

Social Media's Impact On The Nature Of Popularity

* Dr. G. Rajesh Kumar, Asst Professor, Department of Business Administration, Govt. Arts
College, Nandanam, University of Madras, Chennai

profrajesh702@gmail.com

** G. Sakunthla Devi, Research Scholar, Department of Business Administration, Govt. Arts
College, Nandanam, University of Madras, Chennai

sagu_mba@yahoo.co.in

ABSTRACT

Social networking sites have an increasing size of growth in recent years. It is often used by children, teenagers and young people. It has both merits and demerits. This paper tries to know the increasing network size usage on Social network like Facebook, linkedin etc... Social networking is a place where people can connect with their friends and friends group. This connection is only to know about their friends, friends group and to see their updates. Social network also has strong impact advertising the products. It helps to increase the brand image. The technology growth made everyone to use the social network. In this current generation the usage of internet has been increasing day by day, there is a greater increase in social network websites. There may be huge reason for this increasing size. The main reason is to have contact with their friends, search for job opportunity and update their personal and to view others too. The researcher has focus to know the increasing size of usage on social networks sites like Facebook, whatsapp, LinkedIn, Twitter, Instagram and Youtube etc. Social media is a good platform to share our views and opinion. Current generation children love to play with mobile devices and they have got good knowledge about social media. Social network has created very big change in the economy, we Indians are emotional people .nowadays the usage of technology devices changed us the emotions are getting decreased. Transformation of behavior with their family members the attachment has been vanished now a day.

Keywords: Social network, increasing popularity, users benefit and current generation.

INTRODUCTION:

Social networks help to connect the online communities of people who typically share a common interest or activity. They provide a variety of ways for users to interact with each other by using blogs, e-mail, instant messaging, and newsfeeds which contain information about, or valuable to those in their network. The social network users are more powerful in communication. It is easy and more comfortable source to have strong relationship. The social networking sites such as Facebook, Whatsapp, and LinkedIn®, Twitter, Google+ etc. When users join a social networking site the users create a profile of themselves. The profile describes their interests and activities. Once the profile is set up, users connect with “friends” (other users) who have similar interests by searching the network, or inviting others to join. Only known people confirm and they become friends before they become linked in the network. Once linked, it is simple to communicate to with their group and update them on their activities of interest.

OBJECTIVES:

1. To know the reason for increasing size of social network sites.
2. To examine the merits and demerits in using social network sites.
3. To give suggestions to overcome the problems in using social network.

REVIEW OF LITERATURE

Shahjahan et al.,(2014):The author tried to find out the positive and negative effect in using the social media. There are many positive effects like reduction in travelling cost, expansion of demographic space. The major effect in his study is family relationship gets weaker. The study was conducted in three universities named Govt. Bangla College, America Bangladesh University and Pangsha University College in Dhaka city. The sample size is about 32371(apex.) students. The major findings in his studies are (i)There are various modes of communication, the most often utilized communication network is facebook, twitter, MSN, Skype and Google +.(ii) More than 50% of the people feel secure in using face to face communication and more than 40% of the people feel comfortable on voice calling media.

Anurag Sarkar et al.,(2015):This study describe the various statistics about social media and its usage which conclude that social networking helps to foresee the future and will continue to be a significant part of most of human lives. The author tries to tell that than positive there is more negativity in using social network. In this paper the authors have done a pilot study to know both benefits and evil effects of social area networks. But the authors stressed that more detail study is required especially on health issues.

Jacob Amedie(2015):The author found that social media enable to create false identity and connection, it cause depression and there it helps to create more criminals and terrorists. Three analysis were done in this study (i) Social Media and Psychological Issues (ii) Social Media and Criminal Activities (iii) Link between Social Media and Criminal Activities

Selasi Kwame Ocanse et al.,(2016):The author has done his survey in Ghana on the impact of Social Media on the youth. The study focuses on the social media use and the purposes, access and impact of its use by the young people in Ghana about two hundred youth aged between15-25 were participated in this study. The findings revealed patterns of young people's social media use consistent with similar studies of youths in other countries. The study tells about the importance of the study among the young people and it tells about the greater awareness of the risks of social media use. Major finding in this study is Ghanaian youths were using Social media on a large scale, mainly for communication purposes. The study, says social media has a positive impact on the youth, but a large number of respondents reported that they have met with negative experiences in online sites. Today's world is a global village.

Sajeesh Hamsa et al.,(2018):The purpose of the paper is to understand the common cybercrimes experienced by individuals and to know about the level of awareness amongst youth. The present paper is based both on primary as well as secondary data & information.The survey was conducted majorly with male respondent (59%), age group of 23-25(55%), the social media usage among the respondent are highest in whatsapp (95%) and facebook (93.5%),technology devices used including desktop computers(45.8%),laptops(56%) and tablets (33.9%).the purpose of usage is mainly for chatting and messing with family members and friends(80%)The primary objective of the research evolution of the dominance of social media among the youthful internet users and its eventual impact on them. The findings of this study

have shown that social media is popular among the study participants with over 90% having profiles on social networking sites, especially Facebook and WhatsApp.

BENEFITS OF SOCIAL NETWORK SITES:

To connect with worldwide: Social network site like Linked in helps us to find correct job based on our qualification. Experts' opinion and their suggestion can be got. It is the good platform for both the job seekers and giver.

Current details can be collected: Current knowledge can be updated using social network sites. Google help you to search information about the past and present scenario. Now days internet plays a major role in giving direction, helps to know about current problems prevailing in the economy.

It helps to create brand awareness: There are many social networking websites; each website has its own uniqueness. Awareness about products can be created using social network. It helps us to increase the sales. Comparing to other sources advertising about the product in social network is cheaper.

DEMERITS OF SOCIAL NETWORK SITES:

Opportunity for cybercrime: Many criminal activities are taking place through this social websites. We cannot say the information we provide in the social network are safer. When it is used in wrong purpose many problem arises.

Decreased productivity: The usage of internet been increasing day by day especially with young generation .we can say the usage of social network sites are completely healthy. When we became addict in using the social network apps we lose our productivity and the future is completely wasted.

Identity theft: Many thefts take place, there are many criminals eagerly waiting to hack our information and try to sell to other person for money. Especially this happens with our bank details.

Negative impact on psychological and physical health: Both the physical and mental health is affected by using the social network websites. This current generation does not like to spend time in outdoor games. They are ready to stay with their internet for longer period which leads to many health issues.

Rapid and extensive spread of misinformation: It creates a great for spreading false information or rumors. There is a saying that false information reach very quickly than the true information.

KNOWLEDGE ABOUT SOCIAL NETWORK:

There are many people using the social network without having complete knowledge. When they lack knowledge giving their complete personal information, each day updating photos updating leads to worst part. Friend request in facebook should be done carefully when unknown person become your friend they try to steal your information and create more problems. In this current scenario we are seeing many problems arising due to less knowledge in using the social network websites. Again there are few group of users know the impact of using the social website like facebook.

AWARENESS ABOUT USAGE:

Social Networks	Website	Usage
Facebook	(https://www.facebook.com)	The most popular social networking websites on the Internet. Facebook is a popular destination for users to set up personal space and connect with friends, share pictures, share movies, talk about what you're doing, etc.
Google+	(https://plus.google.com)	The latest social networking service from Google.
Instagram	(https://www.instagram.com)	A mobile photo sharing service and application available for the iPhone, Android, and Windows Phone platforms.
LinkedIn	(https://www.linkedin.com)	One of the best if not the best locations to connect

		with current and past coworkers and potentially future employers.
Reddit	https://www.reddit.com)	Community of registered users (redditors) submits content that is upvoted by the community. Reddit has a subreddit (board) for almost every category.
Tumblr	https://www.tumblr.com)	A microblogging platform with social networking capabilities.
Twitter	(https://twitter.com)	Another fantastic service that allows users to post 140 character long posts from their phones and on the Internet. A fantastic way to get the pulse of what's going on around the world.
YouTube	https://www.youtube.com	An excellent network of users posting video blogs or vlogs and other fun and exciting videos

(Source: <https://www.computerhope.com/jargon/s/socinew.htm>)

REASON FOR USING SOCIAL NETWORK:

Social networks help people connected with their friends and family and are an easy way to find what everyone is up to each day in your circle. Social networks can also be used to find fun and interesting things on internet since often your friends and family will share many of the same interest as you.

- connect with people from different location.(social relationship)
- Photo/video sharing
- Find resources and specific book
- Trading
- Employment

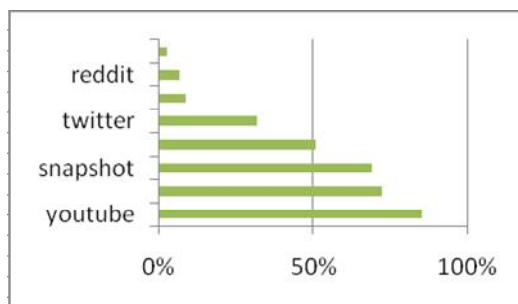
SUGGESTIONS:

- ✓ Check twice or thrice before giving like and comment in the social network sites.
- ✓ Try to avoid having face to face contact.
- ✓ There are many fake identities be careful in choosing your friends list.

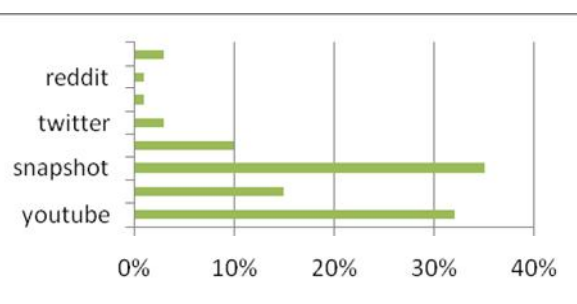
- ✓ Many websites try to capture our information, be careful in giving information in the social network sites.
- ✓ Students use many websites for learning; it may take them to unwanted websites.
- ✓ Privacy is not assured in social network sites.

The chart below explains us clearly about the user and most often user in social network and their percentage. In the year 2019 the data from (ignites social media) shows that majority 85% of them use youtube and only 7% use reddit. Majority 35% most often use snapshot.

1.Social network sites users in 2019



2. Social network sites most often users in 2019



Source: (<https://www.ignitesocialmedia.com/social-advertising/facebook-advertising-effectiveness/>)

CONCLUSION:

A social networking site plays an important role in our lives especially with this current generation. This era we call us an internet era, we have good opportunity in using internet, we spend more time in using this internet in specific social network, have been spending an more amount of time on the Internet in general and social networking sites in specific. Social networking systems has spread and created its own popularity, increase uses and connect users from wherever they are. Business interest in online social networks in many cases is based upon the belief that the users have, this trust helps increase the sales. The best use out of social networks helps to connect people share their views and ideas, even help us to get job

opportunity. Social network has its own merits and demerits. When know the limit of our usage it won't affect us. Unknown friendship, unwanted information sharing take us to the worst case. There are many present cases which not solved because of this improper usage of social networks.

REFERENCES:

Shahjahan, Kutub Uddin Chisty, (2014), Social Media Research and Its Effect on Our Society, World Academy of Science, Engineering and Technology International Journal of Information and Communication Engineering Vol:8, No:6, pp. (2009-2013).

Anurag Sarkar et al., (2015) Impacts of Social Networks, A Comprehensive Study on Positive and Negative Effects on Different Age Groups in a Society, Volume 3, Issue 5, Pp. (177-190).

Jacob Amedie (2015), The Impact of Social Media on Society, Santa Clara University Scholar Commons, pp. (1-19)

Shabnoor Siddiqui et al., (2016), Social Media its Impact with Positive and Negative Aspects, International Journal of Computer Applications Technology and Research Volume 5– Issue 2, ISSN 2319–8656, pp. (71-75)

Selasi Kwame Ocansey et al., (2016), The Impact of Social Media on The Youth: The Ghanaian Perspective, International Journal Of Engineering Technology And Sciences (IJETS) Vol.6 (1), pp.(87-97).

Websites:

<https://www.computerhope.com/jargon/s/socinew.htm>