

SOCIAL MEDIA: Role and Impact on Society

¹Mukesh Choudhary, ²Manish Saraswat,

¹ Assistant Professor, ² Professor

¹Department of Computer Applications,

¹Geetanjali Institute of Technical Studies Udaipur, India

Abstract Social media and social networking seem to play an imperative part of people's lives around the world. There can be no argument that technology has had a major impact on the world and how people communicate. Social Media is the rising trends in the world today. There are some who debate whether it is improving or crippling communication skills. It is being utilized by students, parents, businesses & religious organizations. Because social media has had a modern explosion in popularity and usage, it has become the new norm when it comes to communicating. It has the most substantial impact on how people communicate. It helps building a personal network of friends that connects to an open worldwide community; apart from this a subscriber can join community groups with a specific interest. It is important to realize that social media has emerged as a revolutionary changes evolves the realm of communication changes in the field of communication. With its emergence & growth it has impacted the world. The real question is whether the benefits surpassed the disadvantages. Accordingly, this paper commences by providing a high level overview of social media and its far reaching optimistic reality.

Index Terms – Social media, cons and pros of social media, platforms, optimistic approach, and virtual media

1.0. INTRODUCTION

Social-media are computer mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Social Media has evolved communication to new heights. Users typically access social media services via web-based technologies. Social media differ from paper-based media or traditional electronic media such as TV broadcasting in many ways. The ease of access and growth makes it very beneficial to everyone from pastors to politicians.

The technological advances added to social media changes the way we communicate with people on daily basis. This has made communication quicker and more efficient. Social media is not only by people but also by businesses and organizations as well. It is being used in many different platforms for many reasons. It has been a continual source of news, entertainment, and education for users around the world. Services like Facebook and Twitter, LinkedIn, Instagram are becoming most visited destinations on the internet. These websites allow the users to quickly & easily share things on internet; theoretically facilitating social interaction. These services, through a combination of accessibility, simplicity, and intuitive design promote a positive social behavior by encouraging interaction; facilitating communications; and fostering profound sense of community.

2. EFFECTS OF SOCIAL MEDIA

With the emergence and growth of social media there are benefits and disadvantages to the way communication has impacted. As with anything, there will be disadvantages and it will be used to do things that it was not originally intended. The positive impact on communication definitely overcomes the negative and makes it very beneficial.

CONS OF SOCIAL MEDIA

Interactive media meanwhile, provided the inkling for being used in many different platforms for many reasons. Though the media is proving to accommodate the users, it cannot be neglected for its negative impacts as well which are elucidated further.

Cyberbullying – Like all forms of bullying, cyber bullying causes psychological, emotional and physical stress. Each person's response to being bullied is unique, but research has shown some general tendencies to stop bullying. Government reports that youth who are bullied have a higher risk of depression and anxiety. Anyone can create a fake account and do anything without being traced, it has become quite easy for anyone to bully on the Internet. Threats, intimidation messages and rumors can be sent to the masses to create discomfort and chaos in the society.

Hacking – Hacking is identifying weakness in computer systems or networks to exploit its weaknesses to gain access. Personal data and privacy can easily be hacked and shared on the Internet, which can make financial losses and loss to personal life. Similarly, identity theft is another issue that can give financial losses to anyone by hacking their personal accounts. Several personal twitter and Facebook accounts have been hacked in the past and the hacker had posted materials that have affected the individual's personal lives. This is one of the dangerous disadvantages of the social media and every user is advised to keep their personal data and accounts safe to avoid such accidents.

Addiction – The addictive part of the social media is very bad and can disturb personal lives as well. Mental health habit that's almost ubiquitous these days: Mindlessly scrolling through our social media feeds when we have a few spare minutes. And as we probably know intuitively, and as the research is confirming, it's not the best habit when it comes to our collective psychology. The teenagers are the most affected by the addiction of the social media. They get involved very extensively and are eventually cut off from the society. It can also waste individual time that could have been utilized by productive tasks and activities.

Fraud and Scams – Several examples are available where individuals have scammed and commit fraud through the social media. It ranges from E-mail spam to online scams. Internet fraud can occur even if partly based on the use of internet services and is mostly or completely based on the use of the internet.

Security Issues – Now a day's security agencies have access to people personal accounts which makes the privacy almost compromised. You never know when you are visited by any investigation officer regarding any issue that you mistakenly or unknowingly discussed over the internet.

Reputation – Social media can easily ruin someone's reputation just by creating a false story and spreading across the social media. Similarly businesses can also suffer losses due to bad reputation being conveyed over the social media. Here are a few ways social media can ruin your reputation.

- Inappropriate Photos Display a Bad Image
- Your Attempt to be Relevant Could Backfire
- Your Words Can Come Back to Haunt You
- Your Personal Profiles Could Leak Onto Your Professional Ones

Cheating and Relationship Issues – Most of the people have used the social media platform to propose and marry each other. However, after some time they turn to be wrong in their decision and part ways. Similarly, couples have cheated each other by showing the fake feelings and incorrect information.

Health Issues – The excess usage of social media can also have a negative impact on the health. Since exercise is the key to lose weight, most of the people get lazy because of the excessive use of social networking sites which turn out to bring disorder in the routine life. This research by discovery will shock us by showing how bad your health can be affected by the use of the social media.

Social Media causes death – Not just by using it, but by following the stunts and other crazy stuffs that are shared on the internet. For example bikers doing the unnecessary stunts, people doing the jump over the trains and other life threatening stuffs. One of the disadvantages of the social media is that people start to follow others who are wealthy or drug addicted and share their views and videos on the web which will eventually inspires others to follow the same and get addicted to the drugs and alcohol.

II. PROS OF SOCIAL MEDIA

Social media has become the most prominent virtual communication technology which comes with the incentives. Evolving nature of virtual communication might provide some impediments but their broad scope surpasses these hitches. Social media proved to be of indispensable use.

- **Connectivity** – The first and main advantage of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The beauty of social media is that you can connect with anyone to learn and share your thoughts. A sense of social connection forms a basis for creating strong, long lasting interpersonal bond. Social connections are a central feature for the normative developmental trajectory of adolescence to adulthood. Social connections can also systematically contribute to the elements of adolescent's physiological wellbeing such as levels of anxiety, loneliness and depression.

Help – Social media has redefined communication and made it even better, especially during emergencies by can improving relief and rescue operations. You can also share your issues with the community to get help and giddiness. Whether it is helping in term of money or in term of advice, you can get it from the community you are connected with.

Information and Updates – The main advantage of the social media is that you update yourself from the latest happenings around in the world Qualitative, quantitative and behavioral research suggests that social media has come as handy and of great service during natural disasters. Most of the time, Television and print media these days are biased and does not convey the true message. With the help of social media you can get the facts and true information by doing some research.

Promotion – Whether you have an offline business or online, you can promote your business to the largest audience. The whole world is open for you, and can promote to them. This makes the businesses profitable and less expensive, because most of the expenses made over a business are for advertising and promotion. This can be decreased by constantly and regularly involving on the social media to connect with the right audience.

Noble Cause – Social media can also be used for the noble causes. For example, to promote an NGO, social welfare activities and donations for the needy people. People are using social media for donation for needy people and it can be a quick way to help such people.

Awareness – Social media also create awareness and innovate the way people live. It is the social media which have helped people discover new and innovative stuffs that can enhance personal lives. From farmers to teachers, students to lawyers every individual of the society can benefit from the social media and its awareness factor.

Helps Government and Agencies Fight Crime- It is also one of the advantages of the social media that it helps Governments and Security Agencies to spy and catch criminals to fight crime.

Improves Business Reputation – Just like it can ruin any business reputation; also improve business sales and reputation. Positive comments and sharing about a company can help them with sales and goodwill. Since people are free to share whatever they want on the social media, it can impact positively when good words are shared.

Helps in Building Communities – Since our world has different religions and beliefs. Social media helps in building and participating in the community of own religion and believes to discuss and learn about it. Similarly, people of different communities can connect to discuss and share related stuffs.

PLATFORMS OF SOCIAL MEDIA

A. Social Networking

Using websites and applications to communicate informally with others, find people, and share similar interests. It allows users to directly connect with one another through groups, networks, and location. Examples: Facebook, Google+, and LinkedIn

B. Micro blogging

Mean posting of very short entries or updates on a social networking site. Allows users to subscribe to other users' content, send direct messages, and reply publicly. It allows users to create and share hash tags to share content about related subjects. Examples: Twitter and Tumblr

C. Blogging (Publishing Websites)

Blogging means recording articles, stories, opinion poll and links to other websites on a personal website. Examples: wordpress and blogger

D. Photo Sharing

Photo sharing is publishing the digital photos, enabling the user to share photo with others, publically or privately. Example: Snapchat, Instagram, Flickr, Pintrest.

E. Video sharing

Video sharing is just like photo sharing application sites. Allow users to embed media in a blog or Facebook post, or tweeter link. Example: YouTube, Vimeo and Periscope.

3. OPTIMISTIC APPROACH TOWARDS SOCIAL MEDIA

The world of this virtual communication has reached on that level where we can see the benefits only. At first there was wary of taking in account of social media but there is no choice left because of its influence and its significance over the world. Social media anyway going to stay but the question is how effectively?

Wikipedia defines social media as social interaction, interactions that could be done by using high accessible and measurable publishing techniques. For instance, social media is not using Facebook and Twitter for self-servicing, but rather the act of engaging your activities thoroughly by business as well as industrial expansions, because that is what succeeding over the time. Social media

is not just about emphasizing on pros and cons. It could be used as a tool for sharing life changing experience with the intention to enlighten others.

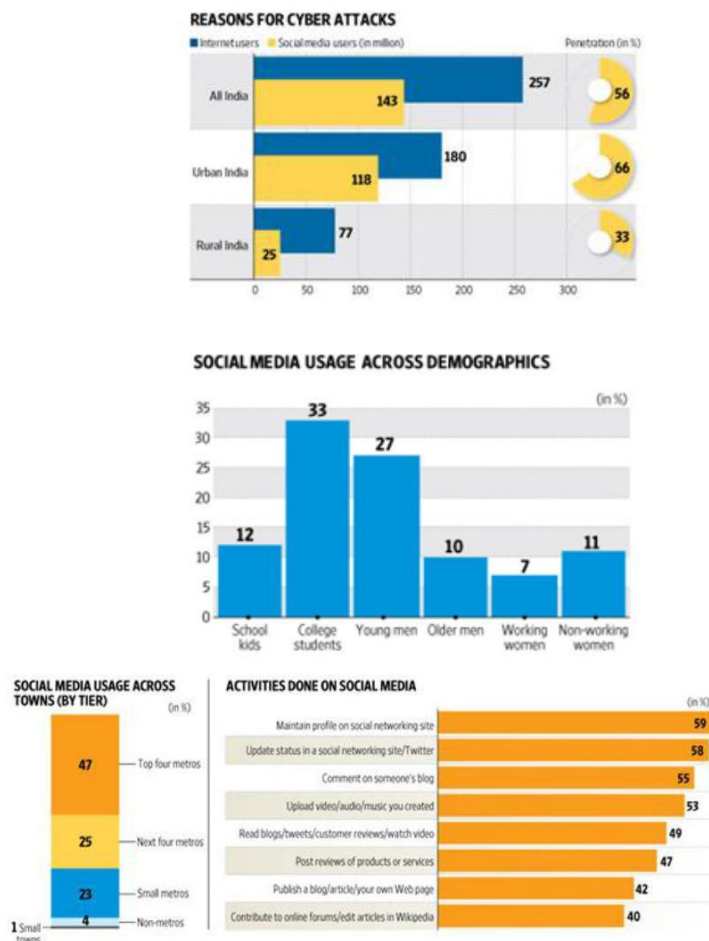
People use a range of prominent social media tools for socializing and relationship building. The research took over in the UK that investigated young aged people, suggested the positivity of social media for establishing relationship which surpasses over other implications. It could be positive and constructive for young people. It is turn out to be a challenging ‘space’ to practice identify and relationship management strategies.

Moreover, industries have vast implication of social media due to its marketing and business tactics. A recent survey reviewed 296 clinical research organizations that an astonishing 80% are not currently active in social media. This number will going to start decrease when the interactions on the basis of social media would be engaged in online conversation and upholding business all over on this media. Conversation and audience engagement are the two of the keys to social media success. Hence, for quality business it is most important to align the social media activities with the respective business strategy.

4. GRAPHICAL ANALYSIS

According to a report be the internet and mobile association if India(IAMAI), 66% of the 180 million internet users in urban India regularly access social media platforms. The most popular activities on social media include maintaining one’s own virtual profile on the likes of Facebook and twitter, posting and sharing an update as well as replying to something a friend has posted. While college students(33%) form the largest demographic of active social media users in India, working women and non-working women register just 7% and 11% respective share in that user base.

Fig 1: Analysis of Social Media



Facebook Facts from India

1. India has world's largest number of Facebook Users with over 195 million users, overtaking US by over 4 million subscribers.
2. There are 155 Million Monthly Active Users (MAUs) in India, of which 147 Million MAUs access Facebook via Mobile Phones and 73 Million users are active daily on Mobiles.
3. Top 5 countries accessing Facebook are India, USA, Brazil, UK and Germany.
4. Key Facebook Users from India are aged 18-24, which is the largest and fastest growing population segment.
5. A user revisits Facebook more than 3 times in a day.
6. In India, 76% of Facebook users are Men, and 24% users are women, which illustrates the barriers women face in India to access technology and information. In India, Facebook is the only social network to cross 150 million users.
7. Most of the active Facebook Users like to keep their stories and posts to "Only Friends".

Twitter Facts and Stats from India

1. Twitter, the microblogging site has 23.2 million Monthly Active Users in India, which is 2nd largest in Asia-Pacific after Japan with 26 million MAUs.
2. Over all, Twitter accounts for only 17% of Indian Social Network users.
3. Again, PM Narendra Modi has Largest Audience following totaling over 25,148,264 fans. On the 2nd place, we have Amitabh Bachchan with 23,731,193 followers.
4. Twitter is at 2nd place in terms of User Engagement after Facebook.
5. Globally, Twitter has 320 million users, 140 million of Daily Active Users and 305 of Monthly Active Users.
6. Every second, around 6000 tweets are sent which means over 350,000 tweets per minute, 500 million tweets per day and 200 billion tweets per year.

LinkedIn Facts and Stats from India

1. There are over 30 Million LinkedIn Users in India, while 467 million users globally.
2. Most active users on LinkedIn India are of age group 24-35.
3. 46% of LinkedIn users are Female and 54% are Male.
4. Top 5 countries posting on LinkedIn are USA, India, Japan, UK & Brazil.
5. Every second 2 members join LinkedIn.

YouTube Stats and Facts from India

1. YouTube, the video-sharing site has more than 60 million unique users in India with users spending over 2. hours a month viewing video content.
3. Over 70% of YouTube viewers in India are aged below 35, female users' accounts for 38% and Male users are 62% on YouTube.
4. When compared to last year, YouTube in India is up by 90% while the watch-time has grown by 80% in 2016.
5. Top 5 countries viewing YouTube are USA, India, Japan, Russia & Brazil.
6. Globally, YouTube is the 2nd biggest search engine after Google. 1/3 of Internet users use YouTube. Monthly 7. Billion hours of videos are watched on YouTube.

Instagram Stats and Facts from India

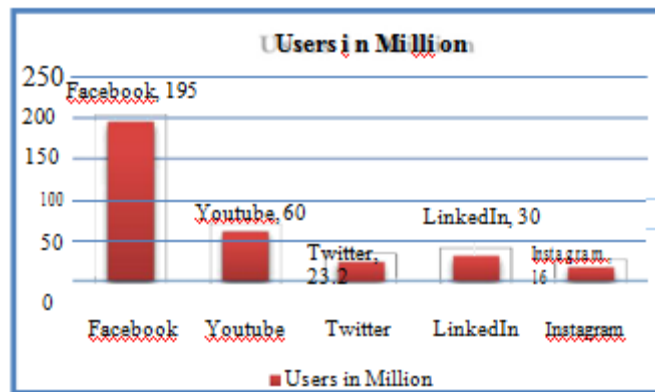
- There are 16 Million Instagram users in India.
2. Globally, there are 400 Million active Instagram users with 75% of users from outside US.
 3. 74% of Instagram users in India are Men and 26% are Female
 4. More than 90% of Instagramers are below 35 in India.
 5. Top countries posting on Instagram are USA, Russia, Brazil, India & Turkey.

Other Interesting Internet Facts from India

1. In India, there are over 462 Million internet users and Million are active social media users
2. In 2016, 24.33% of Indian Population accessed Internet via Mobile phone and the trend is predicted to grow at 37.36% by 2021.
3. India is second largest online market behind China.
4. Internet usage is male dominated in India with 71 percent to 29 percent female.
5. Google+ is 2nd most used in India with 82% accounts after Indonesia with 83% accounts.
6. Activities on Social Networking sites are high between 6 PM to 10 PM.
7. Mumbai and New Delhi accounts highest traffic to social media sites.

8. Over 60% of active social network users are college going students.

Fig 2 Comparative Analysis



CASE STUDY

HOW INDIAN LUXURY HOTELS ARE LEVERAGING SOCIAL MEDIA?

The vast majority of Hotel brands in India have recognized the power and necessity of a strong social media presence. With using Facebook, Twitter or any of several other platforms to aid in hotel selection, not even the most exclusive properties can afford to be off the social media grid as their customers (the vast pool of population) reside in the social media space.



Before we go ahead with the analysis let's take a brief look at the hotels and their social media presence:

- 1. ITC Hotels**-ITC is symbolized by its distinctive 'Namaste' Logo, it forayed into the Hotels business to support the national priority of developing new avenues of foreign exchange earnings and boosting tourism.
- 2. Trident Hotels**-Trident Hotels are five-star hotels owned and managed by The Oberoi Group. Presently there are 9 tridents in India, mostly in the metros.
- 3. Oberoi Hotels**-The Oberoi Group is a hotel company with its head office in Delhi. It remains one of the most decorated hotel chains in the world with many of its group hotels bagging various awards and accolades.
- 4. Taj Hotels**-The Indian Hotels Company Limited (IHCL), branded as Taj Hotels Resorts and Palaces. This company is a part of the Tata Group, one of India's largest business conglomerates.
- 5. The Lalit Hotels**-The LaLiT Hotels is the flagship brand of Bharat Hotels Limited Enterprise, a part of The LaLiT Suri Hospitality Group. Bharat Hotels Limited is India's largest privately owned hotel company.
- 6. The Leela**-The Leela Palaces, Hotels and Resorts is an Indian luxury hospitality group founded in 1986 by Captain C. P. Krishnan Nair, who named it after his wife.

Let's have a look at how many followers these hotels have acquired on various Social Media platforms.

Indian luxury Hotels on Social Media

	Facebook	Twitter	Google+	YouTube	Pinterest
ITC Hotels	90K	6.2K	NA	218 subs	NA
Oberoi Hotel	87K	9.2K	721	263 subs	453
Taj Hotels	69K	6.8K	NA	514 subs	216
The Lalit Hotels	137K	1.4K	83	33 subs	NA
The Leela	34K	687	NA	118 subs	NA
Trident Hotels	51K	3.5K	359	19 subs	NA

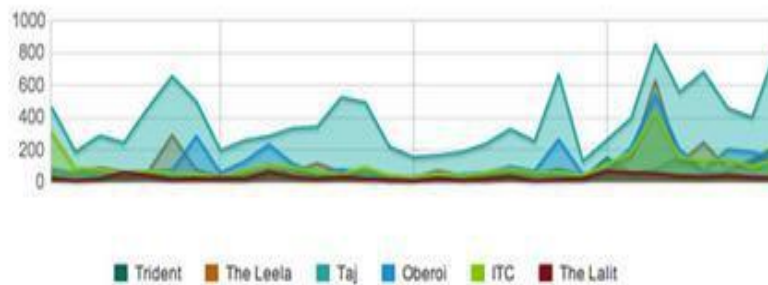
As we wanted to map how the Indian Luxury Hotel Industry was faring on social media, we started tracking them with **Talkwalker** (an awesome tool for social media management and monitoring) and have been monitoring them since a month to check their level of engagement, consistency, followers and much more quantitative data. Let's take a look at the results:

Overall Results

As we can see from the graph, Taj is keeping up with its legacy of being the finest hotel on social media as it the most spoken about hotel and people are actively engaging with them on various portals. Followed by Oberoi and ITC, surprising to see Leela comes next as it has the least impressive presence on social media.

20694 results

Fig 3: Over all Comparison



And then followed by Trident and The Lalit which has the least amount of conversation surrounding the hotel! As we can see in the graph Taj has consistently remained a high on the graphs for the whole month. Around the 24th march 2014 Leela, Oberoi and ITC were almost neck-to-neck when it came to be spoken about. The Lalit has consistently remained poor throughout the entire month with the least amount of mentions.

CASE STUDY

NESTLE KITKAT GIVES A # RICH BREAK TO SOCIAL MEDIA USERS!

The chocolate – coated wafer brand of Nestle, Kitkat has one of the most memorable tag-lines – *Have a break. Have a Kit Kat*. The brand is synonymous with encouraging people to take a break from whatever they might be doing. That is exactly how they promoted their new Twitter campaign #RichBreak.

About The Campaign

This is their second; #RickBreak campaign taking place the earlier contest took place in July. This contest begun on 4th August 2014, from 10 am- 6 pm users were intimated about the same via Twitter hours before the contest begun. To be a participant users had to follow the KitKat Indiahandle and had to include #RichBreak hashtag forever entry they make.6 winners and each to be rewarded with a Rs. 1000 Flipkart voucher (for this contest, Nestle have formed an association with Flipkart) and the grand prize to this contest is a trip to Goa. Due to the perks they offered, they got a good number of responses. They promoted the hash tag on Twitter as well to leverage this opportunity at-max. The contest allowed participants to show off their creative side by answering the questions being asked and in-turn win the goodies. Thus, to get an in-depth understanding about the campaign results we at DI powered our research with the help of Talkwalker's new social media monitoring tool. While talking about Talkwalker, did you check out their new Social Search tool? It's one of the most amazing thing I have seen recently.Let's take a look at how it took Twitter by a storm of tweets & re-tweets.

OVERALL RESULTS & REACH



As you see in the graph above and below, due to the awareness created about the contest a day prior and with it being promoted has increased the participation since the inception of the contest on 4th August 10 a.m. and the participation is only increasing due to the influencers reach.



The potential reach of the campaign was around 25 Million users on Twitter, I am sure you can imagine the awareness that KitKat India must have got, and the total number of tweets with the hashtag #Rickbreak was more than 5.5K.

5. CONCLUSION

Online social media have gained surprisingly the worldwide growth. The popularity of virtual sites over variety of cultures and different aged people has led to attracting attention from variety of researchers without exception all over the world. The effect of social media is two-fold. Though the drawbacks of internet is laden with the innumerable risks which are deservedly provides more its impact over the young generation. But on the positive side, social networking sites can assist young people to become more socially capable. Moreover, social media acts as invaluable tools for professionals, used to network sites professionally. Anyway, social networking sites gave us the channel in broad range to help others as well. Social networking sites bring lots of opportunities but at the same time they get used for malicious activities like cyber bullying terrorist issues too. It is a boon or bane? The question is debatable. It is the decision of an individual whether to continue using this site as a tool or not matter thing. But what this paper strengthens is its optimistic approach over the vast audience.

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