

## **SOCIAL IMPACT OF SOCIAL MEDIA: A PERIODIC CASE STUDY ON FACEBOOK**

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### **ABSTRACT**

Although social media is radically changing social practices, one thing that is changing is the extent to which our social practices are recorded. Most of our social interactions were undocumented and private, but it is increasingly not the case today when we interact with others through the Internet. We leave digital records behind companies like Facebook, Twitter, etc., and they create large databases that contain all kinds of information about our social behaviors. In fact, we are just starting to harness the power of information using online social network data to predict voting behavior, the spread of infectious diseases and many such activities. However, we would see a lot more of the same in the future using data from your social networks and behaviors to customize all kinds of experiences from targeted marketing and advertising to personalize web-browsing and even healthcare warnings and precautions informed to all through your online social interaction history.

Let's hope that the rise of social media will help to remedy some long-standing gender and racial inequalities in the computing and information technology professions. Women and minorities have long been underrepresented in these fields, but as social media grow, so too make the demand for people trained in areas such as computational social science, digital humanities, health informatics and so on. This area draws attention from fields that have historically attracted women and minorities and let us hope the movement towards social computing will make information technology more inclusive in the future. Women and minorities have a lot to contribute, and having a population of technology producers that is more reflective of the community of technology users would be ideal for the socio-economic development.

The objective of this research article is to understand the social impact of social media by a periodic case study on Facebook.

**Keywords:** Social Media, Social Impact, Social Science, Internet

## **Introduction**

Social media has become the significant part of our modern civilization. It is a defining trait of how integrated our social interactions have become. We credit this achievement to the developments that have been made in technology to the ingenuity of the visionaries among us, who in creating social networking platforms, have helped write some of the present occurs being experienced in or the world today. Social media had quite the opposite effect rather than disrupting our social and interpersonal skills, social media appear to magnify our existing social behaviors .if you tend to be socially isolated in the offline world, spending a lot of time online can intensify that. But the opposite is also true if you tend to be a social butterfly in the offline world, social media can help you cultivate those connections. Recent research suggests that social media tend to have larger social circles and more close social ties than non-users. So contrary to popular concerns that people who use social media are somehow limiting their abilities to make real interpersonal connections, the research suggests that social media can catalyze close supportive civically engaged relationships.

Although social media is fundamentally changing our social practices, one thing that is changing is the extent to which our social practices are recorded. In the past, most of our social interactions were private and undocumented. That is increasingly not the case. When we interact with others through the Internet, we leave digital records behind. Companies like Facebook, Twitter, etc. have large databases full of all kinds of information about our social behaviors. We are just starting to harness the power of information using online social network data to predict voting behavior are spread of infectious diseases and many such activities. In fact, we would see a lot more of the same in the future using data about your social networks and behaviors to customize all kinds of experiences from targeted marketing and advertising, to personalized web-browsing and even healthcare warnings and precautions informed to all through your online social interaction history.

Let's hope that the rise of social media will help to remedy some long-standing gender and racial inequalities in the computing and information technology professions. Women and minorities have long been underrepresented in these fields, but as social media grow, so too does demand for people trained in areas such as computational social science, digital humanities, health informatics and so on. These area draws attention from fields that have historically attracted women and minorities and let us hope the movement towards social computing will make information technology more inclusive in the future. Women and minorities have a lot to contribute, and having a population of technology producers that is more reflective of the community of technology users would be ideal for the socio-economic development.

The quality of work life depends on the life of an organization. We all know workforce, and ergonomics have been almost drastically different from that of the yesteryears. The Renaissance in the field of academics and research has brought about changes in different fields of work. As a result, today's workforce consists of literate and sensitive workers who expect more than just money from their work in return. Indeed, globalization has minimized the geographical boundaries of nations creating a knowledge-based economy that literally moves the world in the path of sustainable growth of the emerging economies thus paving the way for inclusiveness and innovation. As the major economies are converging technologically and economically, and are highly connected to the present moment, with thanks to the revolution in advanced research and technology, which necessitated the imperative need to look into quality of work life in a novel and broader perspective, is felt and deliberated upon. However, quality of work life is a process by which an organization responds to employee needs lay developing mechanisms to allow them to share fully in making the decisions that finally design their lives at work not only that in a broader sense it seeks to achieve integrations among human, organizational technological and social demands which are often contradictory, different and conflicting as well. It does not plead for a particular technique or the method for application, yet it is more concerned with the overall climate of work and the impact that the work has on people as well on organization's effectiveness. Any ways, quality of work life constructs are adequate and fair compensation, safety and health.

### **Impact of Social Media on Culture**

There were 2.13 billion monthly active users in facebook by the end of 2017 (Facebook MAUs). It is increasing year wise by 14%. Social media is capable to change or influence the behaviour of the users. It is a powerful tool to promote cultural activities and engage the user. It is an instrument to mobilize people and spread the culture.

### **Impact of Social Media on Politics**

The social media has a significant role in elections throughout the world. It can influence the voters and create a positive impact on the party image. Social media has capacity for political unrests and mass movements. Many political parties have a cyber cell to promote the activities and create positive impacts in elections. Right at present, we observe the ongoing allegations of data theft from social media platforms has rocked the mindset of voters thereby creating a challenge to conduct free and fair elections across countries. Hence, in the wake of the current Political Scandal alleging Facebook's involvement during General Elections in the US and India, the company as a part of its multi-prolonged effort to regain public's trust and confidence is forming a Research Commission to study how social media impacts elections and has launched an Academic Initiative to research the influence of social media on democracy

### **Impact of Social Media on Business**

The social media can be used as a platform to promote business. It can be used as tool to interact with consumers and collect feedbacks. Analytical tools can be used with social media to understand the consumer behavior. This will help the business to understand the market and plan the promotional activities that will give a good return on investment. Though social media the business houses can enhance their brand image and will have a good customer base.

### **Effect of Social Media on Socialization**

Social media is used as platform to create new friends and to find the old friends. It reduces the stress and makes people busy in sharing contents, pictures and ideas. Some social media like LinkedIn used by professionals help them to find new jobs and business. Students can improve their knowledge about societies and cultures of different countries.

### **Negative impacts of Social Media**

There are also adverse effects of social media on relationships and society due to virtualization. The harassment and cyber bullying cases are increasing day by day due to the presence of unsocial people. There are also threats to privacy in social media. We should not disclose all our important information in the public platform. The use of social media is also affecting the study as the youths are addicted and wasting their time in chatting with friends. The addiction of social media among employees may reduce productivity of organizations.

### **Case Study on Facebook:**

By the end of 2017, there were 2.13 billion monthly active users in the Facebook, which is the highest among all the social media. So we consider the Facebook platform for our research taking a sample of 5000 users. We checked the no of active users in one hour interval in a day for seven days and following table generated.

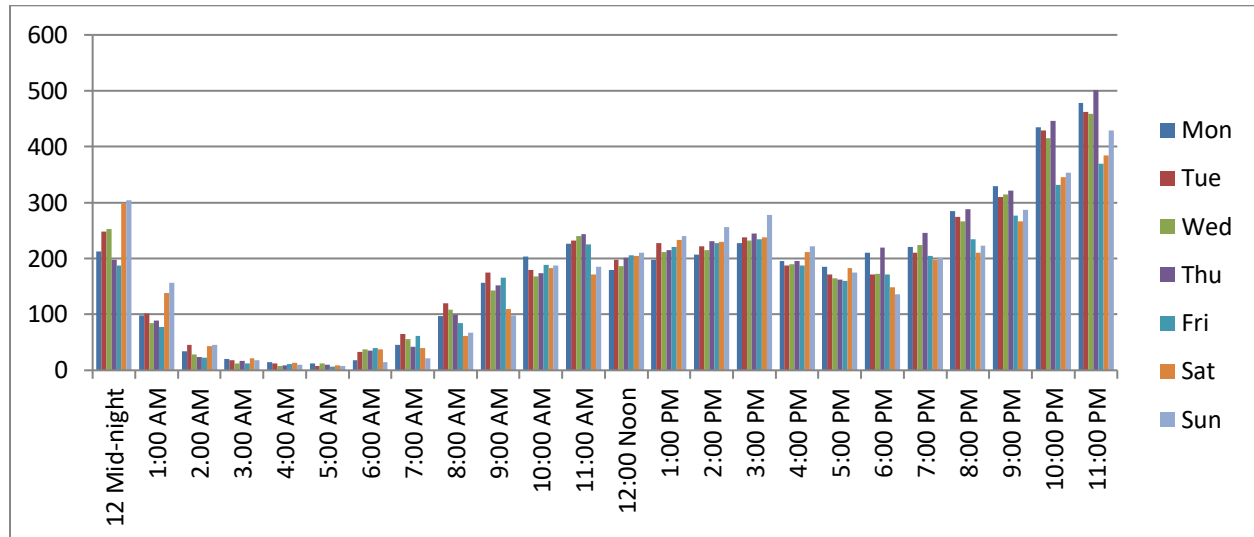
**Table 1: Number of Active Users for 24 hours-Day Wise**

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
12 Mid-night	213	248	253	198	188	298	304
1:00 AM	98	102	85	89	78	138	156
2:00 AM	34	45	28	24	23	43	46
3:00 AM	20	18	12	17	12	21	18
4:00 AM	15	12	08	09	11	13	10
5:00 AM	12	08	12	10	07	09	08
6:00 AM	18	33	38	35	40	38	15
7:00 AM	45	65	56	42	61	40	22
8:00 AM	97	120	108	99	85	62	67
9:00 AM	156	175	143	152	166	110	98
10:00 AM	204	180	168	174	189	183	187
11:00 AM	226	232	240	244	225	171	185
12:00 Noon	180	198	186	201	206	205	210
1:00 PM	198	227	211	215	221	233	240
2:00 PM	207	222	215	231	228	230	256
3:00 PM	228	238	232	245	234	238	278
4:00 PM	196	187	190	195	188	211	222
5:00 PM	185	172	165	162	160	183	175
6:00 PM	210	172	173	219	172	148	136
7:00 PM	221	210	224	246	205	198	201
8:00 PM	285	275	266	288	234	210	223
9:00 PM	330	310	314	321	277	266	287
10:00 PM	435	429	415	446	332	345	354
11:00 PM	478	462	459	501	370	384	429

**Source:** Own Compilation, 2016

From the above table it has been observed that between 8 pm to midnight maximum users are active and it is hampering their study as maximum users are youth. This data may vary from accounts to account depend on upon the location, age group and month. The above data shows that people are busy in Facebook after work and it may hamper their relationships at home. It may reduce the stress at work, but may hamper their time to sleep. It may leads to health issue due to maximum use of mobiles or laptops.

Figure 1.0: Active Users in One Hour Interval in Seven Days



Source: Own compilation, 2016

The above graph may help the businesses to target the day and time to promote their brands for good ROI.

### Conclusion

Social media has its advantages and drawbacks as revealed in this article. It is up to each user to use social sites wisely to enhance their professional and social life, and exercise caution to ensure they do not fall victim to online dangers. Last but not the least, rather than disrupting our social and interpersonal skills, social media appears to magnify our social behaviors and conduct. If you tend to be socially isolated in the offline world, spending a lot of time online can intensify that. But the opposite is also true - if you tend to be a social butterfly in the offline world, social media can help you cultivate those connections. Research suggests that social media tend to have larger social circles and more close social ties than non-users. Thus contrary to popular concerns that people who use social media are somehow limiting their ability to make real interpersonal connections. The research suggests that social media can catalyze close, supportive, civically engaged relationships.

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