



A study on social media apps and their effects on society

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Abstract

Over the last decade the popularity of social networking sites has risen to a massive scale. People seem to love the idea of communicating with each other through pictures, videos, messages and voice mails than talking face to face. It is amazing how social networks have completely changed people's habits, becoming a must-visit Web destination for all, such is the power of social networking today and it only seems to grow stronger and stronger in the future. Social media is different from any other media in numerous ways including quality, reach, frequency, usability, immediacy and durability. In this paper we are going to discuss about social media apps their features, usage and their effects on society.

Keywords: social media apps, users, facebook, twitter, media choice

Introduction

When we talk about social media, the first thing that strikes in our mind is Facebook or Twitter, but social media is very broader than this. Now, in the modern world social media is defined in terms of mobile and web based technologies to create a social network in a virtual world through a collection of online communication channels. Social media is that network where people interact freely, sharing and discussing ideas and information, they know about each other and their lives, sending messages etc. by using a multimedia mix of personal words, pictures, videos and audios.

There are various types of social media:

Facebook



The most popular free social networking site where registered users can find friends and keep in touch with friends, family and colleagues, upload photos and videos, share information, messaging etc. 2016 has been another record-setting year for Facebook. In their latest earnings report, the Menlo Park-based company shared that it earned \$7.01 billion in revenue during Q3 2016 and now has 1.79 billion monthly users that are 16% more than Q3 2015. Facebook Reactions feature enable us to express our self with five additional emoji's, alongside a "like". Fast, interactive articles on Facebook load up to 10 times faster than the mobile web. Facebook Live is like having a TV camera in your pocket. Anyone with a phone with the connectivity of Facebook now has the power to broadcast anything in the worldwide.

Twitter



It is a free micro blogging site where registered members can

post short blogs called tweets, other members can follow their tweets. In 2016, Twitter has refocused. It's no longer a social network, it's also a news product - Fastest to get news, and fastest to share news with the whole world. Various features like Twitter Moments enable users to stitch together multiple tweets into slideshow-like stories. Its customer support features are the easier ways for businesses to provide support to their customers on Twitter and its Magic Pony Technology provides advanced video up scaling, compression and enhancement.

Instagram



It's been an incredible year for Instagram. Instagram Stories enables users post photos and videos that vanish after 24 hours, much like Snapchat Stories. It has business tools that include new business profiles, analytics and the ability to create ads from posts directly within the Instagram app. Instagram worked with hundreds of businesses to understand what was needed to enhance their experience, and three key needs became clear-stand out, get insights and find new customers. Instagramers with verified accounts can now share links through Instagram stories using a neat 'See more' action which loads content in an Instagram-contained browser when a user swipes up on a story.

Snap chat



Snapchat is an image messaging and multimedia mobile application with the principal concept that pictures and messages are only available for a short time before they become inaccessible. The features included Spectacles are sunglasses that Snap! Tapping a button on the glasses enables

you to record from your perspective. The acquisition of Vurb could solve one of the platform's biggest issue i.e. discovery. Vurb is a local app helping consumers find local things to do and letting them save their ideas. While Bit strips gives an entertaining and dynamic visual identity that let express in ways that words can't capture.

Wikipedia



It is a free online encyclopedia where anyone can register and create their own article for publication. Anyone can edit its content too.

Quick fire: Pinterest, LinkedIn, YouTube

1. Pinterest Promoted Pins



In March, Pinterest opened up Promoted Pins to businesses of all sizes showing advertisers who use the Pinterest. Ads Manager received an average of 20% more free clicks in that month after the start of a Promoted Pins campaign. P interest is a web and mobile application start up that operates a software system designed to discover information on the World Wide Web, mainly utilizing images and on a shorter scale, GIFs and videos.

2. Microsoft acquires LinkedIn



LinkedIn is the only professional-focused social network that has achieved meaningful scale. Microsoft acquired it for \$26.2 billion in June. As it is an extremely unique asset for Microsoft. It'll be interesting to see how the product evolves under them and how this tech-giant monetizes its ownership of the social network.

3. YouTube



YouTube is a free video sharing website that let people upload, view, and share videos. Videos can be rated with a like or dislike option, most videos can be commented on if logged in to an account, and the number of times a video has been watched (known as "views") is put on the site. Users who have accounts can also subscribe to channels.

Objectives and research methodology

The objective of the paper is to discuss about social media apps their features, usage and their effects on society. The aim

is to discuss about the interactive environment of social media, media choice and effects. Data collected for this paper is both primary and secondary in nature. Primary data is collected from the survey of 150 students studying in different colleges and schools of Ferozepur district of Punjab. Questionnaire method is used for collection of data. Secondary data is collected from various reports, journals, newspapers and different websites. The various objectives of study are discussed as under.

1. To study the overall usage of social media globally.
2. To study the most popular social media globally.
3. To study the usage and growth in use of social media apps in India.
4. To study the effects of social media on students and other parts of society.

Analysis and interpretation

2016 has been a period of consolidation for many of the biggest social media platforms out there. It seems that most products launch in a niche, with a unique perspective or angle, and then once they begin to hit critical mass, they start to blend into one another. Eighty-three percent of marketers also said they'd like to create more video content if they didn't have restraints such as time and resources. For brands and marketers, this could mean a ton of real-time conversation around the shows and events. Twitter broadcasts live and open up opportunities for reactive content and adverts around events broadcast on Twitter. In 2017, creator and brand partnerships flourish on YouTube and other networks as marketers seek to connect with creators' dedicated and passionate audiences in an authentic, non-intrusive manner. Instagram is built around highlights; we're filling in the space in between and becoming more about visual expression in general.

The Overall Social Media Usage Globally

We want to highlight the great summary of social media and mobile stats from "We Are Social Singapore". Annual growth continues apace, particularly in the number of mobile social users, which hit 17% last year. Asia-Pacific is driving much of this growth, which internet usage rates high and number of active social media users increasing 14% on the year before.



Source: <http://wearesocial.sg/blog/2016/02/media-social-future-e-commerce/>

Fig 1

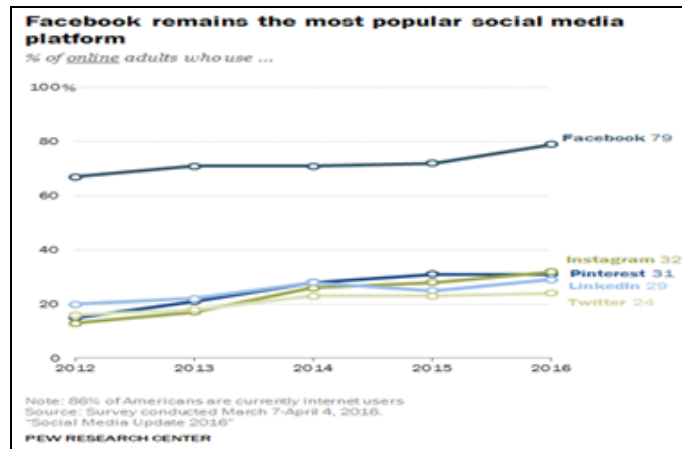


Fig 2

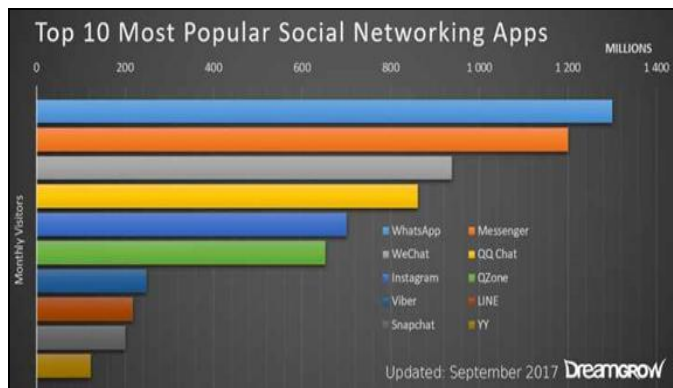
Face book is also retaining a huge lead on the competition. It actually increased its penetration to 89% of US internet users, whilst Face book-owned Instagram came 2nd with 32% penetration.

Social Network Popularity by Country

This is a great visualisation of the popularity of social networks based on the interviews in the GWI report. Indonesia, Philippines, Mexico, India and Brazil are in the top 10 for each with significantly higher levels of use than the US, UK and European countries.

Table 1

Social Network	Monthly Active Users	Social Network	Monthly Active Users
Facebook	160,000,000	Ask.fm	2,010,000,000
YouTube	115,000,000	Tumblr	1,500,000,000
Instagram	112,000,000	Flickr	700,000,000
Twitter	111,000,000	Google+	328,000,000
Reddit	106,000,000	LinkedIn	250,000,000
Vine	95,000,000	VK	200,000,000
Pinterest	57,000,000	ClassMates	175,000,000



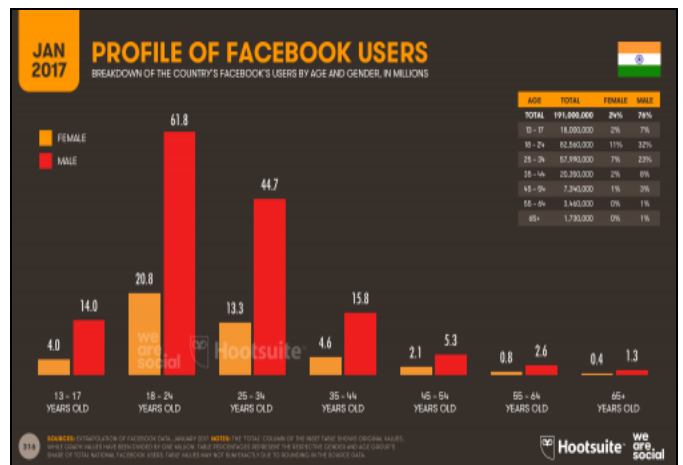
Source: <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>

Fig 3

WhatsApp added another 100 million monthly active users reaching 1.3 billion and leaving Face book Messenger behind with 1.2 billion monthly active users. Both of these mobile

platforms are owned by Face book. We Chat took the 3rd position as it passed QQ with more than 70 million monthly active users as QQ continues to slide. For list of social media apps that are smaller check list of virtual communities with more than 100 million active users from Wikipedia. Following from this, we have predominantly APAC favoured platforms, with QQ (9%), We Chat (8%) and Q zone (7%) all with over 600 million active users, highlighting the array of offerings the APAC. We then see a cluster of predominantly western social media networks in Tumblr (6%), Instagram (4%) and Twitter (4%).Among US users

Indian Scene



Source: <http://wearesocial.sg/blog/2016/02/media-social-future-e-commerce/>

Fig 4

Sixty five percent of India is still far from getting on the internet but Indians are racing to catch up. India is among the top five countries in the world when it comes to the pace of growth in internet users, according to a new report by social marketing agency *We Are Social*. While the global average for growth in internet users is a measly 19 percent, India is at 90 percent.

Here're the major India milestones in web, mobile, and social media usage.

Table 2

Features	No. of Population
Total population	1,319 Million
Active internet user	462 Million
Active social media user	153 Million
Mobile connections	1,012 Million
Active mobile social user	130 Million

Growth**Table 3**

Growth in the number of active internet users	90%
Growth in the number of active social media users	23%
Growth in the number of mobile subscription	7%
Growth in the number of active mobile social user	20%

Findings of the Study through Survey Method

The purpose of collecting information was to perform a group research on how web based social media influences college students. In this research, a questionnaire was prepared to collect data through the standard survey collection method. The total number of questionnaire administered was 150. The respondents were students of colleges and schools of ferozepur district of Punjab. Around 75 males and 75 females were selected for study. Questionnaire method is used for collection of data focussing on usage of social media apps.

Different enquiries concentrated on the lives of students and the sentiments of students when they were using diverse social media apps. For instance, "How long a day do you check your web-based social networking sites? "And" Do you post or react while finishing homework?" Also, at the end of the questionnaire, we made two open enquiries about the biggest advantage or disadvantage when student's used social media in studying and looking back to the last time that they used social media. These questions related to their lives. There were three different perspectives present in the research which included advantage, disadvantage or not sure.

Results

Fifty percent of participants are in favour of Facebook, thirty-two percent like WhatsApp, around ten percent like Snap chat and Instagram and eight percent prefer Twitter. Seventy percent of the sample reported that they primarily used a cell-phone to check social media sites; while 18% use a laptop; and only 12% preferred to use a desktop computer.

Forty-two percent of the sample admitted that they spent 7-8 hours per day to check a social media site, twenty percent spent more than 8 hours, Twenty five percent spent 2-4 hours and only thirteen percent spent less than 2 hours. Seventy five percent of the sample reported that they posted or responded while completing homework; ten percent would never use social media while doing homework; and fifteen percent were not sure. In terms of the benefit of social media, thirty five percent agreed that social media helps with school assignments; thirty percent agreed that social media helps to make new friends; and forty five percent just used social media for fun. Discussion According to the data collected from the questionnaire, most college students would prefer to use social media apps and therefore spent vast hours checking social media sites. Facebook is very popular among college

students, even though students would use it when they had classes. It has definitely affected their efficiencies and their grades. Considering the data gathered, there was a negative attitude towards social media when college students utilised them. For instance, envisioning one student spent more than six hours checking social media site and reacted while finishing their homework; it would be likely increment distraction of the students which can negatively affect student's performance.

On the internet, students engage in a variety of activities some of which may be potentially addictive. (kuss and Griffiths, 2011). The mass appeal of social media on the internet could be a cause for concern, particularly when attending to the gradually increasing amount of time students spend online. Undergraduates spend more time on Face book, Twitter and other social media through smart phones that are now in abundance among these youths. Many student cannot go for two-three hours without checking and updating their profiles on these social networks even at the detriment of other activities such as educational and career pursuit. (Morahan-Martin and Schumacher, 2000) explain social media addiction as the excessive use of the internet and the failure to control this usage which seriously harms a person's life.

Our research has uncovered that college students were probably going to be affected by social media. Social media is alluring; it not only provides college students another universe to make companions, additionally gives a decent approach to discharge pressure. To some degree, it completely affects the lives of college students including the evaluations. This research also indicates that an approach is expected to better adjust the relationship between social media and academic study. Along these lines, college students should ponder about the adjusting condition of social media and academics.

Benefits and drawbacks of social media**Benefits of social media for Students**

Social media apps are useful for students in many ways; Students can produce and retain information. Social media offers lots of opportunities for learning and interaction. Students are getting to explore and experience the world not only by books and assignments; but also by adapting social media. In today's world; contacts, networks and communications are very important; students who are accessing face book, twitter and other such social networking site to connect and share information have good contacts. This can boost their self-esteem and confidence. Social media gives teens with unusual interest and hobbies a place to share information and enthusiasm.

Drawbacks of Social Media for students

Social media can be a very distracting and harmful for students. Students share personal information, comment on someone's post which may be harmful for them. Always glued with their mobiles, tablets, computer which is a wastage of time and may spoil their performance. Online bullying and harassment which is also known as Cyber-bullying may be the biggest danger for them e.g. blue whale and rapele app. online predators, it is basically an online sex crime against minors. Students remain busy in using apps and have less interaction with friends and family.

Benefits of social media for businesses

Social Media Marketing is an excellent tool for business exposure to the public at a much lower cost than any traditional marketing. Platforms such as Face book and Twitter help targeting new customers and make brand more popular. Social Media can improve customer services and enable business to gain new information about their customers.

Drawbacks of Social Media for Businesses

Consumers can post negative comments on social media sites which may damage your prospects with new clients. Threat of hackers is a terrible issue on social media. Choosing among different social media sites might be a tough task for business owner; if select the wrong one then it may affect the success of business.

Social Media's contribution to society

- 1) **A boon in crisis:** During "Super storm Sandy" in U.S social media played a vital role, many people used face book to give details of destruction and reassure their friends and relative that they are safe. In effort to clear phone lines, police asked people to use social media for communication.
- 2) **Wrathful aid for solving crime:** Police are beginning to investigate gang-related crimes on social media networks.
- 3) **It's a form of political influence:** Social media is a true voice of people. Social media is a powerful force for change and it has a potential to influence the outcomes of political decisions.
- 4) **Wiped-out the distances:** We can reconnect with our kith and kin internationally without wasting money on international phone calls by using emails and Skype.
- 5) **A revolution in brand making:** Social media has transformed the market. Brands have the ability to engage the customers with products, social media helps to make good brand image.

Findings

The Most Engaging Social Network

The factor which determines the time we put into social media marketing is the engagement of the audience. Here we see the dominance of Face book, it's interesting to see how effectively Face book dominates, but Snap chat and Instagram are also doing well in terms of monthly usage per visitor. Face book Messenger has an impressive 47 penetration, and Instagram (also owned by Facebook) comes 2nd for engagement.

Different Interaction Rates in Social Media

According to a study of Track Maven, he analysed 51 million posts from 40,000 different companies over 130 industries to establish which social networks achieve the greatest engagement per follower. The results show that Instagram absolutely dominates when it comes to interactions per 1,000 followers. As Instagram dominates, but when it comes to the other networks Face book has a considerable lead on Twitter and LinkedIn. This is in large part because people tend to post a lot more on Twitter because it doesn't have an algorithm that only serves posts to a small section of an audience.

The Overall Social Media Usage Global

East Asian and South Asian markets have a large number of internet users. Digital networking offers new opportunities to reach these people, although as always cultural differences are considerable challenges to international marketers.

US Social Media Adoption

10 years ago on 7% of the US population used one or more social networking sites. Now that figure has increased almost tenfold, to 65%. Of those who use the internet a massive majority of 76% of American's use social media.

Suggestions

The whole discussion here is not to demean social networking. It is doing what it has to do – connect people with their loved ones. But whether to overuse it and affect our social life or not is in our hands. Let technology not master you. Talk to people personally or over phone, get engaged in face-to-face communication and use social networking within limits to balance your life. Social networks are definitely a boon to the society, but too much of it can affect our social progress.

The future of social networking sites look promising but people will have to deal with the problems associated with it. People today can't imagine living without social networking. It has become a daily routine no matter where you are. Also, it is interesting to know how mobile phones are shaping the use of social networks today. Those who do not get enough time to access their desktops often use a mobile device to stay connected with their friends. What's even more interesting is that adults are using social networks more than the younger demographic today, something which has never happened before the last year or so.

This has given software developers another reason to come up with innovative applications in tune with the contemporary lifestyle, which is indeed worth appreciating. However, problem arises when youngsters overuse these applications and compromise their social life by constantly updating their profile to let people know how 'cool' they are. This is also one of the main reasons why personal interaction has been affected to a great extent.

This compilation of the most popular social networks worldwide prepared by Statista gives a clear picture with Face book ruling supreme. This won't be a shock to anyone! With over 1,870 million active users, it holds an 18% market share, 7% more so than its closest competitor, the Face book-owned, WhatsApp.

Conclusion

As the innovation is developing, Social media has turned into the routine for every single individual. People are seen dependent with these innovations consistently. With different fields, its affect is diverse on individuals. Social media has expanded the quality and rate of coordinated effort for students. Business uses social media to improve an association's execution in different courses, for example, to accomplish business goals, expanding yearly sales of the organisation. Youths are found busy with these media every time. Social media has different merits however it also has a few negative marks which influence individuals contrarily.

False data can lead the training framework to disappointment, a wrong commercial will influence the profitability, social media can mishandle the general public by attacking on individuals' privacy, some pointless blogs can impact youth that can wind up plainly rough and can take a few inappropriate activities. Utilization of web-based social networking is useful however ought to be utilized as a part of a constrained route without getting addicted.

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