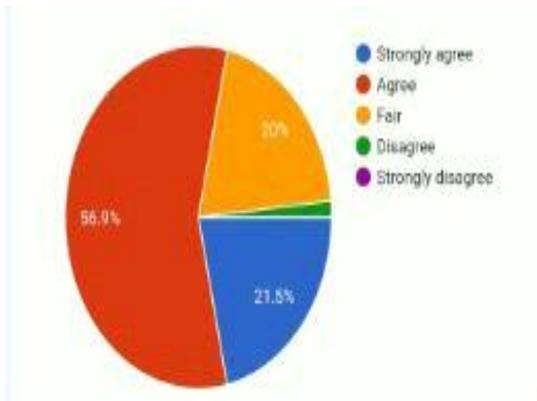
Fig. 3.Importance of online social networking.

According to the survey result, it can be concluded that online social networking does play a great role in everyday life.
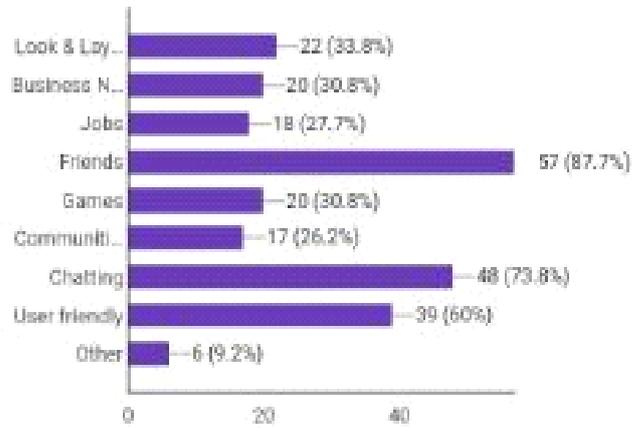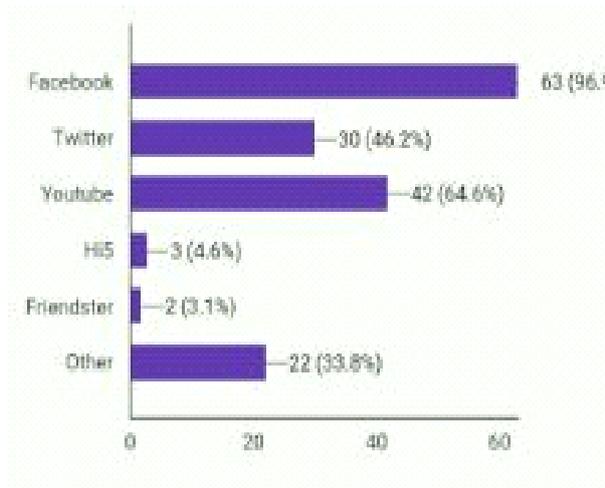

Fig. 4.Most used social networking site.

According to the survey result, Facebook is the most used social networking site. Weighing the scales, where we put advantanges and disadvantages of any site, it can be concluded that, if these sites are used in the right proportions, and with proper care, it can be a powerful tool for networking as well as marketing.

Fig. 5.Reasons behind the attraction of these sites.

According to the survey result, there are many reasons including connecting with friends, business, jobs, games, communities, chat, being user friendly etc.
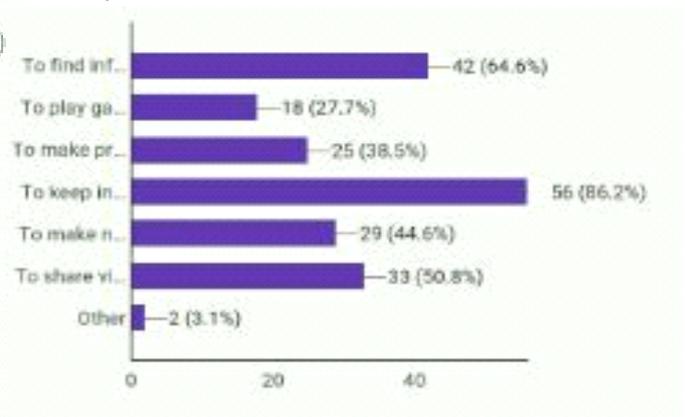.

Fig. 6.Purpose of using online social networking.

According to the survey result, the major purpose is to keep in contact with people.

However, there are many other reasons as well, majorly, as it serves as Social Interface, It provides a platform for Information Exchange also it is a great source of Entertainment.
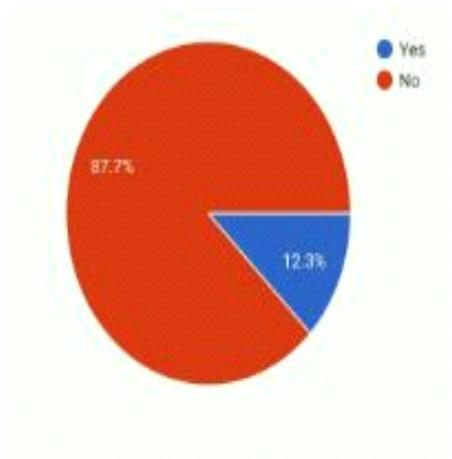
Fig. 7. Victim of Cyber Bullying.

According to the survey result, 12.3% have been a victim of cyber bullying. Just like positive and useful effects of online social networking , there are negative impacts also such as being a victim of cyber Bullying. Hence the result of such surveys can help to take precautionary measures against it.

IV.   CONCLUSION

The human species is a social species. One of the major reasons of the computer and eventually the internet itself was our need to stay connected to each other. Our curiosity demands it. The positive uses of social media sites on the internet play into our need to stay connected. Social media has come a long way since its origins as a simple bulletin board system used to keep members updated on meetings, announcements and information i.e Information Exchange, also it serves as a Social Interface and it is also used in Entertainment as well.

Social media juggernauts such as Facebook, Twitter, YouTube allows users to find one another, keep friends, family and acquaintances updated, share videos, and much more. However, with increase in information that is shared through mediums, there is a vastly risk associated with it. Information loss to hackers, scammers and phishing attempts, as well as, being monitored by our own government is a real threat to our freedoms.

We believe that consumers of social networking need to take much more proactive approach to their privacy and security requirements. The government can create laws to protect us from identity theft, cyberbullying and character assassination.

Social media has affected the way the youth generation communicates. Abbreviations have been introduced to cut down time. Because of these changes in linguistics and communication etiquette, researchers of media semiotics have found that this has altered youth's communication habits and much more. Social media has allowed for mass cultural exchange and intercultural communication.

As different cultures have different value systems, cultural themes, grammar and worldviews, they also communicate differently. The emergence of social media platforms brought together different cultures and their communication methods together, forcing them to realign in order to communicate with ease.

Social media has been around for a long time. The uses and abuses of social media permeate our society now will continue in the future. The internet plays a great role in this area. Lack of privacy is not going away. Social media is an outgrowth of human species' need to be social. This has made it possible for us to conquer the world. However, our tenure on the planet is tenuous. And without this, now it would be difficult to imagine our life.

Social Media and Technology has changed our world.

REFERENCES

[1] Author: K. G. Coffman and A. M. Odlyzko. "Growth of the Internet" AT&T Labs – Research . Preliminary version, July 6, 2001.

[2] Author: Asur Sitaram, and Bernardo A. Huberman. "Predicting the future with social media." Web Intelligence and Intelligent Agent Technology   (WI-IAT), 2010 IEEE/WIC/ACM International Conference on. Vol. 1. IE   EE, 2010.

[3] Author: Wise, Erin K., and Jack D. Shorter. "Social networking and the exchange of information." Issues in Information Systems 15.2 (2014): 103-109.