

SOCIAL MEDIA: PRECEDENTING THE HUMAN LIFE

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Abstract: With the increase in complexities of contemporary time, social media has become an indispensable part of life as social websites and applications proliferate. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. It has been gestated that celebrity is an organic and ever-changing performative practice rather than a set of intrinsic personal characteristics or external labels. The social ecosystem is steadily growing, which means marketers must be more strategic than ever when engaging with consumers across social networks and devices. Loneliness has been associated with increased usage of internet. Escalations in narcissism prove to be a potential risk to developing young adolescents in terms of their emotional and psychological health. Even the researchers agree that the lives of ordinary people have the 21st century, especially has undergone a significant transformation in terms of their media and communication habits. This has affected all age groups in disparate societies, and people in each and every aspect of their life.

Keywords: Social media, contemporary, communications, narcissism, transformation.

I. INTRODUCTION

“What is interesting is the power and the impact of social media... So we must try to use social media in a good way.”

-Malala Yousafzai

With the increase in complexities of contemporary time, social media has become an indispensable part of life as social websites and applications proliferate. Traditional online media include mostly social components, such as comment fields for users. In business especially social media is used to market products, promote brands, connect to current customers and foster new business.

Media basically means the communication channels through which news, entertainment, education, data, or promotion messages are disseminated. It includes every broadcasting and narrow casting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet.¹

Social media is a phrase being tossed around a lot these days, but it can sometimes be difficult to answer the question of what is social media. Generally, social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration². In terms of Web 2.0, this would be a website that doesn't just give you information, but interacts with you while giving you that information. The interaction can be as simple as asking for your comments or letting you vote on an article, or it can be as complex as Flixster recommending movies to you based on the ratings of other people with similar interests. While extricating regular media which is one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter whereas social media, on the other hand, is a two-way street that gives you the ability to communicate too. Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.³

¹ <http://www.businessdictionary.com/definition/media.html#ixzz3gXp1GLXQ> (last assessed on 21/7/2015 @ 10:40 pm)

² <http://whatis.techtarget.com/definition/social-media> (last accessed on 15/7/2015 @ 10:12 am)

³ <http://webtrends.about.com/od/web20/a/social-media.htm> (last accessed on 15/7/2015 @ 10:14 am)

II. MEANING OF SOCIAL MEDIA

Social media is being interpreted multifariously and precisely as by Chris Lake (2009)⁴:

- According to Axel Schultze, “social media is the collection of tools and online spaces available to help individuals and businesses to accelerate their information and communication needs.”
- According to Lazworld, “A category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn, Facebook, or My Space, social bookmarking sites like Del.icio.us, social news sites like Digg or Simpy, and other sites that are centered on user interaction.”

While some others define social media as:

- Andres Kaplan (2010) described in his study that social media is a set of internet based application that constructs on the ideological and technological foundation of web and that permit the design and exchange of user generated content.
- Shrestha lucky (2013) described that social media is means of connections among people in which they create, share, and exchange information and ideas in virtual communities and networks.

Tim Grahl⁵ has identified and elaborated upon six different types of social media. They are:

- * Social Networks: Services that allow you to connect with other people of similar interests and background. Usually they consist of a profile, various ways to interact with other users, ability to setup groups, etc. The most popular are Facebook and LinkedIn.
- * Bookmarking Sites: Services that allow you to save organize and manage links to various websites and resources around the internet. Most allow you to “tag” your links to make them easy to search and share. The most popular are Delicious and Stumble Upon.
- * Social News: Services that allow people to post various news items or links to outside articles and then allows its users “to vote” on the items. The voting is the core social aspect as the items that get the most votes are displayed the most prominently. The community decides which news items get seen by more people. The most popular are Digg and Reddit.
- * Media Sharing: Services that allow you to upload and share various media such as pictures and video. Most services have additional social features such as profiles, commenting, etc. The most popular are YouTube and Flickr.
- * Microblogging: Services that focus on short updates that are pushed out to anyone subscribed to receive the updates. The most popular is Twitter.
- * Blog Comments and Forums: Online forums allow members to hold conversations by posting messages. Blog comments are similar except they are attached to blogs and usually the discussion centers around the topic of the blog post. There are many popular blogs and forums.

III. THE CONVERSATION PRISM

Brian Solis⁶ in the year 2008 created the following social media chart, known as the conversation prism, to categorize social sites and services into various types of social media. There were 22 social media categories, each of which had just a handful of brands. Version 1.0 of conversation prism was inspired by the Social Media Starfish, which Darren Barefoot and Robert Scoble debuted in November 2007. Initially, it was intended to show the vastness of the social topography and that its size and shape expanded far beyond the most often cited networks, Facebook, Twitter, YouTube, Flickr, et al. The Conversation Prism⁷ was designed with three goals in mind, namely,

⁴ <https://econsultancy.com/blog/3527-what-is-social-media-here-are-34-definitions/> (last accessed on 15/7/2015 @ 11:21 am)

⁵ <http://timgrahl.com/the-6-types-of-social-media/> (last accessed on 15/7/2015 @ 11:44 am)

⁶ <http://www.briansolis.com/2010/06/social-crm-is-just-the-beginning-looking-beyond-customers/> (last accessed on 15/7/2015 @ 10:26 am)

⁷ <http://www.conversationprism.com/> (last accessed on 15/7/2015 @ 10:26 am)

- ✚ Create Social Map Based on Observation and Study
- ✚ Search, Listen, and Learn
- ✚ Set the foundation for social relationship management (sCRM) and Introduce New Social Technologies + Methodologies

Version 2.0 was introduced in March 2009, after certain modulations and innovations Version 3.0 became popular. Currently Version 4.0 is much into vogue each and everywhere.



THE CONVERSATION PRISM VERSION 4.0

Thus, the concept of Social Media is an apex programme for many business executives today. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter. Social media is such a broad term; it covers a large range of websites.

IV. YOUTH AND SOCIAL MEDIA

Social Media at can times seem like just a new set of cool tools for involving young people. But the emergence of social media potentially has a bigger impact than that. It impacts upon young people who are growing up in an age where media is not about broadcast content from the TV, but is about interactivity, multimedia and multi-tasking as well as upon organizations who need to remain pertinent to a new generation, and who find their own work and structures being changed by changing communication tools and patterns of communications.

Social media tools are woven into many young people's daily lives. Young people are in constant conversation and communication with their peer groups using a wide variety of different media and media devices every day. Ten years ago, youth was only in touch with friends and peer-groups when hanging out at school, or meeting up in town. But, now they can be in touch through instant messaging, social networks, online games and many other tools. Youth is growing up in a constantly connected society.

The meaning of the term youth is not constant rather keeps on changing depending upon the time and the context.

Leslie Haddon (2015)⁸ in his research explains that the term youth can cover different ages in different countries; in some societies youth extends into the late twenties, whereas in others such an age would be considered young adulthood. Meanwhile, the legal definitions of adulthood, the age at which young people are legally allowed to do different things (e.g., have sex, drive, buy alcohol), vary culturally. But the choice of words is an issue not just because of definitions and cut-off points, but also because of their connotations. Not only do writings about youth and “young people,” or teenagers, refer to older children, but, arguably, they often take a perspective stressing how their social world and practices are closer to, and moving toward, adulthood. To refer to some of those same people as (still) “children” can sometimes stress the link to the world of young children, as well as their vulnerabilities, dependencies, and need for adult guidance.

According to Merriam Webster encyclopedia Britannica Company (2001) youth is the time of life when someone is young. Youth is the time when a young person has not yet matured. Nowadays Social media is essential for youth in the field of education to learn new trends in education, to improve writing and communicating skills, cultural promoting, religious and political information gathering and sharing links, better living style, growth and development of society.

Anthony (2009)⁹ in his study found that social media having various impacts on youth's life in both ends some time impacts are in the favor of youth's social life and sometimes these impact are negative to its user. Social Media might be sometimes seemed like just a new set of cool tools for involving young people. Sometimes you may use it this way and that's ok there are some pretty cool new tools around but the emergence of social media potentially has a bigger impact than that. It impacts upon young people who are growing up in an age where media is not about broadcast content from the TV, but is about interactivity, multimedia and multi-tasking. And it impacts upon organizations who need to remain relevant to a new generation, and who find their own work and structures being changed by changing communication tools and patterns of communications.

Sekho (2013)¹⁰ while quoting the findings of BBC news research conducted in the year 2013 discusses that sixty seven percent Facebook users very common and well known social media portal comprised of the youth and students so this compliment the fact the youth and student have more focus and relation such asocial media the negative use of social media occur when students involves themselves in unethical activities on social media portal, sharing of useless information, and posting such as images that are injurious national dignity and foreign relationship of country.

Tanya Byron¹¹ in the Byron review points out that, young people are turning to digital connection because fears about traffic or 'stranger danger' have led to restrictions on how much young people are allowed to go out and socialize. Social media tools are woven into many young people's day-to-day lives. Young people are in conversation and communication with their peer groups using a wide variety of different media and media devices every day. 10 years ago, young people may have only been in touch with friends and peer-groups when hanging out at school, or meeting up in town. Now young people can be touch through instant messaging, social networks, online games and many other tools. Young people are growing up in a constantly connected society.

As per, the Youth Work and Social Networking Final Report (National Youth Agency, 2008)¹² twenty years ago if an individual wanted to create and share a video with the world expensive equipment was needed along with the support of a broadcaster to get that video distributed. Or if written ideas had to be shared with a large audience, a publisher and printer was needed to get your ideas into a book. Now, anyone with cheap technology can publish directly on the web. Many young people are taking advantage of the power to publish not necessarily intending content for a global audience, but using sites like YouTube to share video clips intended for friends, and platforms like Bebo to share photos or comments reliving a recent shared experience with friends. The online world is real. It has meaning for the young people who use it,

⁸ Haddon, Leslie, “Social Media and Youth”, London School of Economics and Political Science, UK, (2015) accessed through: <http://www.lse.ac.uk/media@lse/WhosWho/AcademicStaff/LeslieHaddon/Youth-and-social-media.pdf> (last accessed on 16/7/2015 @ 12:40 pm)

⁹ Shabir, Ghulam., Mahmood, Yousef and others, “The Impact of Social Media on Youth: A Case Study of Bahawalpur City”, Asian Journal of Social Sciences & Humanities, Vol. 3(4), November 2014, p.133

¹⁰ *Id*, p. 134

¹¹ *ibid*

¹² Davies, Tim., Cranston, Pete, “Youth Work and Social Networking- Final Research Report” Sept. 2008 accessed from: <http://www.nya.org.uk/wp-content/uploads/2014/06/Youth-Work-and-Social-Networking-Final-Report-August-2008.pdf> last accessed on 16/7/2015 @ 12:40 pm

and increasingly physical and virtual and woven together. Often young people are involved in 'technology appropriation' - taking social media tools and using them in new ways, developing and experimenting with new forms of communication using the tools available to them. The impacts of social media are not equally spread across all young people. Some young people lack direct, regular access to the internet. Others may have literacy or skills issues which prevent them from participating fully in mainstream social media spaces. However, as social media brings about changes in society - it does impact upon all young people. Where young people have limited access to technology their 'digital exclusion' may add to 'social exclusion'.

Thus, today most of the youth is using social network sites for:

- ❖ keeping in touch with friends and acquaintances
- ❖ developing new contacts often with friends of friends, or people with shared interests
- ❖ sharing content, engaging in self expression & exploring identity
- ❖ hanging out and consuming content including commercial and user-generated content
- ❖ accessing information and informal learning
- ❖ participating in informal groups, and formal youth engagement opportunities

It can be concluded that the impact of social media on youth especially on both ends good and bad social media is one of most influences impacting source throughout the world. The influence of social media has enhanced the exposure of the people and creating more awareness amongst young brigade. Hence, youth is highly involved in social media.

V. SOCIAL MEDIA AND CELEBRITY

It has been gestated that celebrity is an organic and ever-changing performative practice rather than a set of intrinsic personal characteristics or external labels. This practice usually involves ongoing maintenance of a fan base, performed intimacy, authenticity and access, and construction of a subservient persona.

Celebrity is a sophisticated cultural construct. In basic terms, celebrity is a noun meaning 'a famous person'. It is a binary, personal quality: you are either a celebrity, or you're not (e.g. 'Angelina Jolie is a celebrity'). Celebrity also refers to a state of being or cultural phenomenon (e.g. 'celebrity culture' or 'celebrity magazines'). Practicing effective social media skills can help a celebrity in boosting their career, increase their fan base, shed light on nonprofit organizations, and making money through endorsements¹³.

In the contemporary time, several research studies support that celebrities too are hooked to social media which not only includes theatrical personalities, musicians but also other prominent personalities from various fields such as politicians, poets and painters etc.

Marwick and Boyd's, (2011)¹⁴ study of 237 highly followed Twitter users, a set which included a number of musicians as well as politicians, techno culture pundits, and more.

Increased accesses to technologies of content creation and distribution have popularized techniques of 'micro-celebrity', using social media for the development and maintenance of an audience. Micro-celebrity is a mindset and set of practices in which audience is viewed as a fan base in which popularity is maintained through an ongoing fan management; and self-presentation is carefully constructed to be consumed by others. Just as we now see 'regular' people adopting micro-celebrity tactics to gain status online, also famous people use similar techniques on social media sites to maintain their popularity and image.

As a result of the influence of social media it's impact can be seen with the increase in number of followers of such worldwide personalities i.e. Justin Bieber with 59 million followers, Barack Obama with 53 million people, Amitabh Bachchan with 16 million people etc.

¹³ Marwick, Alice., Boyd, Danah, "To See and Be Seen: Celebrity Practice on Twitter", The International Journal of Research into New Media Technologies 17(2) p. 139-158, (2011)

¹⁴ *ibid*

TWITTER VS. FACEBOOK VS. INSTAGRAM:

The social ecosystem is steadily growing, which means marketers must be more strategic than ever when engaging with consumers across social networks and devices. As consumers traverse from Facebook to Twitter to Pinterest and Instagram, content is digested differently. Ultimately, the network that will be most effective for your mobile marketing efforts depends largely on your audience, their interests and the type of content at your disposal.

For example, Pinterest is highly visual with a predominately female audience, while Twitter's user base is much more diverse and text oriented. If you're in the hospitality industry, it's likely that your content will be image heavy which makes it ideal for Pinterest, Facebook and Instagram. Alternatively, Twitter's bite-sized headlines and Facebook's content-friendly interface are optimal for B2B companies to engage with customers and prospects.

Social media entered people lives not that long ago. But within this brief period, it has become more than a part of reality. Social media is now a parallel world. Here, users all around the globe have built personal lives, have developed relationships, have shared their experiences, and have also grew businesses.

VI. HARASSMENT AND BULLYING ON SOCIAL MEDIA

In simple terms, harassment is any unwelcome comments (written or spoken) or conduct which violates an individual's dignity; and/or creates an intimidating, hostile, degrading, humiliating or offensive environment.

It can be done in innumerable forms including violence, threats, abuse, and damage to property. It can involve verbal abuse and name calling, offensive graffiti or post and can be received via text message, emails or social networking sites like Facebook or MySpace. It may cause physical injury, mental stress, anxiety, or insecurity. There are various reasons, but critical ones include race, religious belief, sexual orientation, gender identity or disability.

Social media has brought with it bullying in a different form that is through the internet. Bullying through technology is not always easily identified it implies the victim may not see it, though their colleagues may, and it can carry on online away from the workplace. An employer still needs to deal with cyber bullying effectively, as it can be as damaging as any other kind of bullying, and sometimes more so.

Cyberbullying can be in the form of embarrassing or cruel online posts or digital pictures, to online threats, harassment, and negative comments, to stalking through emails, websites, social networks and text messages.

Some of the research studies too have proved it evidently that many people are victims of harassment and bullying on social media.

Finkelhors et al (2000)¹⁵ conducted an internet survey of representative youth aged 10 to 17years in the United States and found that one in five youth were exposed to sexual solicitation, one in seventeen were harassed or threatened and only a fraction reported these cases while more than 63% reported being upset, embarrassed or stressed as a result of these unwanted contacts.

Thierer (2007)¹⁶ in his study revealed that cyber-bullying or internet abuse takes the form of unwarranted contact by unknown strangers, distortion of photographs, posting distorted information, and even coercive actions like sending threatening or aggressive messages online. These unfortunate incidents have been on an upward swing causing much concern among parents of teenagers and legislations in Congress aimed at regulating internet use among teenagers.

Sengupta and Chaudhuri (2008)¹⁷ in their study on social networking sites pointed out that social networking sites (SNS) have been blamed to be a major source of harassment for teen users. The teen behavior online and its associated likelihood of being harassed. That disclosure of private information, primarily Instant Messenger id and uploading picture of oneself on the SNS attracts unsolicited contacts or other forms of aggressive behavior from strangers and others.

¹⁵ Sengupta, Anirban,. Chaudhuri, Anoshua, "Are Social Networking Sites a Source of Online Harassment for Teens? Evidence from Survey Data", Children and Youth Services Review, Volume 33, Issue 2, February 2011, Pages 284–290. accessed from: http://online.sfsu.edu/anoshua/research/Sengupta_Chaudhuri_WP.pdf (last accessed on 16/7/2015 @ 12:40 pm)

¹⁶ *ibid*

¹⁷ *ibid*

Ybarra and Mitchell, (2008)¹⁸ in their study reported that the need for investing in virtual outreach targeting teens that are more prone to internet abuse.

Each and every age group is vulnerable to cyber bullying, but teenagers and young adults are commonly the victims of cyber bullying. It is increasing rapidly in schools especially. It has become a serious issue because the Internet is fairly anonymous, which is appealing to bullies because their intimidation is difficult to trace. Unfortunately, rumors, threats and photos can be disseminated on the Internet very quickly.

DOES SOCIAL MEDIA MAKE US LONELY?

Anger, disappointment, happiness or basically any kind of heightened emotion about a topic or thought can spill over on social media. A simple example would be some recent foot-in mouth tweets by various prominent people. It can also be an indicator of something else.

Loneliness has been associated with increased usage of internet. Lonely individuals may be drawn online because of the increased potential for companionship, the variations in social interaction patterns online, is a way to modulate negative moods associated with loneliness. Online, social presence and intimacy levels can be controlled; users can remain invisible as they observe others' interactions, and can control the amount and timing of their interactions.

Sanders, Field, Diego and Kaplan, (2000)¹⁹ in their study on adolescents found greater internet use associated with weaker relationships with their parents and friends, although directionality could not be determined.

A study by Booth, (2000)²⁰ reported that some lonely individuals may use the internet as an escape: to reduce stress and alleviate negative feelings that are associated with loneliness.

The study was titled 'Self-disclosure on Facebook among female users and its relationship to feelings of loneliness'²¹. Accordingly, 616 female users of the minimum age of 18 were identified by a status message search engine (now apparently defunct) where the status message had keywords like 'lonely' and 'connected'. According to published reports, the search skewed the results into half as marked 'lonely' and half as 'connected'. And 79% of the former's profiles shared information that the site lists under sections like favourite activities, quotes, movies, books, TV shows, address and so on. And out of this same group, 98% shared status messages that were of a personal nature, publicly. And of those who were in the 'connected' sub-group a decidedly lesser percentage — 64% to be precise — marked that same information as viewable to the public. Tellingly, these people eschewed emotional and introspective messages in favour of statements about politics, current events, humorous topics and general topics.

A publication called Medical News Today reported in 2012 about a study that claimed that when it comes to social media, people "already predisposed to anxiety" felt "added pressure from technology acts, which acts as a 'tipping point' to make people feel more insecure and more overwhelmed". A few years later, a social psychiatrist named Ethan Kross at the University of Michigan, found that obsessive use of various social media may have a direct impact on our state of holistic well-being.

As reported in Times of India dated May 23, 2015 by Rasquinha in the article entitled 'Do Lonely People Overshare on Social Media'; internet use isolates individuals from the real world and deprives them of the sense of belonging and connection with real world contacts. Thus, loneliness is a byproduct of excessive internet use because users are spending time online, often investment of time in online relationships, which are artificial and weak, at the expense of real life relationships. Lonely individuals may be drawn to some forms of interactive social activities online because of the possibilities of belonging, companionship, and communities that they provide. Social interaction is altered online in ways that may be particularly attractive to those who are lonely. Further, online communication fosters technological alienation, creating barriers between participants, even those who know each other in other contexts.

¹⁸ *ibid*

¹⁹ Sanders, C., Field, T., Diego, M., & Kaplan, M.. "The relationship of Internet use to depression and social isolation among adolescents", *Adolescence*, 35, (2000), p. 237–242

²⁰ Martina, Janet, M, Schumacher Phyllis, "Loneliness and social uses of the Internet", *Computers in Human Behavior* 19 (2003), p. 659–671

²¹ <http://timesofindia.indiatimes.com/life-style/relationships/man-woman/Do-lonely-people-overshare-on-social-media/articleshow/47385610.cms> (last accessed on 19/7/2015@ 1:50 pm)

DOES SOCIAL MEDIA PROMOTE NARCISSISM?

Reference has been made in various subjects regarding narcissism which is nothing but simply a personality trait reflecting a grandiose and inflated self-concept. Escalations in narcissism prove to be a potential risk to developing young adolescents in terms of their emotional and psychological health. Narcissism is recognized in conjunction with the use of personal communication as a method for self-enhancement and self-promotion, inhibiting individuals from establishing lasting intimate connections²².

VII. SOCIAL NETWORKING IN THE NEW MILLENNIUM

Even the researchers agree that the lives of ordinary people have the 21st century especially has undergone a significant transformation in terms of their media and communication habits. This has affected all age groups in disparate societies, and people in each and every aspect of their life. It seems evident, however, that it is the youth that is the most deeply involved. This is probably true for the geographical, cultural, social and economic arenas.

AB Ahmed in his work entitled 'Social media: An emerging dimension of marketing communication' points out that the advent of social media as a marketing channel has immensely changed the way firms communicate with customers. With massive number of users worldwide the social media can be a strategic marketing communication tool to service providers, including the hotel industry. Companies can take advantage of the ubiquitous platform to cost effectively place their advertisements and invite reviews from previous guests on their recent hotel stay.

Livingstone, (2002) in his research revealed that watching television remains primarily a social activity.

Hennig-Thurau et al., (2010)²³ in their research concluded that Recent years have witnessed the rise of social media channels such as Facebook, YouTube, Google, and Twitter, which allow customers to take a more active role as market players and reach (and be reached by) almost everyone anywhere and anytime.

Woodcock & Green, (2010)²⁴ make a mention that in a recent survey of 1,700 Internet users, Nielsen Online reported that 73% users engaged in social media at least once a week.

Shirky (2011)²⁵ in his research found that the number of internet users have grown from its initial moderate low millions to more recently low billions.

Sharma, (2014)²⁶ in his study pointed out that the impact of Facebook in modern society, according to the Sydney Morning Herald the social network has now got over 1.23 billion monthly active users, with 80% of these users residing outside of North America.

Thus, presently people and organisations remain interconnected and updated through various forms of social media networks through Facebook, Twitter, YouTube, blogs and microblogs to mention only a few.

VIII. CONCLUSIONS

Though social media allows young users to connect with people across the world and get instantaneous news about the world around them, it also has come with many complications. From access to inaccurate information to the rise of cyberbullying, the bad can sometimes outweigh the good among younger users²⁷

²² Wickel ,Taylor M., "Narcissism and Social Networking Sites: The Act of Taking Selfies", Strategic Communications, Elon University, The Elon Journal of Undergraduate Research in Communications, Vol. 6, No. 1, accessed from: <https://www.elon.edu/docs/eweb/academics/communications/research/vol6no1/01WickelEJSpring15.pdf> (Accessed on 24/7/2015 @ 4:40pm)

²³ Hamid, Noor R A., Akhir, Romiza Md., Cheng, Aw Yoke, "Social media: An emerging dimension of marketing communication", Journal of Management and Marketing Research, accessed from:

<http://www.aabri.com/manuscripts/121420.pdf> (last accessed on 10/7/2015 @ 12:40 pm)

²⁴ *ibid*

²⁵ <http://wpmu.mah.se/nmict141group4/2014/03/11/the-impact-of-social-media-in-the-21st-century/> (last accessed on 20/7/2015 @ 1:50pm)

²⁶ *ibid*

²⁷ <https://www.kibin.com/essay-writing-blog/12-essay-conclusion-examples/> (last accessed on 19/7/2015)

According to the recent estimates, it has been revealed that monthly active users Facebook are approximately 1.44 billion, out of which 82.8% of the daily active users are outside the USA and Canada. Furthermore, the maximum no of users of facebook are between the age group of 24 -34 years. i.e. 29%. The figure amounts upto 936 million in case of average daily active users; in which India is on the second place regarding the number of users, with approximately 109 million persons registered; followed by Brazil with 70.5 million users and Indonesia with 60.3 million users.

On Google Plus there are about 2.2 billion profiles online. The website has approximately 300 million in-stream active users. The countries in which this website mostly used are Indonesia with 83% of the online population, followed by India with 82% of the online population and Vietnam with 80% of internet users.

Similarly Twitter has 302 million monthly active users in which 77 percent are outside the USA. Twitter is widely used in Asia and Pacific area (35%), North America (22%) and Western Europe (15.9%).

Instagram has currently reached 300 million monthly active users and is most popular in Middle East and Africa with 34% of users, Latin America with 33% of users and North America with 25% of users. Maximal users are in the age group between 16 and 24 years old 41% followed by 35% between 25 and 34 years. The maximum numbers of users registered are in USA (28.5%), Brazil (6.5%) and Russia (5.7%).

Registration of members on LinkedIn has increased to 332 million. The website has over 39 million students consisting of recent college graduates.

Alongwith it also, Pinterest has about 70 million users whereas it is mostly accessed in North America with 33% of users, Middle East and Africa with 25% of users and Latin America with 18% of users. USA (32%), China (14%) and India (13%) has the maximum number of users.

Hence, social media is not what makes social networking. It is the social media and the availability of the Internet which has made the social networking in simpler terms. Therefore, due to its easy access and facile its usage online, it has become popular to the moment where Facebook has over 1 billion users and YouTube has over one billion visitors per month.

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