

Social Media in the Digital World: Preferred Mode of Interaction

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Abstract:

A new form of human communication has emerged through social media, where everyone can interact with each other as per their wish. In its own unique way, it breaks down traditional ways of communication and introduces the conversational style of modern communication which connects an individual to the society. However, Social media sites are continuously being altered by changing technologies and features which are being widely as well as quickly adopted by the users. Therefore, this article means to depict the timeline of the significant social media platforms and the tales behind their ups and downs in terms of popularity. It is fairly an outline of past of each and every social media platform, it also provides a concise meaning of social media and recommendations to utilize it better.

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I. Introduction

In the present computerized age, social media has taken an undeniably significant place in our day-to-day routines. It has altered correspondences, to the degree that it is presently our preferred mode of everyday interaction. Prior to online entertainment, if you want to stay updated of the news, you need to stroll down to the magazine kiosk in the first part of the day and purchase the latest version of fetch the detailing of the previous week. Today, we get all the latest news and breaking stories either about Covid-19 to monkey pox, Elon Musk's new activities to Xin Ping new ideologies, gold diggers at Common Wealth Games to martyrs at the front through the web. In fact, the unmissable thing is most of the individuals do before they fall asleep is look at their phones and check their feeds that is presumably the principal task when they came out their quilts next day.

It's not only the advancement in the technical arena but there is a metamorphosis in the lives of the people. It is through this media usage the general societal transformation is taking place from good to better. Initially, the main purpose was collaboration and maintain relationships with each other. Sooner, the reliability quotient has advanced through the advance use of social media which has made people to fall prey into deception, political debasement and many other such issues. Indeed, many of the individuals join similar people with the same mindsets on the web for publicity or consciousness.

Social Media in Simple Terms

Social media actually has become indivisible from Social Networking sites, for instance, Facebook or Microblogging destinations like Twitter. In any case, broadly Social media can be described as any web or compact based stage that engages an individual or association to grant naturally and enables communication channel.

As Aristotle, the Greek thinker has guaranteed that man is a social creature who wants a communication channel through different people in order to fulfil his requirements. In spite of the fact that man and his way of life has changed, a few things won't ever change such as interaction with others is one of those never-evolving needs. Interaction has such countless forms and as innovation is being created, approaches to being socially develop more and more over the years. For example, cell phones made it simple to utilize and

convey what we think. After the cell phones become normal, social media gets considerably more famous among individuals.

The 'C' factors of Social Media

Social media has engulfed the entire social scenario of connecting, collaborating and creating a community among individuals virtually. People can connect with each other and yet again connect similar individuals or individuals intrigued by same subjects and spaces. Through social media, 24*7 connectedness is conceivable through various media platforms and access gadgets including PCs, Laptops, cell phones and so on. People re-tweeting and following others' comments and status and refreshing their own record at painfully inconvenient times are some attributes of this feature. Moreover, the connections can turn into collaborations which can be achieved by using social media that empower individuals to team up and spread information. Such coordinated efforts can be either open or shut. Wikipedia is an illustration of open joint effort which empowered making of an open online reference book through commitment from countless individuals. GovLoop is an illustration of closed cooperation wherein specialists' bunches contribute on certain specific matters. Connectedness and collaboration lead to create a community. Such communities can create awareness about numerous issues and can seek valuable insights to build goodwill, to instigate a propaganda as well as to take feedback.

Social Media's Life Cycle:

In the 17th century

Since ancient times, everything from smoke signals to the written word has been used to communicate across tremendous distances. Until the invention of the telegraph in 1792, little changed. This device was innovative at the time because it finally provided a "faster than horse" way of communication over great distances. Other than letter-writing, there were other ways to communicate, but their utility was confined to line of sight. This allowed for considerably faster communication, but only over a much shorter distance.

Then, in the 1800s, the telephone and radio arrived on the scene, and everything changed. Composed letter handed by hand by one individual to another was the earliest method of conveying across gigantic distance. The earliest sort of postal assistance traces all the way back to 550 B.C., and over the ages, this fundamental conveyance framework would turn out to be more general and easier.

In the 18th century

During this time, two important discoveries occurred that changed the way we connect with one another. It let people to speak instantly with people all across the world, and it provided users with an entirely new humbling experience.

In 1890, the telephone was invented.

In 1891, the radio, a forerunner of Spotify, is invented.

In the 19th Century

In the 1940s, the world's first "supercomputers" were developed. The world's intellectual scientists begin researching techniques for those supercomputers to interact and communicate with one another.

In 1997, the world's first social networking site, "Six Degrees," was launched. It was the first online social media platform. The "six degrees of separation" idea states that "everyone in the world is connected to everyone else by no more than six degrees of separation," as the name implies. It has included the ability to create a profile that resembles a user's identity.

Home PCs were turning out to be more famous during the 1980s, and social networking sites were getting more intricate. IRCs, or Internet transfer discussions, were presented in 1988 and were famous long into the 1990s.

Six Degrees, the main notable social networking site, was established in 1997. It permitted clients to make a profile and connect with others. The first publishing content to blogsites became famous in 1999, igniting an online frenzy that proceeds right up to the present day.

In the 20th Century

With the advancement of science and technology in the twentieth century, social media attains the status of pioneer, widening its boundaries to include the Internet's far-reaching innovation. There is a plethora of social networking sites to choose from. In the first few months after its introduction in 2002, Friendster attracted around 3 million users. The website's primary goal was to allow users to communicate and socialise with their friends while also allowing them to meet new people from all around the world.

LinkedIn was created in 2003 with the goal of enhancing professional interactions and advancing one's career. It allows users to build profiles and connect with others in an online social network in order to identify possible candidates and jobs. In 2003, Myspace was created, and profile glitter became a thing.

In 2004, Facebook, an online social media networking site, came to prominence. Keeping in touch with friends and family has never been easier or faster, according to users.

In 2005, Reddit, the world's most enraged website, was created. Google handed its consumers a present in the same year when it launched YouTube, an online video sharing and social media platform. Myspace, which was created in 2005 and now has 22 million users and is expanding at a rate of 2 million per month, has become the world's largest social networking site.

Twitter goes live in 2006, allowing users to tweet to participate in on the conversation about everything from breaking news to entertainment.

Spotify launched in 2008/2006 with millions of songs and albums, as well as enough music to soothe users' souls. With 172 million paying subscribers as of September 2021, it is the world's largest music streaming service provider in more than 62 languages.

Pinterest, a social networking platform, was founded in 2010 with the objective of inspiring people to pursue their aspirations and goals. Users can create a catalogue of ideas in the form of pins or boards, which they can then follow or unfollow depending on their interests.

In 2010, Instagram enthralled the entire globe with its cutting-edge technology, which allowed users to not only take and share videos, but also to alter them with filters. It quickly grew in popularity, with one million users signing up in the first few months.

Snapchat, which was founded in 2011, provides a password-protected place where you can preserve photos for 'my eyes only.' According to latest research, Snapchat has 293 million daily active users as of July 2021.

In 2012, Facebook paid \$1 billion for Instagram, thereby capturing the global market for selfies and dinner shots. The number of active Facebook users has surpassed one billion. The world realises that a for-profit organisation now controls one of its most vital communication channels, and there is nothing anyone can do about it.

In 2013 Google Hangouts was invented by Larry Page and Sergey Brin

In 2014 Amazon obtains the live-real time feature for gamers, Twitch and Alex Zhu and Luyu Yang created a lip-matching up application called musical.ly

In 2015 Friendster fails to exist and Discord begins

In 2016 Yahoo! stops on Windows, Linux, and Mac.

In 2017 ByteDance owns Musical.ly for 1 billion dollars and TikTok is out.

In 2018 Yahoo! Closes down totally.

In 2019 Google plus closes down.

The Era of Digitalization

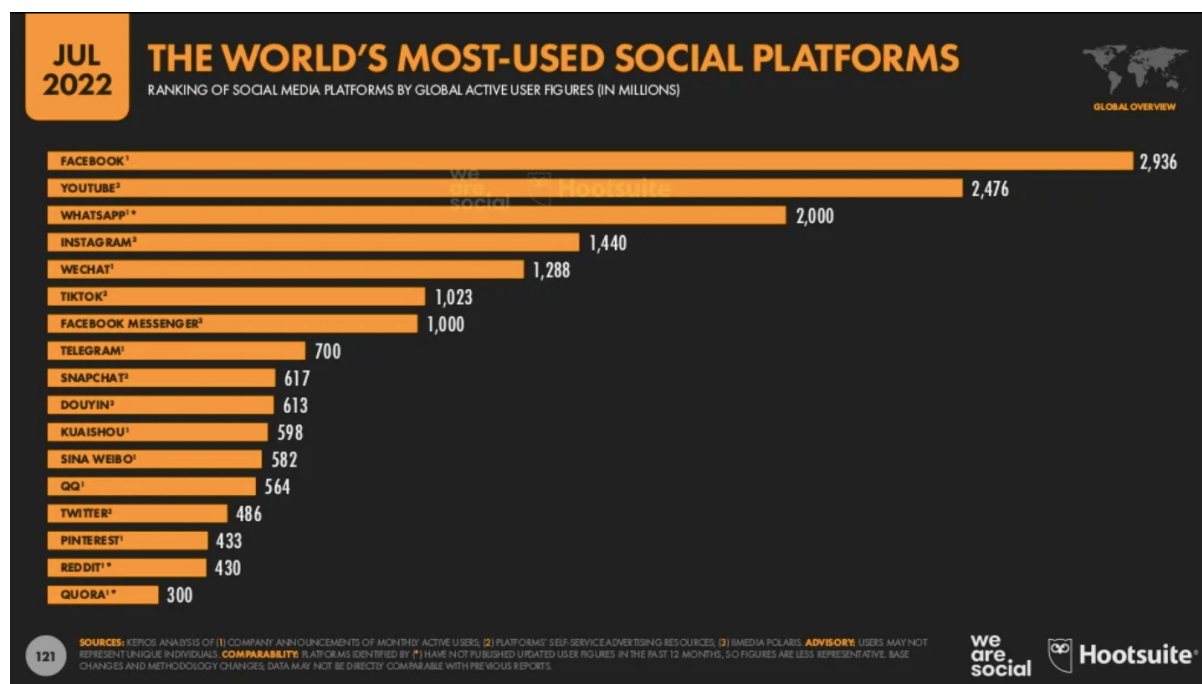


Figure - 1

As per the figure-1, it is found that multiple billion individuals are currently on the web, and they are investing more energy there than sitting in front of the TV. They are making and watching recordings about their favourite topics, liking and tweeting eagerly about customer care services they do not like. As it is examined through the above data, Facebook is holding the chief chair with 2,936millionusers followed by YouTube with 2,476 users.Reddit and Quora is settled on the bottommost with430 and 300 users (million).

The Growing Use of Social Media Among Indians

Total Population of India	1.46 billion
Active Social Media Users in India	0.467 billion
Number of Internet Users in India	0.658 billion
Number of Mobile Internet Users in India	0.601 billion

Figure – 2

The Indian populace has taken social media platforms like duck to water. The statement seems absolutely true as per the figure -2, as per the latest data, it is found that4.70 billion people around the world now use social media, 227 million new users have come online within the last 12 months.It is observed that the social media users are mounting in 2022 because of profound penetration of Internet.In a real sense,whether it is personal life or work life, numerous social networking sites have turned into an inseparable part of our every day’s lives via Internet. Furthermore, with the progression of technology it seems easier to catch up with friends and relatives to share big and small accomplishments as well as to fetch news updates from all over the globe to expand the wings of knowledge for the professional growth. Indeed, it is one of the fastest platforms to build brand esteem by creating a fan page which will eventually increases the business.

It is fascinating to take note of that the age bunch that rules a large portion of these social networking sites are youngsters. Youngsters in the age group of 13-19 years, comprise 31% of social media users in India (Statista, 2021). Facebook and Instagram are fundamentally utilized by the age group of 18-24 years in India. This clarifies that such platforms serve the requirements of the youngsters. Categorically, Facebook has 97.2 million users of adolescents. There are 69 million users in Instagram from India alone, the majority of who are recent college grads and gen-z clients (Pragati, 2019).One review detailed that young children spent approximately2.42 hours on their cell phones and each day, while another study shown near nine hours of

everyday internet usage through cheaper internet packs encourages teens to use social media sites (Bhati, Bansal and Villa, 2019). Certainly, everything isn't awful with the social media, despite utilizing it in right manner, social media can change lives of the adolescent from good to better.

Different investigates showed Social media support can offer teenagers more profound benefits that reach out into their perspective on self, community, and the world, including: Opportunities for local area commitment through fund-raising for a noble cause and chipping in for neighbourhood volunteering events, development of thoughts from the making of web journals, digital broadcasts, recordings, and gaming destinations; extension of one's web-based associations through shared interests to incorporate others from diverse backgrounds,

Cooperative and participatory devices like Wikis, websites, Google Docs can urge youngsters to become dynamic members or even co-makers as opposed to latent customers of content. Teenagers would have an adequate number of chances to seek clarification, make remarks, as well as get criticism. Thusly, they will have more opportunities to foster steady associations with their teachers.

Social interaction through networking improves communication in education. The utilization of social networking sites in the study redesigns the dormant one-way education into two-way cooperation. Teachers can post schoolwork or tasks and offer assignments and updates with in or out of school.

Discussion and Analysis

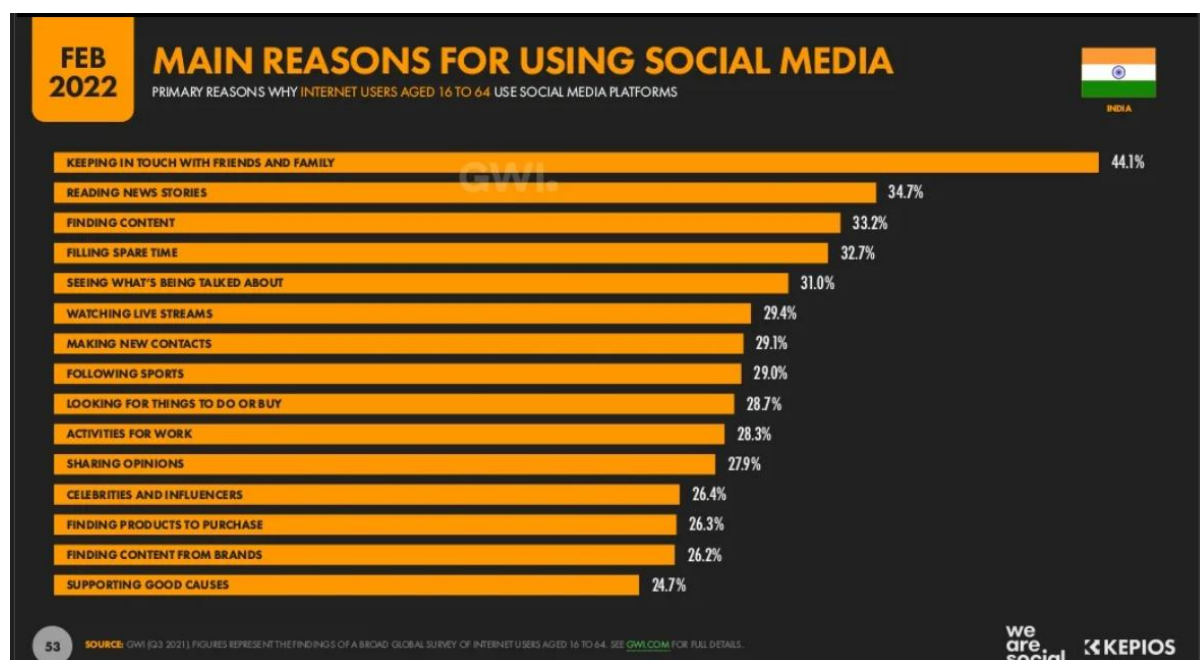


Figure-3

Various reasons can be credited to the rising use of social media sites in the age group of 16 to 64. It is analysed from the figure-3 that the need to keep in contact with companions and family (44.1%) is the prime most reason to use social media. To keep their minds updated in this digital world, people glued to social media to get news stories (34.7%) to stay ahead as per the above statistics followed by to search content online (33.2%) whereas at the bottom as per the figure-3, very few users are finding contents from brand (26.2%) and supporting good causes (24.7%).

II. Conclusion

As the innovation is developing the social media has become the daily schedule for every individual and people seems to be more dependent on such innovation consistently. Social media sites distinctively affect different individuals. We should keep using social media balanced and healthy to avoid the addiction. Without a doubt, social networking sites have benefits as well as certain demerits which might have destructive impacts like invading in individuals' personal life, prompt young minds by posting malicious messages and so on. It gives a glimpse of happiness at the beginning yet one needs to be careful to use it. In fact, sometimes this causes a large number of different confusions in youngsters' lives, like restricted development, habit-forming, and in general sensation of despondency and diminished actual resistance (Deepa and Priya, 2020).

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