

THE ENSNARING OF SOCIAL MEDIA IN BUSINESS WORLD AND REAL LIFE

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Abstract

Social media, a word, a platform that is almost ruling lives of people as well as the business world. Social media has become an important part of lives especially during the present situation. It has made life easier in many ways, from becoming a tool to interact with people and organization, get and share informations etc. In simple words it has become the base for almost every action. The thanks giving for this easy platform must be given to Sir Tim Berners-Lee who in the year 1991, 6th August for the first time ever launched the web page bringing in the concept of WORLD WIDE WEB (WWW). In reality there has been a huge transformation in the lifestyle, interaction process and involvement of people in different areas due to the emerging and major involvement of social media into the real world, that is taking was into a virtual world for a virtual existence. Since the recent past, the business world has also been coming into this virtual world, which got even more effective in the past one year where almost the entire business is being operated under the social media platform tagged under the banner of digital marketing. This paper is to contribute a brief idea on how social media is controlling the lives of people as well as businesses using few real examples as well as surveys conducted selecting 250 people at random and distributing questionnaire through Google forms, getting in conversation with people and observation, finally came to a conclusion.

Keywords: Social media, business world, management, disassociation.

INTRODUCTION

In the world of business social media has sneaked in secretly and became integral part, so as into lives of people. It has helped in advancement of business by exchange of ideas. In today's modern world all thanks to internet and introduction of texting that has helped us reconnect with people around the globe that has brought the world closer at just one click. Not only this, it has bought the world of business into the virtual platform to be operated from anywhere remotely. To be more specific advertisements are enlisted in between vides that are being watched on facebook. The rise of social media has a great impact on business. Companies are using this platform to reach to their prospective customers through social media platforms. They mainly connect with customers to boost demands, create target product audience and generate insight, to generate an increment in revenue. This platform sets a community or a platform for the companies where their customers not only get to know about their products but also can put on their reviews about the same, for every business customer. The information is said to have immense power to manipulate things in favour or even against. Thus social media has been acting as that medium to help a person work accordingly. But at the same time it has almost made people hide behind the curtains of social media to showcase their emotions and to interact with each other. It has been only and only social media that is now connecting people with one another. Basically social media has become that platform where not only interactions

but also business is being done advertised and all kinds of informations including news, thoughts and everything else are being shared. It is almost becoming the basic of lives. Thus this paper is a contribution of ideas on how social media has on our lives as well as on business.

PROBLEM STATEMENT

Everything has its own advantages and disadvantages. Likewise while researching on this topic, many kinds of problems popped up. To mention a few, is social media completely secured? Is social media completely reliable? Is social media not disassociating people in their real lives? How helpful has social media been during this lockdown? How social media is helping is development of business, is it actually helping?

Thus to find out these answers to this questions, analysis is done on few questions and studies.

OBJECTIVES OF STUDY

- ❖ To examine, how helpful social media is in business.
- ❖ To examine, are social media actually disassociating people in their real lives.
- ❖ To review how secured and reliable social media is in real lives. What is the perspective of people in general regarding this?

LITERATURE REVIEWS

To conduct the research various literatures has been studied that are based on social media, to quote a few they can be: **Hepp et al. (2012)** said that there has been mediatization whereby technical media is saturating our everyday life. **C.f Berglez (2008)** In this you tube news stories, did not follow in most of the cases, the pattern of conventional new journalism and national outlook. **Williams et al (2008)** said that social media sites helps individual create and maintain their personal internet sites thus allowing authors and other users to post contents thus creating s personal network. **Boyd (2007)** said that there has been a gender and age based usage of social networking site, like younger boys are more likely to participate than younger girls (46% v/s 44%) on the other hand older girls are more likely to participate than older boys (70% v/s 57%) where older boys use these site mainly to flirt and slightly more like meeting new people where as girls of their age uses this to interact with friends and others they meet in person. **Larsen (2009)** said that both the genders seek acknowledgement on the comments they get but girls are more preoccupied on what kind of comments they get and from whom as they prefer getting comments from known than strangers this also means that photo comments are not only about valuing and nurturing the outer looks but also about practicing and maintaining friendship. **Subrahmanyam (2006)** said that almost 50% of mobile spending is on mature market and that it is the youth who not only is adopting the most new technologies faster but also are among the most sophisticated user of the same. **Bobber (2005)** coined the term of reversed socialization to explain the concept of the shifting nature of socialization in the families where the children are better versed with the technologies than the adults. Research also suggest that the adoption of new technologies among the adolescents are often at a vanguard tends. For young people communication is the most important usage of internet they mostly does that using email, instant messages and chat rooms. When there are positive effects, there as to have some negativity as well, thus in **Mumbai daily Mirror (2006)** it was reported that terrorists and underworld people are getting new people to join them from orktut. **Times of India (2006)** reported that Indian court have accused of spreading hatred, states that the Aurangabad bench of Bombay high court has directed the Maharashtra government to issue

notice to Google for the alleged spread of hatred about India by its social network services .The article says that the petition has stated that a picture of burning the national tricolor, bearing anti-India messages, has been put on www.orkut.com and a community We hate India has been created on the site. **Tynes (2007)** in an article named Internet Safety Gone Wild? Sacrificing the Educational and Psychosocial Benefits of Online Social Environments, - said that, online socialization in the networks like facebook is more beneficial for development of adolescent than harmful or dangerous. He also claimed that “Many Internet safety and parenting experts suggest that parents prohibit their teens from social networking sites and other online spaces where predators may lurk but banning adolescents from social networking sites - if this were even feasible - as well as monitoring too closely might close off avenues for beneficial cognitive and psychosocial development that are available to young people in the online social world”.

METHODOLOGY

Being a research scholar considered qualitative as well as quantitative research method and in this discussed with various authors, various researchers, reviewed different articles books and secondary sources to come to a conclusion and prove the objectives. Where to properly analyze the questions in the problem statement, to fulfill the objectives and verify the hypothesis few questions needs to be analyzed at the first place. Few questions are:

1. Which are the most used social media sites based on age and gender?
2. Which are the fastest growing social media networks?
3. How social media do interacts with brands when selecting a product?
4. What is the country with most facebook user in the world?
5. What is the global digital population as of January 2021?

For qualitative analysis, a survey was conducted among around 250 people of various age groups to come to a conclusion on the usage of social media. The questions asked were:

1. Age group of different respondents
2. Genders of the respondents
3. Professions they are into
4. What is the time invested on social media per day (in hours)?
5. What are the major reasons for using social media?
6. How helpful has social media for them?
7. Which social media platform/s they use the most?
8. In how many social media platforms they have accounts?
9. Do they use all the platforms in which they have accounts or they have just opened them generally?
10. Do they feel there has been an increase in the usage of social media in the last 5 years?
11. Again do they feel that there has been an increase in social media over last 1 year due to covid and lockdown?
12. How reliable is social media according to them on the scale of 1 to 5. (Where 1 is the lowest and 5 is the highest.)?
13. How safe and secured is social media according to them on the scale of 1 to 5. (Where 1 is the lowest and 5 is the highest)?

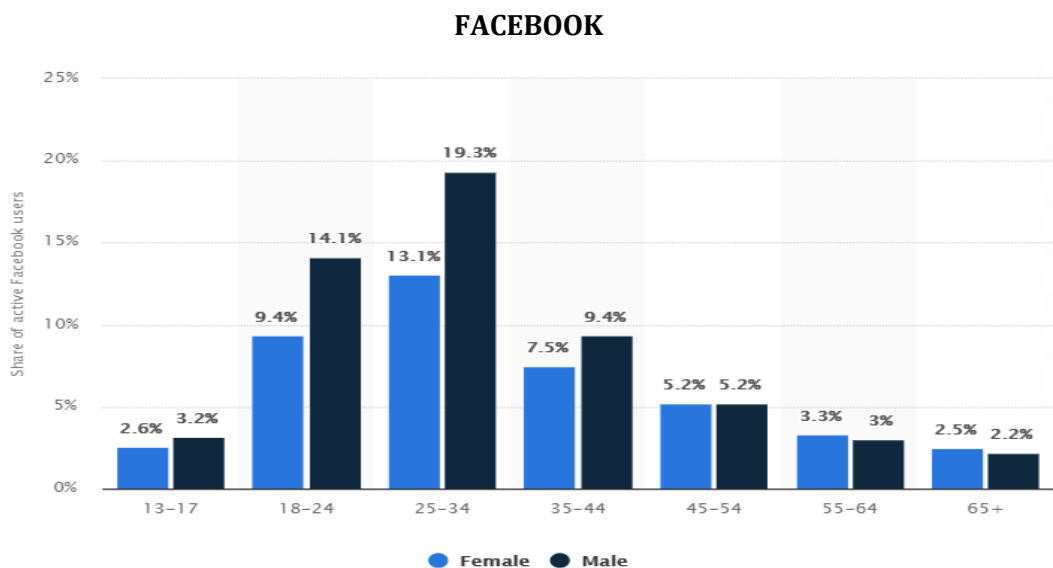
The survey was done by airing the questionnaire through Google forms via email and whatapp, to around 150 people in and around the city having different kind of professions including students in varied age group from around 18 to above 45. Few face to face conversations and observations have also been made Where close knitted observation could be made on family members, friends, known people around, and also observed people on social media sites, got into conversations with people in different forum, and discussed over the relevant topic that helped me in gathering facts and information related to the research to get the answers to the questions and come to a decision.

ANALISIS

The analysis made on the questions for the qualitative study for the research can be estimated as there has been increase in the growth of the usage of social media and it is still growing. It is also found that about 54% of person on an average of 2.25 hrs per day uses social media. In the year 2020 it was found there has been an addition of 1 user ever 12 seconds, also ,means that in the year every at every 1 second on an average 11 new users joined social media for the first time. There are further analyses on few questions:

1. Which are the most used social media sites based on age and gender?

According to sproutsocial.com the statistical estimation of data of users of different social media user are:

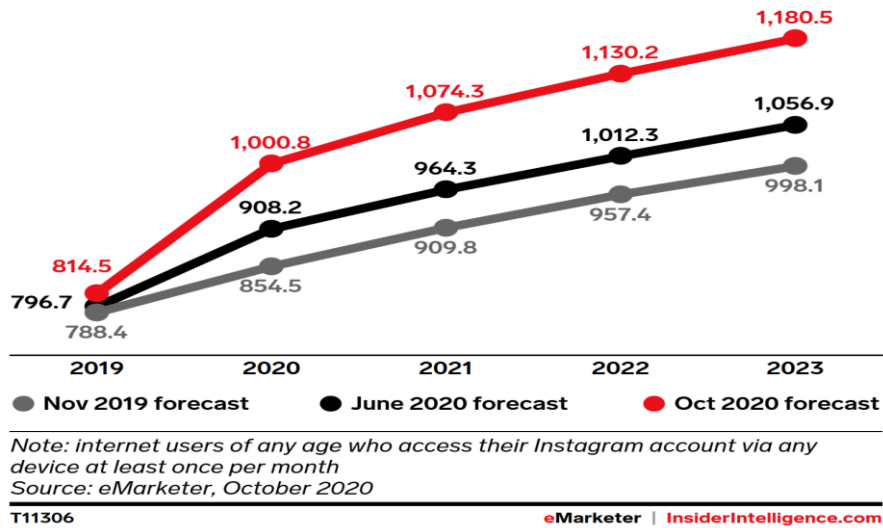


Source sproutsocial.com

- Monthly active user – 2 billion
- Maximum active age group is 24-34 that makes around 26%
- Where 44% female and 56% are male
- This also reflects that the revenue of facebook has also raised during covid and has become a home base in terms of social media for every user

INSTAGRAM

How Our Forecast for Worldwide Instagram Users Has Changed, 2019-2023
millions

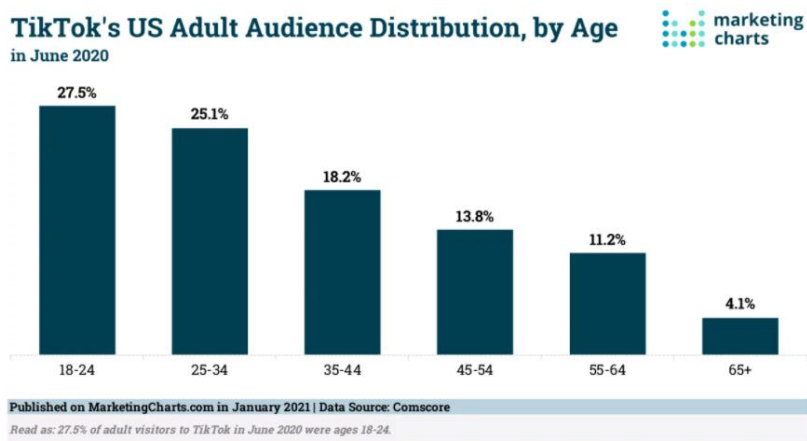


Source sproutsocial.com

- Monthly active user - 1 billion
- Maximum active age group is 25-34 that makes around 33.1%
- Where 57% female and 43% are male
- This also reflects that in recent time there has been an increase in motivation speaker and influencer

Demographic data graphical showcase of few more networks according to sproutsocial.com are:

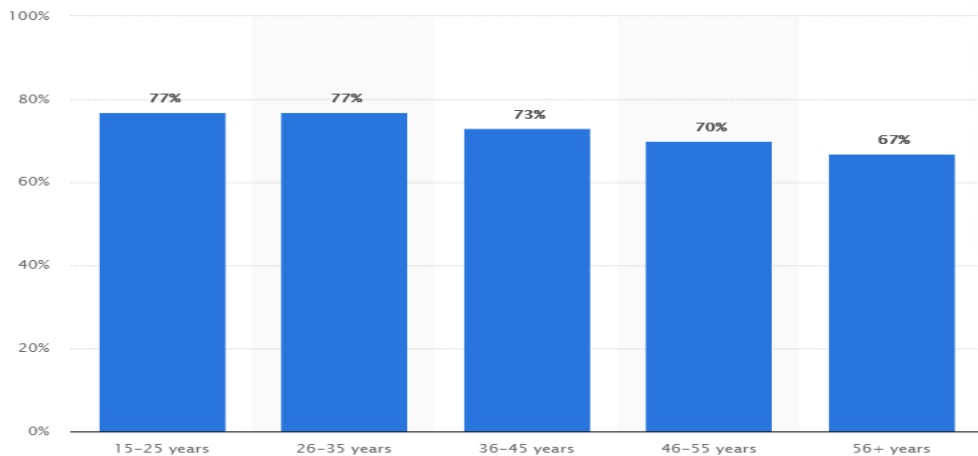
TIKTOK



Source sproutsocial.com

Demographic data of tiktok based on age group, where largest age group is 18 to 24 and 59% of them are female and 41% are male.

YOUTUBE

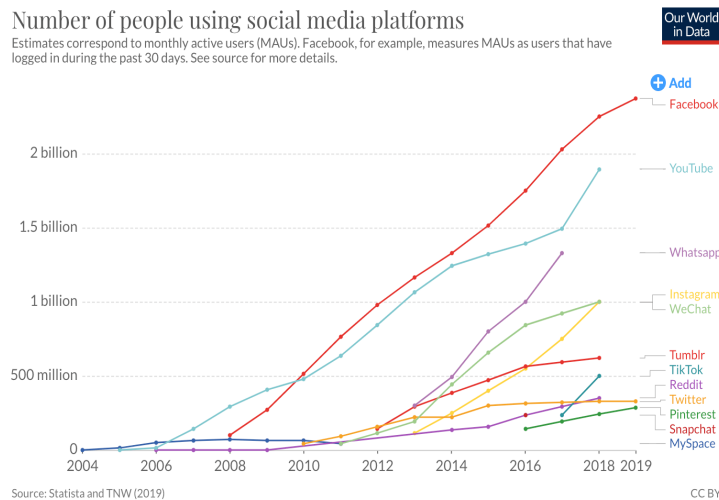


Source: sproutsocial.com

Demographic data of YouTube based on age group, where largest age group is 18 to 25

2. Which are the fastest growing social media networks.

According to ourworldindata.org it is found in 2019 that facebook has the largest community of user with around 2.4 billion active user followed by whatsapp have more than 1 billion active users though facebook was launched in the year 2004 but it had crossed 1 billion user then only reaching its mile stone soon.

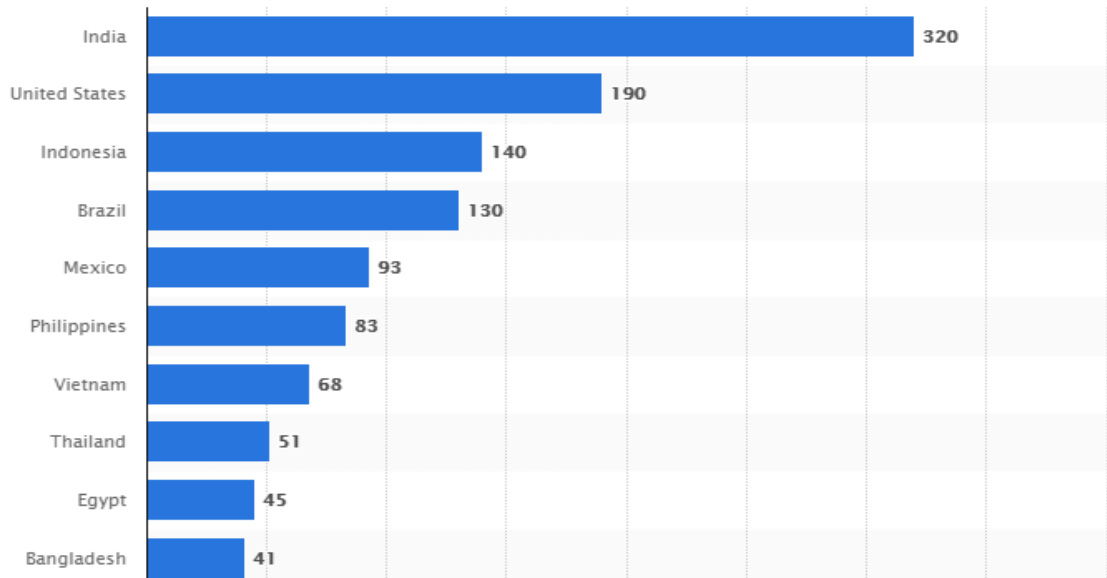


3. How social media do interacts with brands when selecting a product?

According to Global Web index social media usually intervene between peer to peer communications involving communication between family friends' colleagues. Thus it upto the company, on how they want to use social media to showcase and advertise their products. It is also found that youth and teen agers mostly find it important to go through reviews and other discussion before purchasing a product.

4. What is the country with most facebook user in the world?

With over 290 million active facebook user India makes it the country with largest facebook user in the world, followed by the United States, Indonesia, and Brazil with 190 million, 140 million, and 130 million Facebook users respectively.

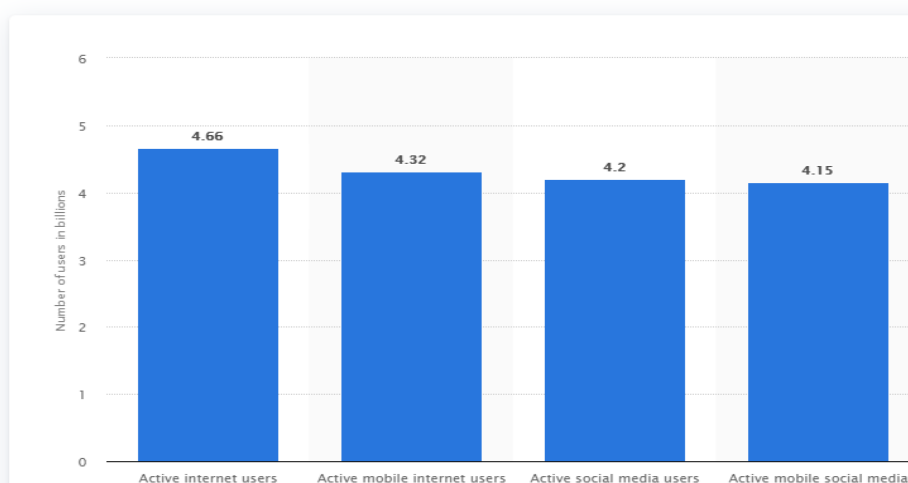


Source <https://www.statista.com/>

The above graph shows the NUMBER OF ACTIVE USERS OF FACEBOOK OF DIFFERENT COUNTRIES RANGING FROM HIGHEST TO LOWEST (IN MILLION). Thus it is very clear that facebook has the largest population considering that digital population, making it a friendly and interactive mode among people of various age groups. Where India leads the graph followed by other countries.

5. What is the global digital population as of January 2021?

Global digital population as of January 2021
(in billions)



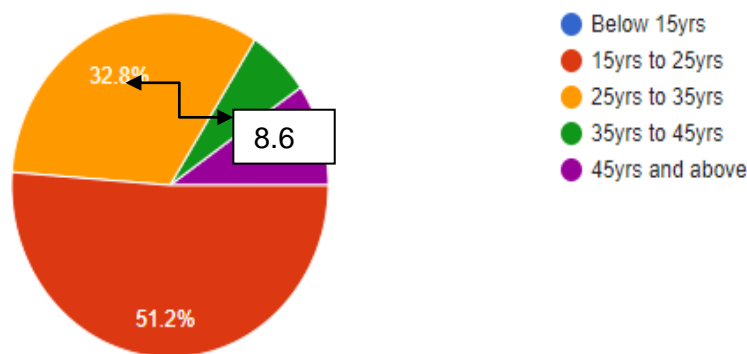
Source [statista.com](https://www.statista.com)

The graph shows that 4.66 billion are active inter users, 4.32 billion are active mobile internet user, 4.2 billion are active social media user and 4.15 billion are active social media users.

QUANTATIVE ANALYSIS

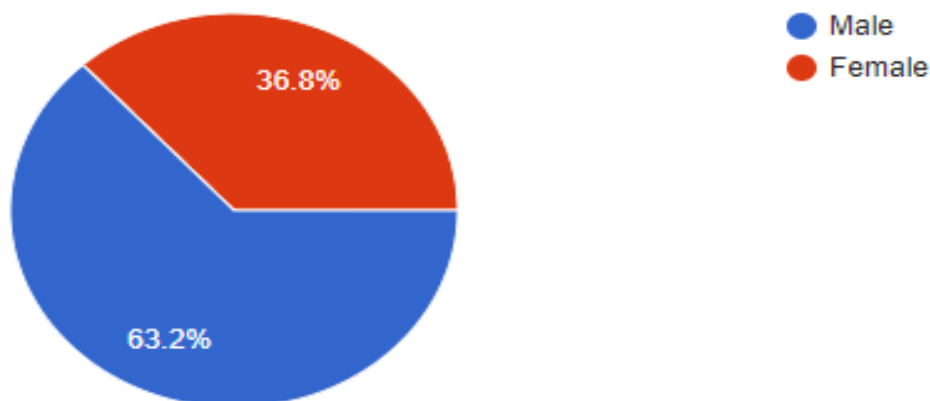
Quantative analysis is done based on the data collected through surveys, observation among peer groups family colleagues and people around, the data information and facts. Survey of 250 people of different age groups at random has been selected to know about their ways and reasons of using social media. Thus analyzing the questions are the results estimated are:

BASE ON AGE GROUP



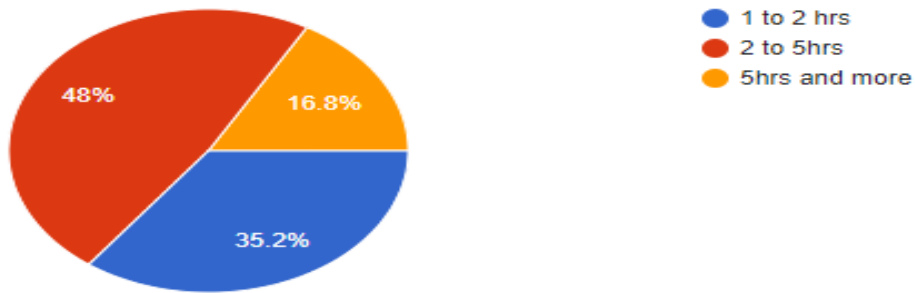
Based on the graph, it is found that between the age group of 15yrs to 25yrs there is maximum number of users of social media; again, between the age group of 25yrs to 35yrs there is 32.8% users; between the age group of 35yrs to 45yrs there is lowest number of users of only 8.6% and 9.6% users are between the age group of 45yrs and above. Thus it clear that among the random sample that is being collected, the maximum number of users found is of age group 15yrs to 25yrs.

BASED ON GENDER



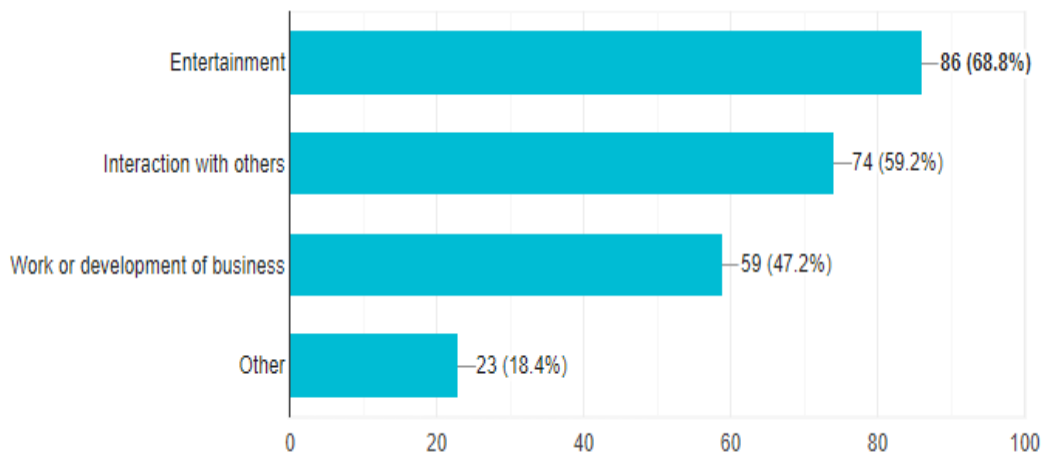
Based on the above data it is seen that among the respondents 63.2% are male and 36.8% are female users.

BASED OF TIME INVESTED USING SOCIAL MEDIA (PER DAY IN HOURS)



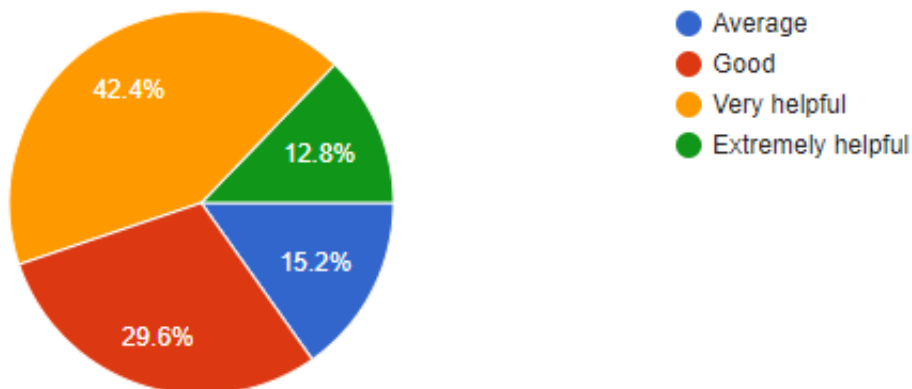
Based on the pie chart it is found that maximum number of users of 48% who spend their time using social media is between 2hrs to 5hrs followed by the time spent is 35.2% users who invest 1hrs to 2hrs and lastly between 5hrs and more they spent is 16.8% of users.

BASED MAIN PURPOSE OF USING SOCIAL MEDIA



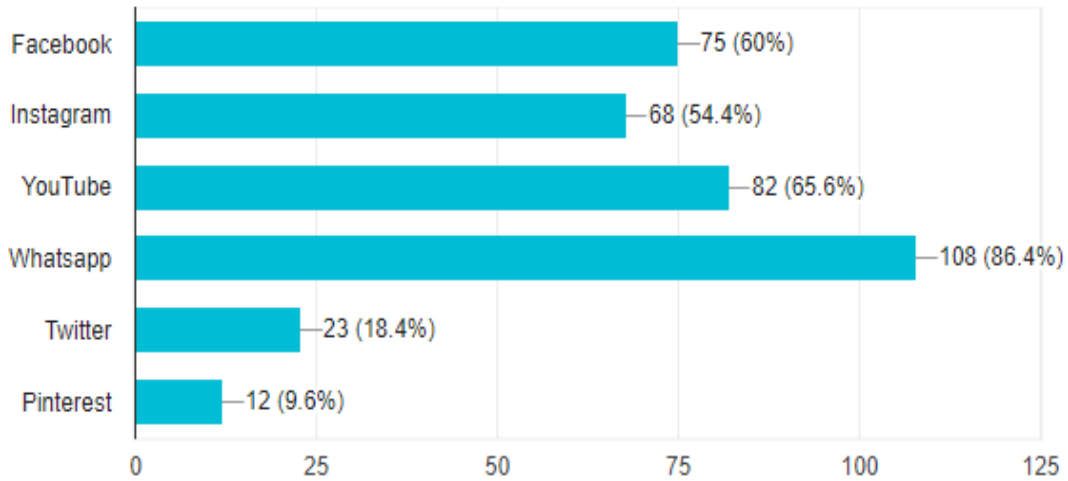
It is found that among the respondents 68.8% of them uses social media for entertainment, 59.2% uses for interacting with others, 47.2% uses for the purpose of work or development of business, and 18.4% of them uses for other purposes like gathering information, watching news, and also for starting new online businesses.

BASED ON HOW HELPFUL SOCIAL MEDIA HAS BEEN FOR THEM



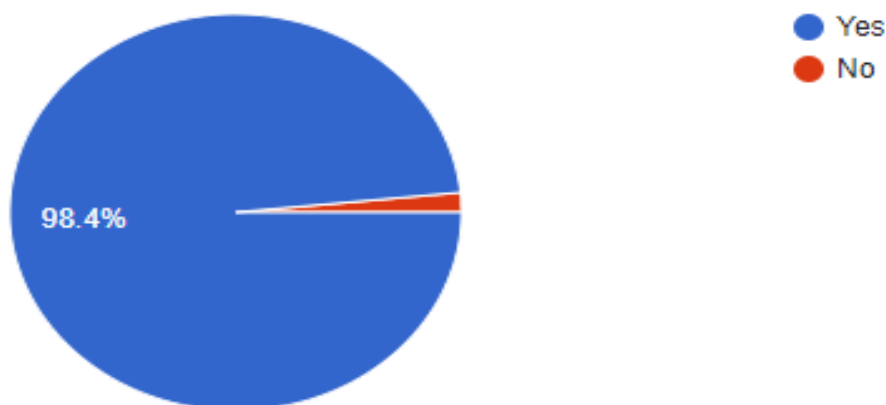
Based on the pie chart it is found that 42.4% found social media to be very helpful, 29.6% of them found it to good in case of helpfulness, 15.2% of them found it average and 12.8% of them found social media to be extremely helpful.

BASED ON MOST USED SOCIAL MEDIA PLATFORMS



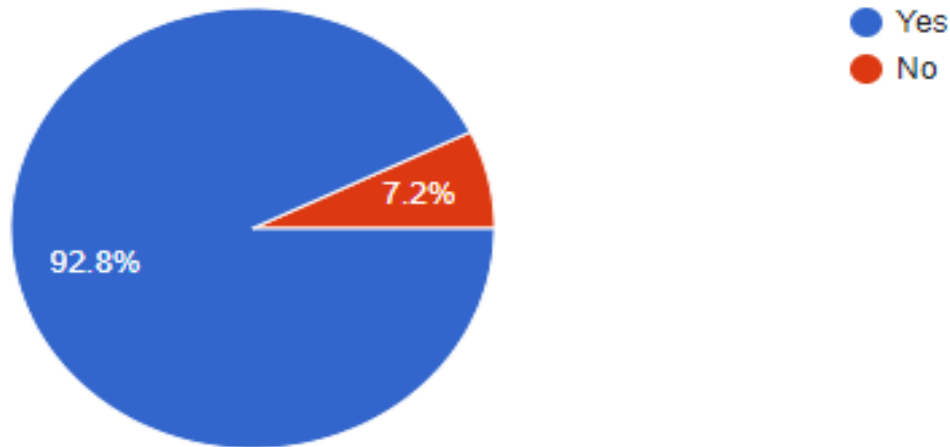
The information that the bar diagram is providing is that among the respondents, highest number of people are using Whatsapp that constituted a percentage of 86.4%, then followed by number of YouTube user that constitutes 65.6% of the total population, then comes the Facebook user with a percentage of 60% of the total population, then there is 54.4% population that are active on Instagram and lastly Twitter and Pinterest that constitutes 18.4% and 9.6% of the total population.

BASED ON INVOLVEMENT OF SOCIAL MEDIA INTO OUR LIVES IN LAST 5 YRS?



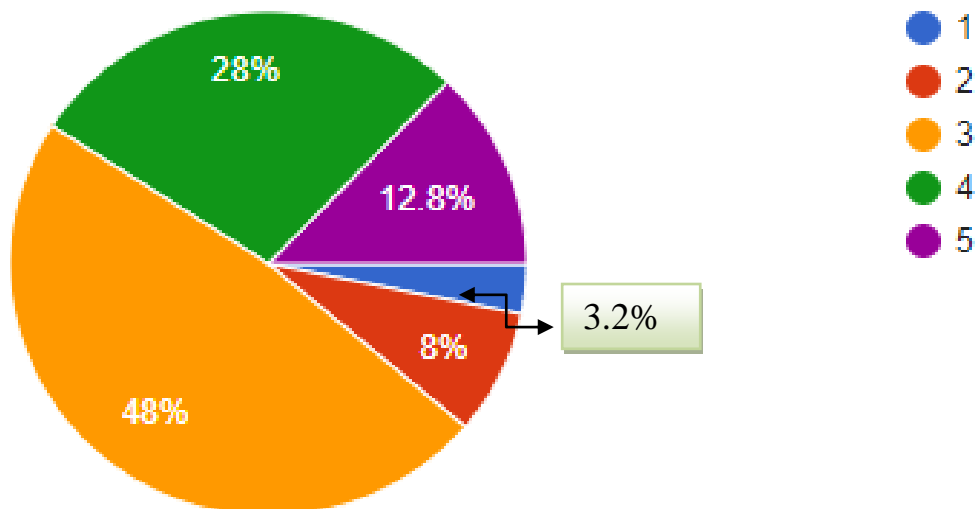
The data clearly shows that 98.4% of the total population agrees on the fact that there has been an increase in involvement of social media in the lives of people, where as only 1.6% of them does not agree to this fact.

BASED ON INCREASE IN INVOLVEMENT OF SOCIAL MEDIA INTO OUR MORE IN LAST 1 YR DUE TO COVID AND LOCKDOWN?



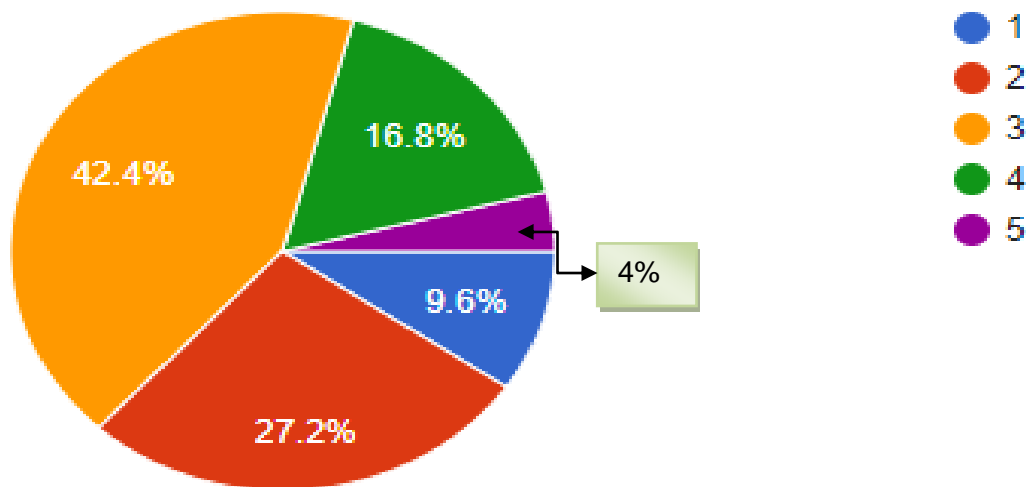
92.8% of the total population agrees that there has been an increase in involvement of social media; where as only 7.2% disagrees to this.

BASED ON THE RELIABILITY FACTOR RATING SCALE RANGING BETWEEN 1 TO 5 (WHERE 1 IS LOWEST AND 5 IS HIGHEST).



From the data it is found that out of the total population 48% has rated 3; 28% has rate 4; 12.8% has rated 5; 8% has rate 2 and only 3.2% has rated 1 on the basis of reliability factor. It is mainly found that they thinks that social media is averagely reliable.

**BASED OF SAFTY AND SECURITY FACTOR RATING SCALE RANGING BETWEEN 1 TO 5
(WHERE 1 IS LOWEST AND 5 IS HIGHEST)**



This shows that 42.4% has rated 3; 27.2% has rated 2; 16.8% has rated 4; 9.6% has rated 1 and 4% has rated 5. Thus this makes it clear that only a few numbers of people finds it highly safe and secured whereas most of them finds it average to low on the basis of safety and security.

The analysis from both quantative and qualitative aspect one thing is clear that there has been a massive growth in intervention of social media in both real lives as well as in the business world for different age group, for all profession, all gender.

CONCLUSION AND RECOMMENDATION

The primary objective of the research is to shed light on the evolution of dominance of social media sites in over lives as well as in business changing the scenario to a complete different angle. This evident there has been a massive involvement of social media into our lives over last 5 years. That became more clear and noticeable over that last 1 year due to the covid and lockdown. It also has put impact to the society. To explain a few of the societal impact it can be said that:

- It has given a platform to a large number of people to come up with different kinds of new business that they do over facebook.
- The intervention of social media has helped people in every small and big thing from doing certain small business to get donors of blood in case of emergency just by posting it on facebook at the proper time.
- It has helped in interacting with other as well as gets information gain knowledge on various keynotes, perspective of different people over different issues.

There have been impacts on business as well. Social media has been a powerful tool for the company to reach their prospective customers. Since the customers already try to communicate with the brands through social media platforms like facebook, instagram, twitter etc thus the companies should also be much active on their respective pages on the social media. And the social media handlers should be active in answering the in the FAQ part of the page, that might help them succeed in their business remarkably. With the help of social media the companies

can achieve few of the desired goals:

- Creating brand awareness, positive brand identity and positive brand association.
- Reaching to their key customers.
- It helps in increasing personalization, like sliding ads between a video that is being watched. This is important for being continuously in touch with the customers and reminding them of products as well as informing them about the newly launched products.
- This also helps in increasing credibility of the brand and creating loyalty.

Thus there have been various positive effects of social media. But there are various negative effects also.

- Cyber bullying and crimes: there are lot of cases of cyber bullying reported every year as well as few not being reported.
- There is lack of privacy as in the data collected from the survey also there it is clear that the people feel that there is lack of privacy safety and security

To conclude, as it is known that information is very powerful. Thus keeping information about what is happening around is important so is interacting with people. But being conscious and picking things consciously and wisely is also needed for both be it in real life or in business. So is social media and its uses and utility be kept under control at the same time should have good access to it.

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