

Social Media Explosion And Changing Human Values**Anuradha Rani , Research Scholar (JRF)****Department of P.G Sociology Patna University, Patna****Abstract**

Networks formed through social media change the way groups of people interact and communicate or stand with the votes. They "introduce substantial and pervasive changes to communication between organizations, communities, and individuals." These changes are the focus of the emerging fields of techno self studies. Social media differ from paper-based media (e.g., magazines and newspapers) and traditional electronic media such as TV broadcasting, Radio broadcasting in many ways, including quality reach, frequency, interactivity, usability, immediacy, and performance. Social media outlets operate in a dialogic transmission system (many sources to many receivers). This is in contrast to traditional media which operates under a mono-logic transmission model (one source to many receivers), such as a newspaper which is delivered to many subscribers, or a radio station which broadcasts the same programs to an entire city. Some of the most popular social media websites, with over 100 million registered users, include Facebook (and its associated Facebook Messenger), YouTube, WeChat, Instagram, QQ, QZone, Weibo, Twitter, Tumblr, Telegram, BaiduTieba, LinkedIn, LINE, Snapchat, Pinterest, Viber and VK, reddit, BBM and more. Social media comprises communication websites that facilitate relationship forming between users from diverse backgrounds, resulting in a rich social structure. User generated content encourages inquiry and decision-making. Given the relevance of social media to various stakeholders, it has received significant attention from researchers of various fields, including information systems. There exists no comprehensive review that integrates and synthesises the findings of literature on social media. Most papers reviewed here examine the behavioural side of social media, investigate the aspect of reviews and recommendations, and study its integration for organizational purposes. Furthermore, many studies have investigated the viability of online communities/social media as a marketing medium, while others have explored various aspects of social media, including the risks associated with its use, the value that it creates, and the negative stigma attached to it within workplaces.

Keywords: Human Values, Social Media, Social bakers, Cyberbullying.

Introduction

The impact of social media on people and their behavior is enormous. In a sense, this impact is apparently positive, but it must be borne in mind that there are or may be negative aspects as well. The exchange of ideas between people of very different cultures allows a keen understanding of the people themselves, religions, cultural traditions of peoples, etc.. Dialogue approaches peoples. People who have a dialogue have no reason to go to war. Unfortunately, the worst or even devastating impact of social media are mainly on the young or on the very young people who have not yet completed a school cycle, and on people who are not yet fully culturally equipped to handle a powerful tool such as the social media.

Because they do not realize the devastating impact that their actions or words may have on people. Internet is like discovery of the technology of sharpening any iron object by the ancient people. Man prepared various instruments and utensils for agriculture, kitchen and daily usable utensils etc. Swords were also made by the same technology which was used mainly to kill other human being. But everybody has not used it. So, the application of swords were very limited and application of sharp iron objects in agriculture and other purposes were far more later. Society was benefited by that discovery. Social media allows relationship forming between users from distinct backgrounds, resulting in a tenacious social structure. A prominent output of this structure is the generation of massive amounts of information, offering users exceptional service value proposition. However, a drawback of such information overload is sometimes evident in users' inability to find credible information of use to them at the time of need. Social media sites are already so deeply embedded in our daily lives that people rely on them for every need, ranging from daily news and updates on critical events to entertainment, connecting with family and friends, reviews and recommendations on products/services and places, fulfilment of emotional needs, workplace management, and keeping up with the latest in fashion, to name but a few.

Literature review on Social Media Sites

- A predominant characteristic of social media networks is product/service reviews and recommendations. People are beginning to rely on others' experiences, for instance, before making a purchase, visiting a place, or searching for accommodation.. Such online reviews complement product/service information. An early study on online travel information found that consumers invest higher trust in reviews published on government/tourism websites in comparison to those on a social media site (Burgess et al. 2011). Hwang et al. (2011) analysed the social bookmarking sites for impact of positive and negative reviews on collective wisdom and found that negative reviews are capable of stabilizing system performance. Dellarocas et al. (2010) suggest that online forums looking to increase reviews of lesser-known products should make information on previously posted reviews a less prominent feature. Cheung et al. (2012) empirically tested a consumer review website to conclude that argument quality, review consistency, and source are critical for assessing review credibility.
- Chen et al. (2011) investigate the effect of moderation and reveal that the commentators generate high quality content to build a stronger reputation. Wei et al. (2013) developed a multi-collaborative filtering trust network algorithm for Web 2.0 with improved accuracy for filtering information based on user preferences and trusted peer users. Luo and Zhang (2013) refer to user-generated reviews and recommendations as consumer buzz to find that advocacy and consumer attitude can impact firm value. Hildebrand et al. (2013) use data from a European car manufacturer allowing self-designed products to reveal that feedback from other community members lessens uniqueness whilst increasing dissatisfaction. Centeno et al. (2015) address the skewed reputation rankings problem in movie ratings by suggesting the use of comparative user opinions. Ma et al. (2013) analyse data from Yelp to test bias in online reviews and find that frequent and longer reviews successfully combat such biases. Lukyanenko et al. (2014) demonstrate that participants tend to provide accurate information in classifying a phenomenon at a

general level, and higher accuracy where they are allowed free form data. Shi and Whinston (2013) explore the possible impact of friend check-ins on social media, and find it has no positive effect in generating new user visits.

- Goes et al. (2014) disclose that user popularity results in increased and objective reviews, while numeric ratings turn more varied and negative with it. Matook et al. (2015a) use relationship theories to show that past recommendation experience, closeness, and excessive posting behaviour positively affect trust and person's intention to act on the made recommendation. Yan et al. (2015b) evaluate revisit intentions for restaurants, and find that food and service quality, price and value, and the atmosphere govern such intentions. Kuan et al. (2015) analysed Amazon reviews and observed that certain characteristics such as length, readability, valence, extremity, and reviewer credibility are more likely to be recognized. In a different study, Zhang and Piramuthu (2016) suggest that product/service information on seller's websites are often limited, and propose a Latent Dirichlet Allocation model to reveal the useful complementary hidden information in customer reviews. In a parallel conversation, Wu and Gaytán2013 suggest that buyers integrate product price with seller reviews in configuring their willingness to pay.

Positive Effects

-Friends and Relations

Social networks started as a place to connect with your friends in an easy and convenient way. Truly speaking, many of you might have found your old pals from school or college who were out of touch due to one reason or other, well I would say I have and I thank social networks for this. Social networks has provided us the opportunity to connect with people and build better relationships with friends with whom we are unable to meet personally, and let them know about our life and take input about their lives and events happening with them.

-Reducing Communication Barriers

With social networks we are able to communicate our thoughts and perceptions over different topics with a large number of audiences, and raise our voice. The sharing feature available on the social networks makes your opinion about any topic reach huge number of people (even to those who are not on your friends list). We have the option to make groups with people who are like minded and share the related news with them and ask for their opinion or input about the topic. Simply there are a number of options available for us to communicate with others on these social networks.

-Opportunities for Businesses

Social networks have become a crucial part of many of us. We don't even notice this but as soon as we open our desktops or laptops to access the web, we sub-consciously open our favorite social network just to see about the updates received. Businesses have noticed the value of social networks in our life, and they are using different techniques to promote their products. There are a number of customized applications being made on the social platforms, whose main purpose is to promote the product or brand. As social marketing is cost effective and brands have a huge audience, they are shifting more towards social marketing.

Negative Effects

Leads to Addiction

Many studies have shown that the extensive use of social media can actually cause addiction to the users. Throughout their day, they feel to post something on their pages or check others posts as it has become an important part of our life.

Lead to Isolation

Extreme usage of social media has reduced the level of human interaction. Because of social networks the interaction with other people has become effortless and people have isolated their lives behind their online identities. Face to face communication and meetings has been reduced and many of us have lost the flavor and charm to be together under one roof.

Affecting Productivity

Mostly businesses use social media to find and communicate with clients. But it is a great distraction to employees, who may show more interest in what their friends are posting than in their work tasks. Wired.com posted two studies which demonstrated damage to productivity caused by social networking. Nucleus Research reported that Facebook shaves 1.5% off office productivity while Morse claimed that British companies lost 2.2 billion a year to the social phenomenon. New technology products have become available that allow social networks to be blocked, but their effectiveness remains spotty.

Social media networks impact on organizations

In this modern day the internet is singlehandedly the fastest way to gain consumer attention and at a wide reach, one of the ways in which organizations have found to connect with their consumers is through the social media. Social media websites such as Facebook, Twitter, Google+ and Pinterest represent a huge opportunity for businesses to grab the attention of customers while simultaneously building a brand image. Businesses have been well educated of ways in which they can use social media sites as a stepping stone to create brand awareness or campaign to the consumers.

Word of mouth

Social media platforms provide the perfect opportunity to take advantage of word of mouth and to see it spread. Social media is growing at its fastest rate in developing countries. People are connected on a global scale and casually participate in each other's lives through online observation. "Liking" a brand on Facebook can spread virally very quickly throughout the various social media channels. Kietzmann stressed that consumers feel more comfortable

regarding opinions of their peers than paid advertisement by businesses. Videos can also act as reference for review of products and services through YouTube, which in many cases is then shared and disseminated via various other social media websites these reviews can act as bases for consumer buying decisions. As a result, companies can and do provide products to popular YouTube users to review for their subscribers as well as create their own branded YouTube channels with branded videos about their products.

Communicating with customers

Social media is not without its demerits but organizations can use it as an advantage by communicating with the dis-satisfied consumers directly thereby taking full advantage of the social media and can promise to change or improve the product they are offering. Organizations have even taken this opportunity to ask its consumers opinions about upcoming events concerning their brands especially consumer based organizations.

Considerations and influence

Social media has had a huge influence on business, marketing and on how organizations engage with their target market. The use of social media to share and engage with others continues to grow, so it would be wise for any business to develop and implement a sustainable social media strategy in order to successfully take advantage of this rapidly changing environment. Another influence of the social media is the invention of 'Trending Topics', A trend on Twitter refers to a hash tag-driven topic that is immediately popular at a particular time, Trends are determined by an algorithm that monitors hot subjects based on who you follow and where you're located . These 'trends' assist organizations in knowing what are acceptable and what is not at a particular time in the market.

Social bakers

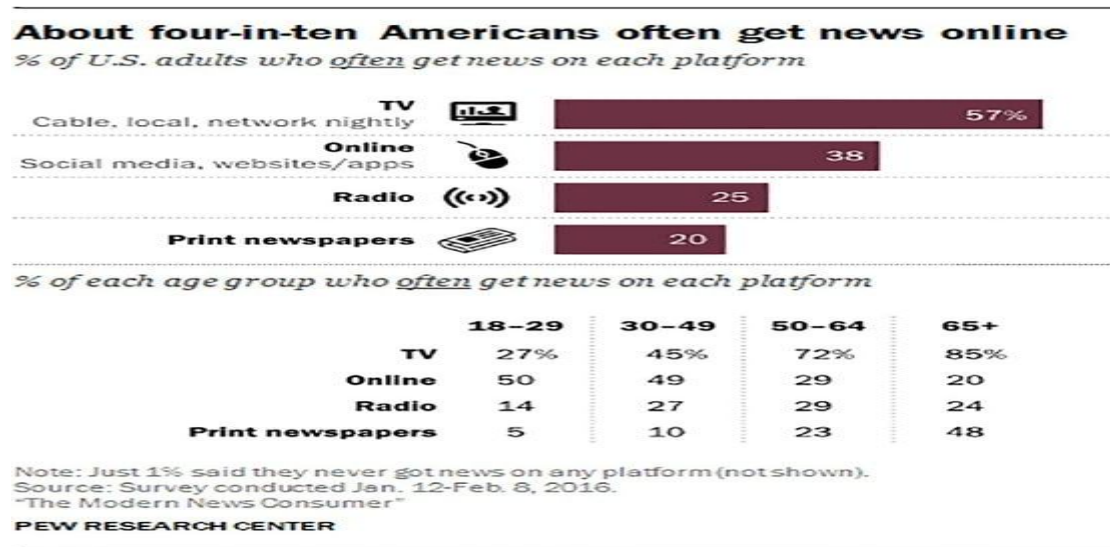
Social Bakers is a social media analytics and publishing company that provides social media management services and deep data analytics for thousands of brands that market on Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram, and VK. It gives organizations the opportunity to monitor and optimize the effectiveness of their social media campaigns, benchmark against competitors and industry standards, and track the right social media Key Performance Indicators (KPIs) in order to improve their marketing success and efficiency. The site provides data on fastest growing presence on social media according to industry i.e., celebrity, brands, entertainment.

Impact of Social Media:

1. The Effect of Social Media on Politics

A new study from Pew Research claims that 62 percent of people get their news from

social media, with 18 percent doing so very often.



In comparison to other media, social media's influence in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics — first in the ultimately unsuccessful candidacy of Howard Dean in 2003, and then in the election of the first African-American president in 2008.

The New York Times reports that "The election of Donald J. Trump is perhaps the starkest illustration yet that across the planet, social networks are helping to fundamentally rewire human society." Because social media allows people to communicate with one another more freely, they are helping to create surprisingly influential social organizations among once-marginalized groups.

Kasmir issue

Social media's compliance with government takedown requests on posts has shot up, in some cases to over 90% — and the inflection point, say officials familiar with the matter, was the abrogation of Article 370 . "Meetings with these platforms used to happen once a month earlier, but now we are meeting them almost every other day to discuss how to tackle this issue of fake, malicious news and taking down wrong/ fake information from their platforms, as activity on the media platforms has grown exponentially since," this official said. Those who spoke on this matter did so off record. Officials said Facebook has registered the highest compliance of over 90% while Twitter is at 60%+. The committee that monitors social media content draws its members from ministries of home, electronics & IT and I&B. Officials also said once the new social intermediary norms are notified, compliance will have to be 100% within a stipulated time.

2. The Impact of Social Media on Society

Almost a quarter of the world's population is now on Facebook. In the USA nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow. Thanks to the internet, each person with marginal views can see that he's not alone. And when these people find one another via social media, they can do things — create memes, publications and entire online worlds that bolster their worldview, and then break into the mainstream. Without social media, social, ethical, environmental and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses.

The flipside: Social media is slowly killing real activism and replacing it with 'slacktivism'.

While social media activism brings an increased awareness about societal issues, questions remain as to whether this awareness is translating into real change. Some argue that social sharing has encouraged people to use computers and mobile phones to express their concerns on social issues without actually having to engage actively with campaigns in real life. Their support is limited to pressing the 'Like' button or sharing content.



This is a very human reaction when people are given options that absolve them from responsibility to act. A 2013 study by the University of British Columbia's Sauder School of Business found that when people are presented with the option of 'liking' a social cause, they use this to opt-out of actually committing time and money to a charitable cause. On the other hand, when people are allowed to show support in

private, they are more likely to show meaningful support in terms of making a financial contribution.

The researchers found that a public endorsement is an action meant to satisfy others' opinions, whereas people who give in private do so because the cause is aligned to their values.

3. The Impact of Social Media on Commerce

The rise of social media means it's unusual to find an organization that does not reach its customers and prospects through one social media platform or another. Companies see the importance of using social media to connect with customers and build revenue.

Businesses have realized they can use social media to generate insights, stimulate demand, and create targeted product offerings. This is important in traditional brick-and-mortar businesses, and, obviously, in the world of e-commerce.



[**Related reading:** 9 Social Media Marketing Skills You Need Right Now]

Many studies suggest implementing social networks within the workplace can strengthen knowledge sharing. The result is to improve project management activities and enable the spread of specialized knowledge. Fully implementing social technologies in the workplace removes boundaries, eliminates silos, and can raise interaction and help create more highly skilled and knowledgeable workers. **The flip side:** Low number of social 'shares' can lead to negative social proof and destroy business credibility. Interestingly, although the use of social sharing has become the norm rather than the exception in business, some companies, after experiencing first-hand some negative effects of social media, have decided to go against the grain and remove the social sharing buttons from their websites.

A case study of Taloon.com, an e-commerce retailer from Finland, found that

conversions rose by 11.9% when they removed share buttons from their product pages. These results highlight the double-edged nature of the impact of social media. When products attract a lot of shares, it can reinforce sales. But when the reverse is true, customers begin to distrust the product and the company. This is what Dr. Paul Marsden, psychologist and author of 'The Social Commerce Handbook', referred to as 'social proof'.



4. The Effects of Social Media on the World of Work

Social media has had a profound effect on recruitment and hiring. 19 percent of hiring managers make their hiring decisions based on information found on social media. According to CareerBuilder's 2016 social media recruitment survey, 60 percent of employers use social networking sites to research job candidates.



Professional social networks such as LinkedIn are important social media platforms for anyone looking to stand out in their profession. They allow people to create and

market a personal brand.

5. The Impact of Social Media on Training and Development

Job candidates who develop skills on the latest and most advanced social media techniques are far more employable. A 2013 survey by Pearson Learning Solutions reported a significant increase in the use of social media in learning. Over half the educators who were interviewed agreed that social sharing encourages interaction, providing an environment that fosters learning. Blogs, wikis, LinkedIn, Twitter, Facebook, and podcasts are now common tools for learning in many educational institutions. Social media has contributed to the increase in long-distance online learning.



Despite issues of lack of privacy and some instances of cheating among long-distance learners, this has not deterred social platforms from being used in education.

6. The Moral Challenges of Social Media

Social media has been blamed for promoting social ills such as:

Cyberbullying:

Teenagers have a need to fit in, to be popular and to outdo others. This process was challenging long before the advent of social media. Add Facebook, Twitter, Snapchat and Instagram into the mix and you suddenly have teenagers being subjected feeling pressure to grow up too fast in an online world.

Michael Hamm, a researcher from the University of Alberta conducted a study that showed the effects of social media on bullying. 23% of teens report being targeted and 15 percent said they'd bullied someone on social media. Teenagers can misuse social media platforms to spread rumors, share videos aimed at destroying reputations and to blackmail others.

Lack of Privacy:

Stalking, identity theft, personal attacks, and misuse of information are some of the threats faced by the users of social media. Most of the time, the users themselves are to blame as they end up sharing content that should not be in the public eye. The confusion arises from a lack of understanding of how the private and public elements of an online profile actually work.



Unfortunately, by the time private content is deleted, it's usually too late and can cause problems in people's personal and professional lives.

7. The Impact of Social Media on Personal Relationships

One of the effects of social media is encouraging people to form and cherish artificial bonds over actual friendships. The term 'friend' as used on social media lacks the intimacy identified with conventional friendships, where people actually know each other, want to talk to each other, have an intimate bond and frequently interact face to face.

Conclusion

The objectives of this study was to determine if social media marketing affected organizational brand, if it influenced consumer behavior, if it could be used as a competitive tool and also if it can increase organization efficiency. These hypotheses were tested and three out of four tested positive. It shows social media marketing is effective even if it is relatively new to the marketing world, it is just as useful and effective if not more than other traditional forms of marketing. Managers have to understand that there has been a shift of power from the producers to the consumers; social media provides a platform for consumers to speak their thoughts regarding a new ad, product or even service. Organizations have to take advantage of the two way communication to respond and communicate with consumers to find out how a particular brand is perceived or if they are enjoying the use of a product taking full advantage to electronic word of mouth. The researcher concluded by stating that

the business world is developing rapidly and that with the constant communication that has been made available marketers have been given the chance to handpick potential consumers and at the same time getting the loyalty from present consumers. Marketers have also been given the opportunity to better understand their consumers directly from the thoughts and views expressed by them; if marketers can fully understand the way to manipulate the use of social media then the power could be taken back from the consumers. Furthermore the writer has hope that the same time getting the loyalty from media in developing social values. People are giving excess importance to their consumerist need at the cost of human values. In the recent years the numbers of people engaging with social media has exploded. Social media platforms are now utilized as key location for networking. Socializing and importantly, for reflecting all aspects of everyday life. Such online spaces therefore, hold vast qualities of naturally- occurring policies to political views and preferences. In addition, Great educationist, social, political and religious leaders should come front and should participate in social media in developing values directly and indirectly.

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