

Digital Storytelling Trends: Story in different forms will shape the future of communication

Das Dipannita

Assistant Professor, Department of Mass Communication, Tilak Maharashtra Vidyapeeth, Pune, India

ABSTRACT

Everyone loves a good story. The same goes for digital stories that are compelling, visible and relatable. According to analysts and researchers, stories through social media are the future. The ephemeral content and visibility makes them rule in the social media platform.

It has been observed that the stories are the growth driver for social media platforms. Creativity plays a significant role along with appealing and engaging content. Stories work best and engage digital audience with short text, casual language, spontaneity and interesting features.

Social media platforms are like any other rat race, vying with each other to rank as the top social network. In this cut throat competition, there is eagerness to push new and innovative ideas to grab audience's attention, and boost revenue through advertisements.

It is predicted that the story format is on a path to surpass news feeds. There are various reasons that support it.

This research paper tries to obtain information pertaining to the reasons for the popularity of digital stories, recent shift in getting more users to view it and the innovations taking place at a rapid pace.

The paper further delves into the psychology of choice, usage, involvement and the innovative forays into the minds of consumers.

Keywords

Story, Digital, Media, Audience, Platforms, Engagement

1. Introduction

Digital story through social media has emerged as one of the trendsetters of storytelling formats. This story format allows users to create photos and videos that is accessible and visible for a brief period of 24 hours.

This trend found in all the big social platforms is gaining popularity and keeps adding new features for more user engagement. Despite the fact that it can be viewed only a few times before disappearing, the audience is hooked to it. One has to scroll left-to-right in the story format, compared to the downward scroll that is used for other websites.

Social media users and marketers are exploring the creativity of these ephemeral posts. The interesting features include special effects, videos, photo with drawings, GIFs, filters, stickers, emoji, infographic, mix of text, photos or videos. Audience have embraced this user generated content that is intimate and intensely personal story format. The interactivity and engaging feature attracts audience and this user graph is growing.

The users are actively involved by making the content viral through liking, sharing, or reacting in some other way that is accessible and viewable by others. It is a two-way flow of communication. Users create, edit, comment and circulate stories. This enhances communication and networking with known as well as new people.

Snapchat was the pioneer to start story format with short-lived content of photos and video clips in October 2013. Looking at the potential, Instagram and Facebook followed Snapchat's footsteps in the year 2016 and 2017 respectively. WhatsApp status, Messenger and Twitter are the other social media platforms. This ephemeral content is playing a significant role in the digital world.

According to source 'TechCrunch,' an American online publisher focussing on the tech industry, WhatsApp Status has 450 million daily users (May 2018), Instagram has daily 300 million users (November 2017), Snapchat has 191 million daily users (May 2018), Facebook has 150 million daily active users (May 2018) and Messenger Day/Stories has 70 million daily users (September 2017).

Instagram stories has surpassed Snapchat's daily active user account. The most popular Instagram post was that of a picture of an egg, posted by the account 'Egg Gang' in 14th January, 2019. The picture received over 50 million likes. It was created with the purpose of surpassing the previous record of 18 million likes on a Kylie Jenner's (television personality and socialite) post.

The ephemeral stories that are posted by companies, brands, social media users and celebrities are innovative and used for different purposes. For example, Sarah Wilson, the Australian journalist and author of "I Quit Sugar" who uses the Instagram Stories feature for her exclusive recipes. Goodness Me Box, Australia's health food sampling store, use ephemeral content to promote an exclusive e-book to generate more subscribers. One other memorable story is about Katy Perry, American singer and songwriter, who used 72 hours of behind the scenes access to the artist prior to the promotion of her new album.

The official Amazon (India) Instagram account that has 1,834 posts, 1.7 million followers and 330 following. Amazon India post ephemeral stories that are designed to make it engaging and fun advertisements that draws 4,000 to 56,000 likes per post. Similarly, the Skoda Facebook page has 1,066,162 million likes and 1,051,318 followers. Most of the ephemeral advertisements are exciting, different, quick, instantly reaches the audience and can actually boost sales.

Powerful stories can have an impact and make a difference in our lives. A story engages the audience, inspires them, relate with the characters and finally leave an impact. It is also about emotions and surrounding it that instantly connects with the audience. This is what story format in social media platform is trying to achieve.

New Media as a platform is accessed by at least one-seventh of the world population on the premise that someone somewhere is going to read or watch what has been posted and may be, also responds ('Number of,' 2015). About a billion pages are added each day on the World Wide Web (Dorrestejn, 2008).

According to McLuhan (1964), society quickly became reliant on electronic media – such as social networking sites – for many reasons such as efficiency and ease. Technology has continually progressed overtime – forcing people to adapt – and social networking sites are no different.

The idea of interaction and engagement in the social media have taken a different perspective. New formats of storytelling have been introduced to social media platform giving more room to experiment and exciting time for the users, brands and companies.

Some of the popular storytelling formats are the six- word story that can construct entire story in minimum 6-words, live video stories, short videos, and infographics that are ruling the social media charts. It is because audience want fresh content, short and something new every day. Live videos add a value in the overall storytelling aspect. This new features allows users to stream live video with followers. Thus the companies and brands are finding and coming up with unique way of grabbing the attention of audience

“The outcome of this desire for involvement is room for regular people to create and distribute media content themselves, opening the door for diverse opinions and perspectives, or user-generated content” (Deuze, 2007). “Audiences, empowered by these new technologies, occupying a space at the intersection between new and old media, are demanding the right to participate within culture” (Jenkins, 2006).

There is a need to understand the reason behind social media users spending more time online. Uses and Gratifications Theory (UGT) discusses how people actively seek out specific media content for particular purposes and intentional goals (Katz, Blumler, & Gurevitch, 1974). UGT establishes an active, rather than passive, audience member who has the ability to consciously examine and evaluate media in order to accomplish specific outcomes (Wang, Fine, & Cai, 2008).

Social media expands the ability to connect, enhances peer communication and networking with great frequency and accessibility. The live video to social media story allow connecting with long distances and in real-time. Involvement with audience and making it personal works out in social media.

UGT “provides a framework for understanding when and how individual media consumers become more or less active and the consequences of that increased or decreased involvement” (West & Turner, 2007).

According to McLuhan (1964), society quickly became reliant on electronic media – such as social networking sites – for many reasons such as efficiency and ease. Technology has continually progressed overtime – forcing people to adapt – and social networking sites are no different.

One has to delve deeper to understand the reason behind this social media engagement. “The outcome of this desire for involvement is room for regular people to create and distribute media content themselves, opening the door for diverse opinions and perspectives, or user-generated content” (Deuze, 2007). “Audiences, empowered by these new technologies, occupying a space at the intersection between new and old media, are demanding the right to participate within culture” (Jenkins, 2006).

Similarly, not just users but the marketers too have realized the power and potential of branding and promotion through digital stories. For them, creative and interactive content seems to be the social media marketing mantra as it effectively engages the buyer.

“The internet is probably the only medium that can be measured and monitored to the last detail and that makes it easier for brand owners to know their Return on Interest (ROI) on the net. For monitoring a brand’s online image, there are many tools, some paid and other unpaid services” (Jaishri Jethwaney, 2016).

Advertising, marketing and public relations are integrated on the web as business is generated/reinforced through building of relationships. PR practitioners are used to build relations with beat reporters and editors, but in the net age, there could be hundreds of ‘accidental’ influencers who may not be from the media per se. Academics, stock analysts, brand users, activists and researchers present their views on their blogs or responses on social networking sites. Marketing and PR teams, therefore, need to work in unison with tracking agencies to follow such influencers and engage with them (Jaishri Jethwaney, 2016).

Influencers are using stories as a social media feature for a wider reach, influencing others and for better results. It helps in reaching out with more niche audiences whom people can trust other than media.

Thus, stories are gathering a lot of attention and interest both from users and marketers alike. Branding and marketing companies are taking advantage of this trend and trying to find out more about the need of the audience, acceptance, and how they can connect

2. Objective

The broader objective of the study is to assess the changing trend of digital storytelling through social media in different forms. The specific objectives of the study are as follows:

- To find out whether digital stories will surpass news feed
- To establish the fact that stories through social media are the future
- To understand the reason behind giving preference for digital stories by users and marketers
- To study the changes witnessed in the story format that are more attractive and grabbing the attention of the audience
- To understand how story form can boost revenue through advertisements

- To analyse the future where social media is heading and can we keep up with this change
- To understand the psychology of social media users when it comes to choice, usage and involvement through social media platform

2. Research Methodology

The online survey method was adopted for this research paper to study the different digital storytelling trends. To gather further information, interviews were conducted face- to -face, on the phone and chat interviews.

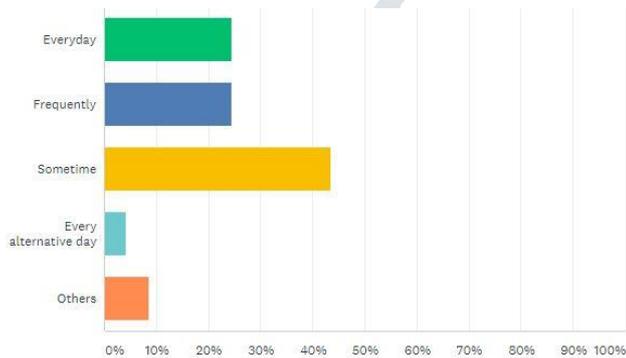
For this study a questionnaire was created with relevant questions on the Google Forms. The data collected by this questionnaire using web survey and findings, and conclusions have been drawn based on the survey results.

The interviews included people from all walks of life, branding and digital marketing experts, blogger and content creator, and Behavioural Economics expert. The idea was to understand from the point of view of users, experts, bloggers and content creators and the psychology aspect to it.

Both quantitative (closed-ended) and qualitative (open-ended questions) methodology were used for this study. It led to collecting and analyzing both quantitative and qualitative data.

4. Data Analysis

1. How often do you post stories in social media?



Majority of the respondents posts stories:

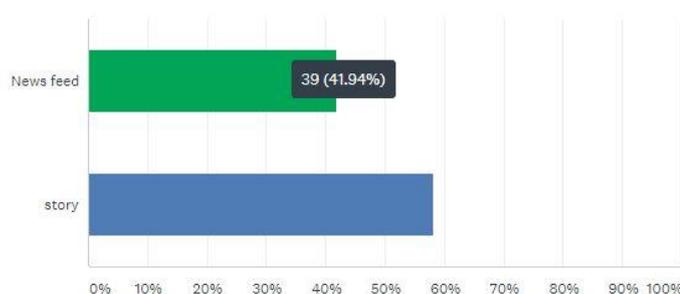
Sometimes (43.01%)

Every day (24.73%)

Frequently (24.73%)

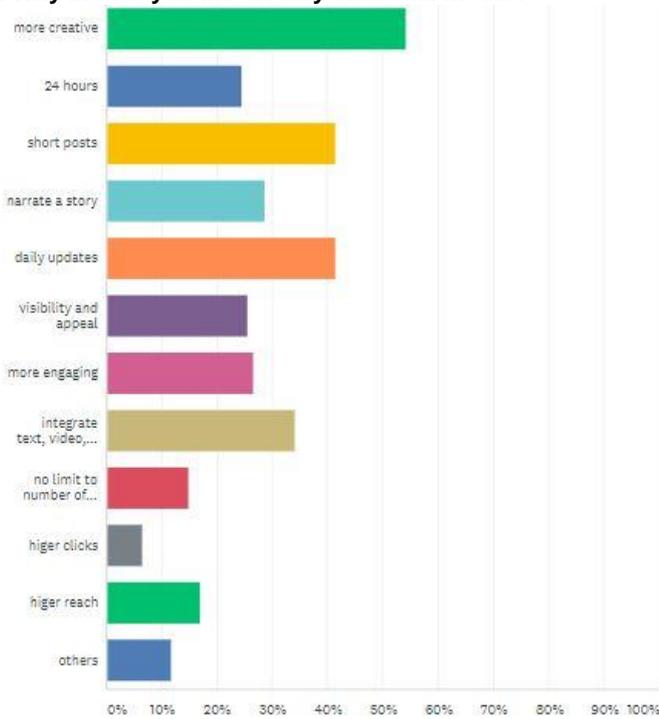
Every alternative day (4.30%)

2. Do you prefer news feed or story?



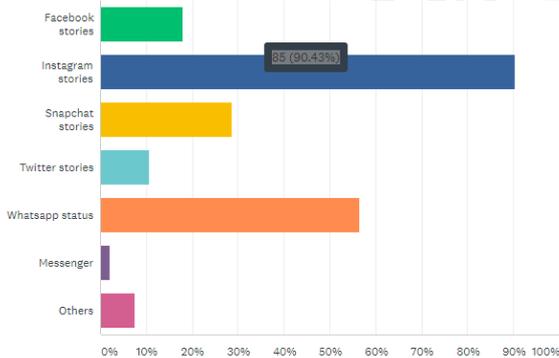
Most of the respondents (58.70%) prefer stories over newsfeed (41.30%).

3. Why makes you like a story on social media?



Majority of the respondents (54.8%) prefer stories as they find it more creative, followed by 41.94% like the short posts and gives daily updates respectively. In the third place, 34.41% respondent favours it as integrates text, videos and photos. 29.03% of the respondents prefer as it narrates a story, 26.88% find it more engaging, 25.81% likes it being more visible and appealing, followed by 23.66% prefer because it self- destructs after 24 hours. Others select stories for higher reach (17.20%), no limitation to number of stories posted in a day (15.05%) and higher clicks (6.45%).

4. The social media you use to post stories?



Most of them use social media in this order:

Instagram stories (90.32%)

WhatsApp status (56.99%)

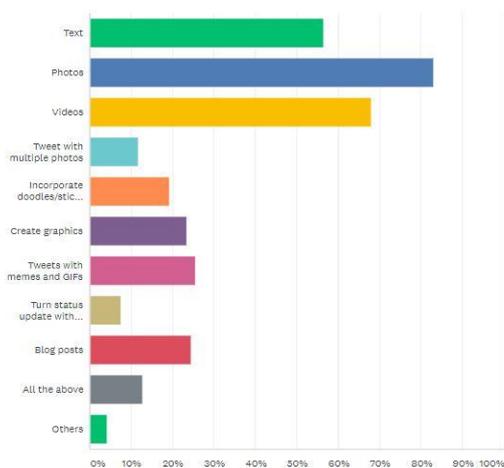
Snapchat stories (29.03%)

Facebook stories (18.28%)

Twitter stories (10.75%)

Messenger (2.15%).

5. The story format you follow through social media -

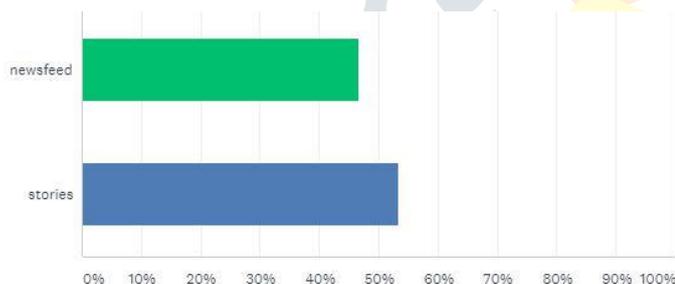


Majority of them post photos (82.80%), followed by videos (68.82%) and text (56.99%). Tweets with memes and GIFs (25.81%), blog posts (24.73%), create graphics (23.66%), incorporate doodles/stickers/face filters (19.35%). 12.90% use all the features and 11.83% tweet with multiple photos.

6. The topics that you like to post in the story form and follow or read posted by others?

Most of the respondents like to post or follow related to films, music, memes, photography, technology, daily updates and current affairs. The other topics respondents post or follow are human interest stories, art, cars and motorcycle, facts, quotes, culture, technology, personal life, cinematography, politics, recording scenes, studio equipment, music production gear, space, sound (audio), motivational, wildlife, army, surprising stuff, trends, reality of life, travel, news and opinion, opinion on current issues, anything new, cricket, anything creative, health, fashion, daily blogs, crime, food, Science and general knowledge.

7. News feed or stories draws extensive comments and likes?



53.85% respondents said that stories receive extensive comments and likes, whereas 46.15% said that it is news feed.

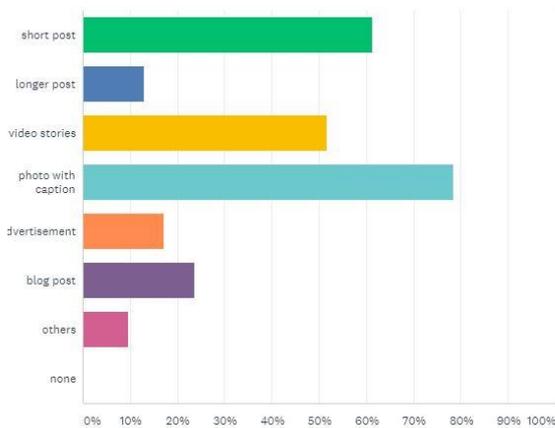
8. The feed is “permanent,” stories are momentary. Still stories dominate? What do you think is the reason behind it?

Majority of the respondents agree that it is short, engaging, interesting, relatable and has easy access. It stays with people, increases curiosity, fast and catchy than feed. Others said people watch stories first and then feed. Respondents prefer stories because there are recent updates while news feed can be comprised of older posts. Stories remain in memory for longer time despite the fact that it is temporary. People prefer story because people don't want certain things to be stored permanently.

Others said stories are dominant because they are usually more personal than formal. They mostly convey soft news and are more entertaining. ``The 24-hour time period is one of the most important factors. Stories are more personal and informal than a news feed, short and sweet, we can post it more often and it will remain for that particular time only and we don't have to linger with it,`` says a respondent.

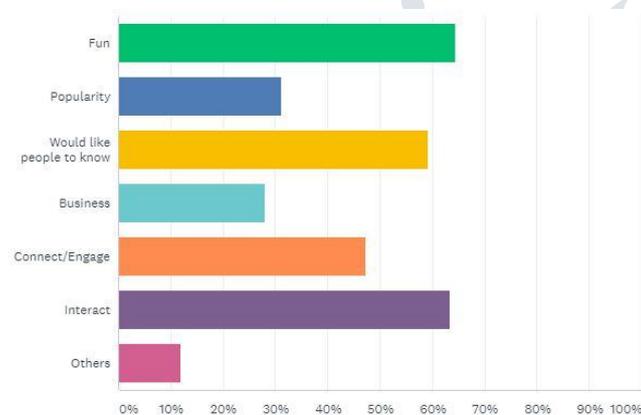
Most of the respondents said that they are interested in other's life. People keep updating and find stories more creative. Stories are quick to respond. The placement of stories is more visible than news feed. Stories are more personal. People post things that are good but not good enough to be posted as a news feed. ``Stories dominate since they have stronger relevance and it forces a feeling of exclusivity by being in full-screen. It can quickly be uploaded. It is also fun to watch different animation. It is not lengthy, it is momentary. Most people do check stories,`` says another respondent.

9. What draws more likes and comments in social media?



Majority of the respondent (78.26%) said photo with caption draws more likes and comments, followed by short posts (61.96%) and in third place was video stories (52.17%). 23.91% respondent said it was blog post and 17.39% said advertisement and only 1.04% said longer post.

10. The reasons behind using stories -



65.22% respondent post stories for fun, 64.13% for interaction, followed by 59.78% would like people to know and 47.83% respondents want to be connected and engaged with others. The rest 28.26% do it for business and 31.52% for popularity.

5.1. Questions asked to experts in the field of branding, digital marketing, Behavioral Economics, content writer and blogger:

5.1.1. Do you think stories through social media will surpass newsfeed?

Majority of the experts opine that stories are gaining popularity amongst youngsters but it is quite uncertain to predict whether it will surpass newsfeed.

According to Abhijeet Deshpande an expert in digital marketing, story through social media on Facebook, WhatsApp status or Instagram is a new trend. Snapchat introduced it and competition led other social media platform take it up. Stories enhances user experience and engages on a social media platform. Story is one of the features and its weightage is for 24 hours.

“Newsfeed may not reach out to all the friends but story is another engagement tool that reaches out to everyone. But there is a need to evaluate the responses and engagement of both. Time will say whether story as another feature will surpass news feed or not,” he says.

He added that comparing these two variables is inappropriate. They are two different usability quotient mechanisms. It is just like text messages and WhatsApp messages. They both serve different purpose, two different variables but cannot be compared. It is observed that nothing is perpetual in digital marketing. It might get enhanced, stay or close down.

Sandeep Dighe who is a Branding expert compares story with snacks and news feed with lunch or dinner. He says both are different but you need both. Newsfeed gives lot of information on particular topics and issue. Whereas story comes and goes. They are short and do not remain for long.

“Stories are like snapshot or overview of everything. Whereas news feed gives lot of information. I do not think stories will surpass news feed,” he says.

Preetam Dani, a marketing expert says stories will not surpass newsfeed. In principle, one should not alter with each other or replace it.

5.1.2. Can this story form boost revenue through advertisements? How?

Most of the marketing experts stated that marketing companies and brands have figured out the potential of story form. Major brands have made a foray into digital stories.

Sandeep Dighe says many companies are still figuring it out on how to use stories for advertisement. Stories quickly come and go. It is like a tweet. Many companies do not have strategies for social media marketing. Companies give it to agencies to handle it. Also you need a dedicated person to post, track, come up with something creative, among others. Many companies still believe in traditional marketing.

Major brands are doing good with social media marketing. Like ecommerce brands, car and fashion brands are much ahead in social media marketing. It is growing by around 70 percent. For example, Starbucks can give an advertisement displaying their QR code in their advertisement stating that one can scan this code at the shop and get a discount for that day. Following this advertisement, people will flock to the Starbucks shop, states Dighe.

According to him, many brands are using stories on social media platforms. Instagram and Facebook. stories lead you to news feed. The stories are just like a trailer and you have a link for further details. Netflix and Amazon Prime are the good examples.

Digital marketing experts pointed out that influencers are increasingly becoming the face of advertisements. An influencer is an individual who uses his authority or power to affect purchase decisions of others. One can be a celebrity, industry expert, leaders who have thousands of followers and can post the advertisement through their personal social account or blogs. So it has a wider reach and receive people's acceptance too.

Bloggers also act as an influencer in social media. Tushar Tajane a profession blogger and content creator says influencer posts content in story format that make it look like any post and not an advertisement. The posts should not look like a promotion. At times, it is difficult for an audience to recognize whether it is genuine or an advertisement.

According to Abhijeet Deshpande, content marketing is another area to develop stories. It is similar to brand PR story as is published in The Times of India or The Hindu. It is the online version of a PR story. The stories in content marketing creates images of a brand, product or an organization in the minds of consumers. They come up with compelling stories. The internet users active on the internet strengthen decision making process further. It creates information in their mind, people get exposed to it and finally may purchase the product. The storytelling format gives opportunity to promote about the brand and its background. It is an essential element for brands who want to take it to the next level.

Word of mouth publicity too helps and reaches new audience. Offline interaction limits communication. Whereas online story conveys better and elaborative message to users. It is an extension of PR version, says experts.

5.1.3. Which are the story formats that are more attractive and grabbing the attention of audience posted by companies and users as well?

Marketing experts stated that companies are exploring different storytelling formats to achieve the target audience. Users have multiple options to choose from and depending on their behavioral aspect they are doing the selection. It can be audio-visual format, infographics, text, photos, among others.

Sandeep Dighe says that stories are quick, more creative, interactive and interesting. The story ends in few seconds. Thus it grabs the attention of the audience. If the story is not interesting, the audience can move to the next story. It's just like watching a video in YouTube and one can skip the advertisement. The best brands engage the audience and come up with something exciting and appealing. Organic pictures are posted in the story. One can find natural posts in ephemeral story format. Whereas in newsfeed, the photographs are edited using Photoshop.

According to experts, stories have a fresh content. It has a short span and creates more buzz. People's attention span has reduced. People want something new and fresh every day.

Preetam Dani says storytelling is an effective way to engage for longer periods of time. It's the age of information hunger. And it will go a long way to engage others and influence large number of people.

Tushar Tajane pointed out people get bored to get the same information and content. “For example, we made six variations of a main poster in square aspect ratio, for publication to keep things fresh. Square aspect ratio works best across many especially Instagram. All social media apps have different image size aspect ratios, best suited for each. We used variations of the same poster with different elements and colours for social media. The idea was to change the posters during promotion for giving a variation to the audience,” he says.

5.1.4. Can you tell us where social media is heading and can we keep up with this change?

Experts opine that there has been a changing dimension in the social media platform. In the coming years, social media will be the first preference over other media. Everyone wants to reach out and the everyday posts can clutter the social media platform with the same idea. So what one is offering has to be different.

“Less is more and creates a greater impact. Stories are the future. They are quick and reachable. As people do not have much time, stories are made short and interesting. We have 6 word stories. The entire story is in six words. It is just like web series. People are going for 5 seconds advertisement and do not have patience for 5-10-minute story or advertisement,” says Sandeep Dighe.

Abhijeet Deshpande stated that mobile devices are a destructive tool. “We are not able to recollect an online advertisement. Whereas, we still remember the earlier day television advertisements. Similar goes with watching a movie in a theatre compared to web series. The attention paid online is less as we get distracted with advertisements,” he says.

According to experts, there are lot of opportunities in the digital world. Certain trends get created and stays whereas others get obsolete. No one predicted that Orkut would close down completely. In Indian scenario, internet is at the growth stage. Every day there are new users. Once it reaches maturity level, we will see its upward growth, says Deshpande.

According to Preetam Dane, the pattern of consuming information is changing. Because of connectivity, the audience is consuming information rapidly and it is much more interactive. Information is propagated and created at a much higher speed. It will keep on evolving.

There is no regulation of law. People should understand the core impact of this new medium. The evolution in few years will depend on how ethically it will withstand, he added.

5.1.5. Why social media users spend more time online than communicating face to face? What makes social interactions so demanding?

Soubhik Dasgupta an expert in Behavioural Economics says communicating with people was always a difficult task and that was the reason 7 out of 10 people were introverts and only 3 were extrovert who could easily network with people and communicate especially in an open forum, new location, networking events, etc. In a home or an office scenario the numbers might change but still not many people had that courage to speak their mind and heart out.

“What social media has done is made things easier for people now where we can sit at a remote corner and communicate yet not facing the person. Also, at times our identity can be masked and we can comment, talk and chat to anyone anything and not having the fear of what will people think as nobody knows who is on the other side of the device. That’s the reason people spend more time online than face to face,” he says.

5.1.6. Why people like sharing stories or updates online on a regular basis or following posts of others?

Soubhik Dasgupta states people were always interested to share stories with each other and know about things happening in lives of others especially in India. “Back in 60’s-70’s we only used to follow the film stars and would like to read about them and some leaders in politics. At our home front, we always wanted to know and speak about our family, friends and relatives. What social media has done is connected the world very close with technology and with every day advancement and apps and websites we can get into lives of people very easily which makes us feel happy or sad depending what frame of mind we are in. Since it became easy to share our updates people keep doing it to show to others and themselves about their travel, work, eating habits, etc.,” he says.

Lifestyle Blogging is a best example why we love to see stories online. Since people love it more people are posting and sharing it. However, the platform keeps on changing depending upon ease of use, he added.

5.1.7. Can you explain the various factors that involve market decisions made by the public through social media?

According to experts, social media along with the activities done on the internet plays a major factor in decision making in the market. The analytics industry closely tracking the patterns people enjoy on the internet and some popular social media platforms helps them to collect preferential data and create unique products and services around the needs created.

“Firstly, surfing special content on ecommerce site will keep recommending you options for the same or similar category product and most of the time we end up buying. Secondly, voice of the customer is one more factor which involves market decisions as it’s easier for customers to voice out issue and complaints on social media,” Soubhik Dasgupta added.

6. Findings and Observation

The study observes that ephemeral story through social media is able to instantly connect with the viewers. The engaging and interactive content is trending in social media. The storytelling format has a high-impact with the audience.

Despite the fact that a story is accessible for 24 hours, the audience is opting for its short format, authenticity, engaging and creative features. As the social media is flooded with information and photographs, one can grab the attention of users through engaging stories that are short which is posted by friends, for promotion purpose or information.

Social media users have less attention span and looking forward to something new and unique, interesting and relatable. People are finding stories that are real, immediate, less polished, and more realistic. The less polished stories are more accepted by the audience than heavily edited ones.

People like the unique look and feel of stories that are raw, unedited, and have live action. Live story adds a value in the overall storytelling aspect. This new features allows users to stream live video with followers. In stories, there are highlights too that helps one select stories as long as they want on their profile, along with a cover image.

Stories are generating more popularity than news feed among youngsters. Majority like it for its creative features, short post, daily updates and mix of video and text. Audience find it to be appealing, having visibility and engaging.

Majority of the youngsters post stories in social media platforms like Instagram, WhatsApp status and Snapchat stories. Audience like the fact that stories are easy to create and can explore creativity. They find story format more creative as it has filters, memes, GIFs, stickers, graphics, among others.

Live stories are popular for announcing events, launch, panel discussion, program among others. Different social media platforms have introduced this new and exciting feature. Audience like to follow and post stories related to music, photography, daily updates, films, memes, new gadgets, technology, quotes, trends, cars and motorcycle, fashion, food and current issues.

Audience prefer the ephemeral content due to the very fact that it is for just 24 hours. They agree that stories remain in memory for longer time despite the fact that it is temporary. They also don't want certain content to stay permanently as news feed does. They find ephemeral stories more personal and informal compared to news feed. Many of them like it as it is short and easily accessible. Most people use stories for fun, interaction and visibility.

According to experts, stories are gaining popularity among young people but it is quite uncertain to predict whether it will surpass newsfeed. Story is another engagement tool that helps in reaching out to all due to its appeal, visibility and other features compared to newsfeed.

Story form can boost revenue through advertisements but it is still catching up among marketers. Some leading brands are already using this story form for promotion and branding. Influencers are playing a big role in the advertisement sector. At times, it is difficult to differentiate whether it is an advertisement or an authentic post.

Experts pointed out that there are several reasons that makes ephemeral story stand out. The visual appeal, short story, interactive and creative features grabs the attention of the audience. Organic pictures are liked by people than the edited ones. People like to read or watch new content and story format gives the scope to add new posts every day.

According to experts, social media will transform how information is shared and communicated. People have less attention span so short messages and stories appeal them and they can connect with it. But there are both positive and negative side to it. People are unable to focus and get distracted due to connectivity, says experts.

On the behavioral economics aspect, expert say that people are spending more time online as many like to sit in a remote place and communicate without have to face the person. People are spending much time online as they are interested to share stories and know what is happening in the lives of others. One can chat and comment without the fear of what people will think being anonymous.

Internet connectivity has decreased social interaction. People like to share online about travel, work, food, movies, music, books, among others. Social media has connected the world with technology and people are spending more time online.

According to experts, the involvement related to market decisions made by the public through social media plays a significant role. One is always tracking others and getting ideas. Internet reminds us what a person was searching and people end up buying. The other reason is taking market decisions and it makes it easier for customers to come up with complaints and issue online.

7. Conclusion

Digital stories are here to stay with added features. To connect with audience, one will have to embrace the art of storytelling.

Social media users want something new, short, interesting and engaging every day, instead of dull and drab content. So this disappearing content is going to stay. The potential of stories is undeniable and its growing at a rapid pace. As users are fascinated by the features and creating more stories, companies and brands have left no stones turned to get into this digital bandwagon.

As the process of experimenting, introducing features and making it more user-friendly goes on, more users will embrace this digital storytelling format. This would lead to explosion of creativity.

There is no denying to the fact that people are bombarded with enough information every day. The global increase in social media usage is leading to change in consumers who are discovering new products, features and apps. Thus the networked society will witness the changing face of social media.

In this constant changing technological advancement, marketers have recognized this ephemeral story format and will push this trend further. It will revolutionize the way it will connect with audience.

Audience have embraced stories as it is all about real moments and surrounds a person's life. This ephemeral content for 24 hours creates positive and lasting impact. Story through social media is going to ride the next social wave.

References

1. Deuze, M. (2007). *Media Work*. Cambridge: Polity
2. Dorrestejn, Joop. (2008, July 29). *The World Wide Web is growing a million pages per day*. Joop.in. Retrieved on 8 April, 2015 from <http://www.joop.in/Archive/the-world-wide-web-is-growing-a-billion-pages-per-day/>
3. Jenkins, H. (2006). *Convergence Culture: Where old and new media collide*. New York: New York University Press
4. Katz, E., Blumler, J., & Gurevitch, M. (1974). *Utilization of mass communication by the individual*. In J. Blumler & A. R. Katz (Eds.)
5. *The Uses of mass communications: Current perspectives on gratifications research* (pp. 19-32). Beverly Hills: Sage. (Wang, Fine, & Cai, 2008)
6. McLuhan, M. (1964). *Understanding media; the extensions of man* (1st ed ed.). New York: McGraw Hill.
7. *Number of social network users worldwide from 2010 to 2018 (in billions)*. (2015). Retrieved from <http://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>
8. West, R. L., & Turner, L. H. (2007). *Introducing Communication Theory: Analysis and Application*. Boston: McGraw Hill.
9. Jiashri Jethwaney (2016). *India Connected: Mapping The Impact of New Media*. In Sunetra Sen Narayan & Shalini Narayanan (Eds.)