

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor & UGC Approved Journal)

Website: www.ijirset.com

Vol. 6, Issue 8, August 2017

An Overview of Social Media Usage

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ABSTRACT: While social networks such as MySpace, Facebook and YouTube have been created and millions of users have been drawn to these platforms and have been adopted by many into their day-to-day praxes. Hundreds of OSNs endorse a variety of interests and activities of different technical advantages. However, the influence of OSNs is growing and various researchers on social networks have focused on different aspects. Analysis to define and characterize the literature is not available. This thesis is therefore aimed at submitting a literary review on research in OSNs. The review article discussed about the impact of social media usage among the youngsters. This review will provide a source for anyone interested in discovering research trends in social network sites literature, and will help to simulate further interest fields in the area.

KEYWORDS: Impact, Language learning, Social Media, Social Media Networks, Social Media Sites.

I. INTRODUCTION

Millions of Internet users worldwide have accessed thousands of social media sites over the last ten years. You use the free service offered on such websites to keep your friends alive, to exchange content produced by the users, including images, videos, bookmarks, journals, and so on [1]. Social networking can be described as online uses, channels and media that allow connections, partnerships and content sharing. The word "social media" is commonly used interchangeably with the term "web 2.0." The following key definitions can be identified:

- Blogs: encompassing individuals' or enterprises' online journals often combined with audio or video podcasts.
- Social network: Applications allowing users to build personal web sites accessible to other users for exchanging content.
- Content communities: Web sites organizing and sharing particular types of content.
- Forums: Sites for exchanging ideas usually around special interests.
- Content aggregators: Applications allowing users to fully customize the web content they wish to access.

Social network sites (SNSs), or OSNs are considered the nucleus of network infrastructure for enterprise and strategic value-linked organizations. On wider websites with social networks, people typically do not want to meet new people but want to sustain connections through interactions with old friends, who are still part of their big social networking network[2]. In summary, websites in social networks can be used as alternate networking platforms to enable existing connections and events to deeper and more vibrant experience. Many platforms and social networks have emerged; they have drawn unique categories of consumers based upon their profiles[3].

There is also a great deal of evidence that social networking platforms are now ubiquitous and that these sites account for one in 11 minutes of spending online worldwide. A social networking site includes 54% of internet users aged 16-24 years of age. The people today have more of the social network platforms than any other tool in the social media. 710 million people hit Facebook. Though Facebook would be the third largest nation in the world and just a lag behind

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China and India if Facebook were a country[4]. Average user has 130 friends and 80 community accounts, communities and activities, each of which spend 46 minutes a day on Facebook on average. Each of them has a regular interaction with the site. 100 million viewers take action per week on YouTube and 800 million individual users access the site daily (Youtube.com). Social network platforms have access to these tough viewers, which drift away from mass media. The use of social networking can be inferred in a huge way and affects the sharing of ideas across the globe. SNS is a brand new research subject because of its relative uniqueness, and some scholars have been attempting to investigate these new phenomena in various contexts. The influence of social networks is becoming increasingly common, with corporate practices ranging from economic (e.g. shopping) and promotional activities (e.g. brand creation, advertising) to social and educational activities (e.g., distance education)[5].

II.LITERATURE REVIEW

1. Benefits of Social Media to Students:

The diverse types of social media have shown their advantages by improved contact, social connectivity and even technological skills. Most students use social networks to collaborate and engage with one another, to make new friends, to post photos and to exchange ideas. This also helps students to promote their identity and special social skills. Any students are introverted nowadays and have poor autonomy[6]. Yet they can develop social skills and communicate well with their visual friends via social media as their networking tools. This contact is not only an essential step for students, but also allows respect, tolerance and an expanded dialogue on personal and global issues.

Social networking will also bind them to people elsewhere. By using various languages, students can learn to communicate with foreigners. Communicating in different languages could be difficult for them, but it will inspire them to learn new languages by forming new friends and using some application to communicate with each other. From friendship they will delve into their history, their climate and their values in a certain region. Students prefer to expose themselves to peers who have the same passion {7}.

In addition, social media increased learning experiences for middle and secondary school students by connecting them on homework and community ventures. Facebook and other related social media programmes make it easier for students to gain ideas about their tasks outside the classroom. Not to mention, several schools have effectively used blogs as educational devices to help students study after their school hours. The introduction of social media, in particular social networking, is the bravery of students to use technology in their learning every day and this social networking[8]. Online learning resources are more effective than normal learning (using a learning book), since online materials are available and learning can be done 24 hours on 24. Students are most likely to make casual use of such social platforms as YouTube. YouTube offers facts and awareness video that reaches beyond the classroom and textbook borders. It will also tell students how those things are accomplished through the uploaded footage. It will display them clearly. Another explanation why students chose the use of the social media as resources for informal learning was the ease of access from textbook content, the ease of exchanging the information and the availability of this online material at a time.

2. Disadvantages of Social Media to Students:

While there are many positives of using social media, we need to be mindful of the "dark side" of social media. Students are more at risk than most people know via social media. Cyber bullying and cyber abuse are one of the drawbacks when adults use the social media. Cyber bully is called the use of digital technology to convey misleading, humiliating or aggressive information. The usual use of interchangeable internet abuse and cyber bullying are two separate groups. Online harassment is not so widespread as offline harassment, nor do most students fear on-line harassment as a result of involvement in social networking[9]. Cyber bullying is however widespread and can lead many students to suffer from depression, anxiety, extreme loneliness and devastating suicide. Amanda Michelle Todd is one of the cyber bully victims, and by hanging her home, she committed suicide. At the time she was only sixteen

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years old. She had posted an online video, in which she was able to expose her breasts via webcam and be sexually assaulted using a set of flash cards.

Sexting is also one of the social media's drawbacks. The word "sexual transmission" is described as the "sending, receiving, or forwarding by phone, PC or other compute-generated photos, sexually specific messages, photos and photographs." There are more than twenty percent of teenagers who have sent or posted nudist or semi-nudist images or video of themselves.

Data security and the digital footprint are the key issues when using social media. As websites are accessed by people, the proof of the places they visited will be left behind. These archives are referred to as the digital footprint. Students who do not know about privacy typically upload inaccurate comments, images and videos, but do not realize explicitly that what goes online will remain online[10]. Social networking like Facebook still needs to trigger their personal details. Their personal information somehow can be leak towards the public and they can be the victims to the criminal cases such as kidnapping. In hopes of minimizing privacy concerns, some teachers ask students to create new profiles for the use in the classes. This way requires students to have more than one account which will increase the cost of using social media and may consequently reduce its efficacy.

III. CONCLUSION

Social networking has stepped up the rate of contact, socialization, literacy and business behavior. People in social media and in simulated worlds have begun exchanging technologies through all social networks everywhere in everyday life. Part of the analysis hopes to reveal insights into whether online life strengthens or obstructs our friendship, but how this impacts our young age in general. As social networking grows and begins to grow on the internet, there is an area where culture lasts and we avoid discussing it.

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ISSN(Online): 2319-8753
ISSN (Print): 2347-6710

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Website: www.ijirset.com

Vol. 6, Issue 8, August 2017

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