

IMPACT OF SOCIAL MEDIA IN PRESENT SCENARIO

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Abstract

This paper discusses the impact of social media on its extensive use for the company and their effective connectivity with the customers in present scenario. This paper also elaborates on understanding what social media is and what are the existing different forms of social media that are accessed and used by the customer. Moreover, the paper discusses in brief the impact of social media, its misuse, the negative effect of social media, and its positive side. Additionally, the paper also discusses on the censorship of social media, the advantages as well as the disadvantages of social media.

Introduction

The craze of Social Media is highly evident among people in this growing era of digitalization, globalization, privatization and liberalization. It is attracting the masses for many reasons and its impact, which is far reaching, is increasing day by day. Persons from any community have easy access to social media for their own interests. The relevance of Social Media is growing high at a phenomenal rate in every sphere. People at large are using social media for getting news and information. Their dependency on print and other electronic media is going down. It is also observed that social media is also increasingly misused in many vistas. Notwithstanding the consequences, psychologically nauseating people are misusing social media for spreading rumors very often rigorously, which can be highly harmful for any society. Many untoward incidences like communal riots, unrests and anger reaction are witnessed due to misunderstanding created by misuse of social media. Many a times is it felt that there is need to control and filter the transected information and news on social media from time to time. It is required to have a consensus to generate general conscience among responsible entities not to allow social media become a new armament for the use of unsocial, intemperate political elements.

What is Social Media?

Social Media can be refereed as computer based tools that allow individuals, group of individuals, companies and other Organizations to use, create, share or exchange information. It can be in the

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form of ideas, feelings, emotions, expressions, views, pictures and videos. Social Media are Web 2.0 Internet based application. Internet is a pivotal key of Social Media and with the help of that people can create own profiles. In this electronic age people often use Social media in order to keep in touch with family or friends and to stay up-to-dated on the happening in their lives. Social Media is readily used for social networking & interaction, participation, openness and collaboration in any social format.

Different forms of Social Media

Blogs

It is an online personal journal or diary and frequently updated. It is a place to express yourself and to share your thoughts and your passions with the world. Blog is a short form for the word weblog and the two words are used interchangeably. The term "weblog" was coined by Jorn Barger on 17 December 1997. The short form, "blog" was introduced by Peter Merholz in April 1999. Shortly thereafter, Evan Williams at Pyra Labs used "Blog" as both noun and verb and devised the term "Blogger". There are different types of Blog, differing not only in the type of content, but also in the way of content being delivered or written.

Twitter

Social networking sites Twitter is the most revolutionary invention in Social media. It is a free, internet-based accomplished micro blogging service which permits the user to send and read messages, up to 140 characters. Messages of Twitter are most commonly called "tweets". Twitter was developed by Jack Dorsey and launched globally in July 2006. Since then the 'Twitter' popularity surged ahead and gained popularity very rapidly in the numbers of users. Simplicity of the Twitter services has attracted a large number of People, including celebrities, political leaders and persons from different fields around the Globe.

YouTube

You Tube is basically an internet's video service. Basic idea behind is that user upload video to the site and at the same, watch and comment. Most of the popular videos are from entertainment, politics, personal problems, training programme, motivational speeches etc. It began when Pay Pal employee created a video sharing Website You Tube in 2005 where users could upload shows and view content. Chad Hurley, Steve Chen and Jawed Karim who were all early employees of Pay Pal was founded the YouTube. Later it was opened for upload on April, 2005 and Uploaded first Video titled "Me at The Zoo" on that. Google purchased it on October, 2006 for US \$ 1.65 billion. That time it was Google's second largest acquisition.

Facebook

At present the Facebook is the leading online community of Internet. The basic idea of the Face Book is to offer each registered user to create a user profile with picture and to keep in touch with their friends. Developed and created on 4th Feb, 2004 by a Harvard graduate, Mark Zuckerberg, Facebook is the most popular networking services site. Face Book was. Initially it was created to connect with Fellow Harvard students and also its membership

was limited. In October 2005 Facebook expanded it to 21 Universities in U.K. and others around the World. On September 2006 it was opened to everyone of age 13 and older with a valid e-mail address. Facebook is the most promising of all Social Media and it has around 51 million face book users in India.

Instagram

Instagram is an online mobile photo sharing, video sharing, and social networking service that enable its users, to take pictures and videos to share them either publically or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter etc. Kevin Systrom and Mike Krieger created it on October, 2010. It was acquired by Facebook on April, 2012 for approximately US \$ 1 billion.

LinkedIn

LinkedIn is a pure business oriented Social networking service. It was founded by the team Members of PayPal Reid Hoffman, Allen Blue, Konstantin Guericke, Eric Ly and Jean-Luc Vaillant in 14th December 2002. But LinkedIn was officially launched on 5th May, 2003. Most of the revenue came from selling access to information about its users to recruiters and Sales Professionals till 2015. March 2016 onward LinkedIn has more than 433 million accounts, Out of which more than 106 million are active.

Orkut

It was a very active Social networking website owned and operated by Google. It was named after its creator Google employee Orkut Byukkokten. The purpose of designing the Orkut was to help users meet new and old friends besides maintaining the existing relationship. It was closed down on 30th September, 2014. At that time Orkut was one of the most visited Website in Brazil and India.

MySpace

It is a Social networking Website. It offers an interactive user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos. It was created in July 2005. From 2005 to 2009 it was the largest social networking site in the World. In April 2008 MySpace was overtaken by Facebook. It had a significant influence on Pop Music & Culture. But after 2008 users of MySpace declined steadily and now it has reached in bad phase, with the result, MySpace has reduced its staff from 1600 to around 200.

Impact of Social Media

Impact of Social media in India is very high as compare to the other countries. According to a report 2/3rd of Indian online spend time on different social networking sites like Facebook, Twitter, and You Tube etc. Due to popularity of Social Media trends of sending personal e-mails have been reducing day by day. Live chat status update, video sharing are few of the major aspects that play a vital role in the popularity of Social Media.

Role of Social Media in Society

Social Media has become a craze these days and that why it is highly accepted by the Society as their basic necessity. Playing an important role in the human life as well as the

society, Social media is also becoming very prominent in spreading social news and events among the members of the society. The dependency on social media is on the rise every day, which has made it a vital medium of communication, sharing view and gossips as well as the most effective instrument to remain connected with the members of the society. Social Media is also playing an important role for bringing in the people for relationship building like matchmaking of prospective bride & grooms for marriages. Marriage Bureaus are also using Social media for matching of brides and Grooms. According to Facebook data, there are more than one million Indian users of above 29 years of age on Facebook who are singles.

Role of Social Media in Job Recruitment

According to a survey most of the HR Executives are looking at LinkedIn and Face book. Now these days Twitter is also doing very well in the Job recruitment. But for getting a better job opportunity Job seeker should upload current profile. For Handsome salary jump and better job opportunities, Social media has been playing a vital role in corporate as well as academics sectors. Better customers' responses, their easier interactions and superior brand awareness possibilities over social media due to its character of ease of access and low cost, companies are now actively using Social media not only in the nation but also all around the Globe.

Role of Social Media in Business

Business conglomerates, to gain competitive advantage, are strategically using social media as a leverage to achieve their business objectives. Social media provides ample opportunities for marketing their products. Rising social media use trends are forcing marketers around the world to drift from traditional marketing approaches to adapt and develop new techniques of using social media an effective and efficient tool for marketing their goods and services. Marketing companies as well as customer both are using social media for buying and selling of goods and services. Companies are using social media to get the customers feedback of a particular product. Customers also want to know the products Information through social media. 95.7% organization uses different form of Social Media to build communities and 76.1% for brand news. Organizations set handsome budget for that. Days are gone when the role of Celebrity was considered very important in the marketing of certain particular products. Now scenario has been changed and Social Media takes place & play an important role in that. Corporate hired big celebrities for marketing their products through Social Media.

Role of Social Media in Politics

Now a day' social media play an important role in the Politics in all over the World. Big Political parties are influencing voters or People through different means of Social media. They allocated huge amount on that. Earlier Political parties were campaigning through door to door, or through poster and mass public meetings. Earlier Political parties have limited resources and they expanses limited budget on that. Now the scenario is changing and political parties are conducting survey and opinion poll before the elections and accordingly the feedback is used as the part of planning in different winning strategies through the Social media. It can be seen in the current American Presidential Election. It

has been also seen in Indian Parliament Election in 2014 as also in recent state assembly elections in 5 states in India, where main Political Party Bhartiya Janta Party also allocated and invested huge funds on Social Media. At the same time main Opposition Parties including Indian National Congress Party could not seriously handle the use of Social Media. Through different means of Social Media Political Parties reach People within limited time.

Role of Social Media in Health Sector

Social Media in health sector is also doing very well. A Research shows that 31% of healthcare Organizations have established Social Media guidelines in writing. 2/3 of Physician prefers an open forum on Social media for Professional Communication purposes. Patients are using Google and other Social Media as a means to diagnose themselves and searches 900 medical conditions. Government agencies use social media very often for public awareness regarding health issues. The use of Social Media can be seen in Cigarette, Tobacco, Gutkha, Pan-Masala, Alcohols, Polio drops, Dengue and related advertisements. Social media is also playing a vital role in self-discipline and self-governance in practices of safe driving, following traffic rules etc. It is also observed that big hospitals are using the social media for supporting patients in educating, treating and even in facilitating them in operations and other related issues.

Role of Social Media in Sports

Social Media is also playing very effectively in the Sports Field. Social media makes people aware of the different types of Sports activities. It is also playing an active role in the India premier League (IPL) by providing up to date live information. Team members are in constant connected with their fan following and interaction. Different types of Social media provide a highly accessible communication medium for sports administrations, fans, athletes, Coaches. Sports authorities and sports rights holders effectively use communication channels for their audience that can measure and provide values as new commercial opportunities with and for the sponsors. Official Wimbledon Channel posts lots of content related to events on social media.

Role of Social Media in Library

Library Professionals have been frequently using Social Media for the last few years for promoting the Library resources and its services. A global research conducted by Taylor & Francis over 600 librarians worldwide for contributing their ideas, experiences and opinions on social media, suggest that countries like India, USA and UK are frequenting social media. The report of Taylor & Francis made following interesting discoveries on social media:

1. 61% of Libraries have been using Social Media for 3 Years or more
2. 30% post their information on social Media Daily
3. 25% of Libraries have more than 5 individuals updating their Social Media pages.
4. Facebook is the most popular Social Media Channel
5. 72% of Libraries have no Social Media Policy or Plan in Place.

Misuse of Social Media

Misuse of social media is a very common phenomenon. Use of unparliamentarily language abusive comments or hatred generating speeches on different forums of social media (Twitter, Facebook etc.) is very common. Few years back certain students and working professionals from north eastern part of India faced untoward incident in Bangalore as well as in Delhi. A powerful campaign has been operated through Facebook and Twitter against a particular religion, which led to communal riots in certain areas in western UP. There are still cases pending against some politicians of that region for instigating and provoking people for riots. It is very easy to post or comment anything objectionable on social media. Few months back some social media forum has decided to post edited or filtered content.

It is very easy to post or comment anything objectionable on Social Media. Few months back some social media forum has decided to post edited or filter content before their display. It is also observed that many terrorist outfits, agencies and extremist groups are very often misusing social media for their narrow and communal interest like jihad. We have seen Love Jihad issue on Social Media. Which was very dangerous for society? A political party raised these issues on social media forum from the perspective of their vote Bank gain.

Negative Effects of Social Media

Social Media uses by the many users only for time pass but excessive and uncontrolled use can lead to severe addiction. We have often seen that many users use social media for very personal and tiny things. Due to excessive use of Social media can lead to the deterioration in concentration. Everybody should be very careful while using social media because sometimes it may put peoples on the danger and odd situation.

Due to raising the question of shutdown in the Mumbai city for funeral of a politician two girls were arrested later on granted bail on personal bond. Mayank Mohan Sharma and KVJ Rao, Air India cabin crew member were arrested due to sharing rude jokes against politician. Some cases also seen reported outside India. In West Yorkshire Jake Newsome was jailed for face book comments about murdered School teacher.

A survey conducted on 600 Facebook users by The Centre for Eating Disorders at Sheppard Pratt. According to that survey male and female both burn of jealousy by seeing pictures of others. Due to that reason social networking sites users are suffering from low self-esteem, depression, psychological disorders, stress and addiction.

Positive side of Social Media

Social media helps peoples in different way. Missing peoples re-unite with the family with the help of Social Media. A 6 year girl lost his family in a bus stop in up small town Bus Stop. Through Social media girls reunited with the family later. Last year a school children sitting outside Noida Metro station, trying to earn money through a Weighing Scale for school study. Through positive power of Social media Chief Minister of UP promised to ensure full opportunity for the boy to study without having work. Election Commission is

also using social media to enroll voters and casting their votes. Social Media also plays an important role for consumer about the consumer rights. Some of the positive points of Social media are as under:

- i. Making/Getting real Friends
- ii. Communication in a speedy way specially in the emergency
- iii. In Touch with the World within minimum Time
- iv. Building Strong Relationship
- v. Helping to others for Nobel cause
- vi. Sharing Information or thoughts with various Sources.

Censorship of Social Media

Social Media should take initiative to edit or censor all the contents before post. Government agency should review social media activity and its further impact. That agency should also framework few procedures for social media posting. In foreign country some censorship on Social media has been implemented. In May 2000 The Information Technology Act (It is also called Article 66A of the IT Act) was passed. It was further amended in 2008 and later enforced in October 2009. According to this act "Sending offensive messages through communication service (Electronic means) is a punishable offense attracting an imprisonment of up to three years and an additional fine". But in 2012 Kapil Sibal then IT Minister specifically mentioned that, "No Indian government shall censor Social Media. Perhaps his intentions had been dissipating fears of a China like situation". But we think Social Networking site must follow ethics and filter its posting before their posting.

Advantages of Social Media

- i. Social Media is playing a pivotal role to market the products
- ii. Social Media capture potential customer and their interest.
- iii. Social Media offers more than just traditional ways of marketing products.
- iv. Social media helps customer aware about products quality.
- v. Social media convince customer to create, connect, converse; to contribute, vote and share information.
- vi. Social media helps corporate to get closer to the customer.
- vii. Through Social Media Company in building collaborative network with the users.
- viii. It is influential way to grab the customer's attention.
- ix. Now a day customer/user frequently uses social media to buy and sell out the products and get monetary benefit.

Disadvantages of Social Media

- i. Too many social media tools to learn
- ii. Lack of time to use social media
- iii. Lack of Privacy , identity theft or Security and safety, Cyber fraud, hacking and virus attacks
- iv. Misuse of Social media for selling products by the company
- v. Slow speed of Internet
- vi. Missing ethical issues on Social Media

- vii. Lack of Proper Knowledge about Social media.
- viii. Fake Profile
- ix. Hate Speech by hate groups

Conclusion

Social media is being used not only by the commercial organizations but also by the individuals and group of people from different age groups for their personal and commercial benefits. Social media is becoming a big threat for the traditional media like newspaper, TV etc. In current scenario, Social media is taking over many functions of traditional media and playing a much vital role of 'keeping in touch' on its undisputed advantage of direct exchange of communication, context awareness, generating information through direct and indirect exchange of views and discussions. As each coin has two sides, Social media is also not exception. In a nutshell, we can opine that social media is new hope for people and new life line of the people.

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