

# A STUDY ON THE IMPACT OF SOCIAL MEDIA

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**Abstract:** Social Media is a magician who performs wonderful magic in human life. Nowadays it has become a part of human life. Without that, human can't survive in this universe. Human is a social animal. He can't live alone. He needs relationship and communication. Social Media provides that platform to develop, communicate and share one's own view through mobile and web based applications like Twitter, Face book, You tube...etc. The data may be in any form like text, image, video, audio, PPT, graphics...etc. These data are characterized by 5 V's i.e. Velocity, Volume, Value, Variety, and Veracity. Handling these multimedia data is a very big challenge to researchers.

**Keywords:** Social Media, Web based applications

## I. INTRODUCTION

Social Media is a form of mass media that can be used for interactive, informational, educational or promotional purposes. It appears to us in several forms including Internet forums, micro blogging, wikis, podcasts, photograph or picture sharing, video rating and social bookmarking etc. [1]. Through Social Media users are receiving huge volume of data. The information extracted from these data is used in various applications. Because of its accessibility, usability, immediacy, frequency...etc a large number of people particularly youngsters are joining any one form of social media[18].

**a) Social Media in Education :** Social Media plays a vital role in Education. In future, due to media students will be attracted more by distance learning rather than campus-based learning. Teaching and learning process would be to keep pace with any trends and technological advances which promote communication with students and enhance the learning experience. A Massive Open Online Course(MOOC) is a free Web-based distance learning program. It is a successful learning programme that indicates due to integration of social media, no. of students' participation has been increasing exponent and drop-out are reduced. It is a positive influence made by social media in education. It should be noted by universities. Also whatsapp, blogs, emails are effectively used in the field of Education.

**b) Social Media in Business:** Social media provides opportunities to interact with others and form online communities. Social media can be used to promote the name of new brand and business by creating a page in Web and also customer behavior can be easily identified.

**c) Social Media in Communication:** Social media refers to the means of communication among people in which they create, share, and/or exchange their ideas / views in virtual communities. For that majority are having one / more

accounts in any one form of social media like Facebook, Twitter, Instagram, Snapchat, YouTube and Vimeo accounts. Next level of communication is forming like minded communities. Social media websites have revolutionized the way people communicate and socialize on the Web.

## II. DIFFERENT TYPES OF SOCIAL MEDIA AND ITS USAGES

- **Social Networks :** It helps people and organizations connect online to share information and ideas. Examples for Social networks are Facebook, Twitter, LinkedIn [2].
- **Media Sharing Networks :** It helps people to find and share photos, video, live video and other media online. Examples for media sharing networks are Instagram, Snapchat, YouTube
- **Discussion Forums:** It helps people to find, discuss, and share news, information, and opinions. Examples for discussion forums are reddit, Quora, Digg
- **Bookmarking and Content Curation Networks :** It helps people to discover, save, share, and discuss new and trending content and media. Example for bookmarking and content curation networks are Pinterest, Flipboard
- **Consumer Review Networks :** It helps people to find, review, and share information about brands, products, and services, as well as restaurants, travel destinations, and more. Examples for consumer review networks are Yelp, Zomato, TripAdvisor
- **Blogging and Publishing Networks :** It helps people to publish, discover, and comment on content online. Examples for this are WordPress, Tumblr, Medium
- **Interest-Based Networks :** It helps people to connect with others around a shared interest or hobby. Examples for this are Goodreads, Houzz, Last.fm

- **Social Shopping Networks** : It helps people to spot trends, follow brands, share great finds, and make purchases. Examples for this are Polyvore, Etsy, Fancy
- **Sharing Economy Networks** : It helps people to advertise, find, share, buy, sell, and trade products and services between peers. Examples for this are Airbnb, Uber, Taskrabbit
- **Anonymous Social Networks** : It helps people to gossip, vent, snoop, and sometimes bully. Examples for this are Whisper, Ask.fm, After School

### III. LITERATURE REVIEW

In [10] the authors have proposed a novel transfer learning framework to handle the online videos. It utilizes knowledge from social streams (e.g., Twitter) to grasp sudden popularity bursts in online content and developed a transfer learning algorithm that model the social prominence of video content and improve popularity predictions in the video domain. The authors have proved that their cross-domain popularity prediction model will be substantially useful for various media applications that could not be previously solved by traditional multimedia techniques alone.

In [13] the authors have presented a visual analytic tool, Vox Civitas, designed to help journalists and media professionals extract news value from large-scale aggregations of social media content around broadcast events. They have discussed the design of the tool, present the text analysis techniques used to enable the presentation, and provide details on the visual and interaction design

In [15] the authors have developed sets of sentiment- and emotion-polarized visual concepts by adapting semantic structures called adjective-noun pairs, in a multilingual context and they have applied the pipeline concept on a social multimedia platform for the creation of a large-scale multilingual visual sentiment concept ontology (MVSO).4.

### IV. ISSUES AND CHALLENGES

Social Media – Issues and Challenges can be categorized into two elements

- i) Life – oriented
- ii) Technical oriented

*Life – Oriente-* Social Media brings prosperity as well as poverty in individual and in community level.

Due to Social Media, Youngsters get more benefits. At the same time, they are facing a lot of problems especially they are psychologically affected. This psychology problem slowly ruins the young minds and causes to take wrong decisions in their life. This new symptom is called Face book depression [3][4]. When one spends an excessive amount of time in Social Media sites, they exhibit to depression. Also it reduces one's life time. Isolation is another challenge faced by people. One point of view Social Media helps people be connected with one another and convert this world into global village. In another point of view, it separates people even from neighbors and makes the connected family into isolated islands.

**Privacy and security is the another major issue:** As youngsters are unaware of these site, its impacts and security protocols, their personal problem, photos and profiles are stolen and misused. This creates depression and anxiety in youngsters' minds[5].

Social Media sites lead people to live in an imaginary world by continuously making them to project on unrealistic and unachievable perception. This image of perfection ie a perfect career, perfect marriage generate constant stress and makes the way to get immune inflammatory disease / response in body and brain. Another depression generator in Social Media sites is false intimacy. This creates virtual connections rather real life relationship Creating fake information (cat fishing) is a deceptive act which ruins marriage, relationship and emotional well being of many people[6].

**Social Media and Criminal Activities:** Many criminals have used advantages of social media to hide their identity and to do several crimes such as cyber bullying, cyber terrorism, drug dealing, smuggling...etc [7]. Social Media leads people to isolation, depression, living in unrealistic world, unstable personality, anxiety..etc [8][9]. All these promote terrorism recruitment.

All these kinds of psychological and social problems are arising, due to easy availability of data from social Media. Handling these data is another very big challenge to researchers. Data mining is one of the solutions in solving this problem. A number of Algorithms and Techniques are available in Data Mining to extract information / pattern / correlation from this big data stream. Though many analytic tools and techniques are available to extract information, it is very complex and creates many issues. The issues can be categorized as,

- Related to Data
- Related to tools and techniques
- Related to security
- Related to Presentation and visualization of data mining results
- Related to knowledge fusion

### V. FUTURE WORK

Impacts of Social Media on human lives were discussed in previous section. Perspective views on research challenges for future research are listed down:

First, several analytics tools are available to extract meaningful information. Due to 5 'V characteristics of data, robustness and efficiency of exiting technologies remain a huge challenge. To enhance efficiency, future research will be proposed on hybrid methods by combining new technologies such as parallel computing, Artificial Intelligent..etc [10][11].

Second, because of several factors such as credibility of users and reliability of techniques, analyzing and understanding the trustworthiness of information gathered from Social Media remain difficult. New methods should be explored to solve them.

Third, huge volume of multimedia data is available to users through Social Media. Representing / visualizing these data on available hardware (screen size and resolution) is very difficult. This opens new gate to extend the limited screen

size to an unlimited virtual / augmented reality technologies[12][13].

Fourth, understanding user behaviors is another major issue. Research should be made to ensure a comprehensive understanding and correct representation of complex user behaviors.

Fifth, security and privacy is another research area. More researches are being done.

## VI. CONCLUSION

This big data stream possesses useful and valuable information. Applications of Social Media are enormous. In this information era, huge volumes of data are available in every fraction of second. The information extracted from these data is valuable and very precious. This information will cause to bring unimaginable changes in various fields. At another angle, individual as well as society both are negatively affected by Social Media.

Social Media is like double-edged sword that is sharper in creating both positive and negative impact on human lives. We should be very much aware in handling social media as well as it is our great duty to teach our children and students how to use this powerful media to extract meaningful information. Otherwise our traditional value system definitely will be affected. Many researches are being carried out in this area. Still it has a lot of hidden treasures like visual analytic techniques, understanding user behaviors.. etc. Thus researchers are encouraged to focus on this promising research area.

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