

An Analytical Study on “Social Media is a Market for the Present and the Future”

Sabiha Anjum¹ and Dr. Aslam Sayeed²

Research Scholar, Commerce¹
Head of Department, Commerce²
AKS University, Satna, M.P. India

Abstract: *Social media is playing a big role in our lives today. At the press of a button, we have access to a very wide range of related positive and negative information. Social media is a very powerful medium and it affects everyone. It is difficult to imagine our life without social media, but due to its excessive use, we also have to pay a price for it. A lot of arguments have been presented about the effects of social media on society; some people believe that it is a boon. While others feel that it is a curse. We cannot ignore the fact that social media is one of the biggest elements present in our lives today. Through this we can get any kind of information and talk to our loved ones living in any corner of the world. Social media is a fascinating element and it is a part of our lives today. Youth is the future of our country; they can make or break the economy of the country, while their most active on social networking sites is making a huge impact on them..*

Keywords: Social media.

IV. CONCLUSION

Through this there has been a revolution not only in communication, but also in the business and ad world. Not only this, the exchange of information has also accelerated. Keeping in view the importance of social media, World Social Media Day was started on 30 June 2010.

Digital media dominates how Americans receive and share information. As such, key influences are taking shape that is likely to impact the future of the field. Innovation is the new norm when it comes to media, and that trend isn't likely to change as we look to future media concepts. Social media, digital advertising, and increased access to the internet through various devices have all shaped trends in media.

The future of digital media will evolve as new tools emerge, consumers make new demands, and the quality and accessibility of the technologies improve. The rise of mobile video, virtual reality (VR), augmented reality (AR), and the more refined use of data analytics will all influence the future of digital media.