

Study on Social Networks as the Main Way of Communication in the Modern World

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Abstract: *Teens inhabit a highly social world, one teeming with communications options; nevertheless, teens generally default to more traditional media – telephones (either landline or cell) and face-to-face communication. However, communication patterns are different among three groups of teens: content creators, social networkers, and “multi-channel teens” who use the internet, instant messaging, text messaging cell phones, and social networks. Overall, social network users are also “super-communicators,” utilizing all types and methods of communication to stay in touch with their friends with a frequency unmatched by other teens. Nearly two-thirds (63%) of cell-phone-owning social network users make cell phone calls to their friends on a daily basis, while 41% of cell phone owners who do not use social networks report calling friends with a cell phone daily. Social network users are also more likely than non-social-networking users to talk to friends on a landline telephone on a daily basis, with 44% of social networking teens reporting such behavior compared to 34% of those without social network profiles. Two-thirds (67%) of social network users have sent or received text messages, compared to just 38% of those not on social networks. Social network users are more likely than non-social-network users to text friends every day (36% vs. 17%), as well as to own a cell phone (75% vs. 54%). Similar to texting, social network users are more likely to send and receive instant messages and more likely to send and receive them more often. While 85% of social network users ever send instant messages, half (50%) of non-social-networking teens report using instant messaging. And social network users are nearly three times as likely to send instant messages every day, with 42% of social networking teens reporting daily instant messaging, compared to just 16% of non-social-network users.*

Keywords: Modern world, teenagers, communication, social network, social media

I. INTRODUCTION

Social media is a powerful communications medium, with widespread influence over cities as well as remote areas. However, it is only part of the digital revolution that we are witnessing. Digital transformation has not only influenced businesses and made the world more accessible, but it has also changed the way we communicate. Online communication has brought information to people and audiences that previously could not be reached. It has increased awareness among people about what is happening in other parts of the world. A perfect example of the social media's reach can be seen in the way the story about the Amazon Rainforest fire spread. It started with a single post and was soon present on everyone's newsfeed across different social media platforms. Today, you can text anyone across the globe as long as you have an internet connection. This transformation has not only been brought about by WhatsApp but also Facebook, Twitter, LinkedIn and Instagram. The importance of social media in communication is a constant topic of discussion. It has been a little more than a decade ever since social networking has made its place in our lives; the influence of social media has gone from an entertaining form to a fully integrated shares of nearly every aspect of daily lives of people. The beauty of the social world is that you can connect with anyone to share and learn irrespective of distance or educational background. Initially the world of social media gained attention because it could connect people from all over the world. It has become very easy for to educate people especially students via social media and networking. Anyone can learn any field of work or can connect with people from that field to have first hand

knowledge about their areas of interests. One can update themselves from anywhere about anything. If you have a business, you can reach out to a larger audience in no time. Social networking can benefit in making communities come together, help noble causes, creates awareness among people and invites people to communicate. However, on the other hand it has affected the world in a negative way as well. At the end of the day, it is in the hands of the user to use its advantages or disadvantages. One of the major concerns of a social platform is privacy, personal data of anyone can easily be taken out from the internet. Many individuals have scammed and committed fraud through social media. It decreases face to face encounters with people and also lacks emotional connection which can have a huge effect on people. Using social media excessively can lead to having unrealistic expectations. But nonetheless the internet allows people to improve their quality of life in numerous ways. It encourages people to get out of their comfort zone and With millions of users, social media and networking are emerging as the main way of communication in the modern world. Online communication has brought information to people and audiences that previously could not be reached. It has increased awareness among people about what is happening in other parts of the world. A perfect example of the social media's reach can be seen in the way the story about the Amazon Rainforest fire spread. It started with a single post and was soon present on everyone's newsfeed across different social media platforms. Movements, advertisements and products are all being broadcasted on social media platforms, thanks to the increase in the social media users. Today, businesses rely on social media to create brand awareness as well as to promote and sell their products. It allows organizations to reach customers, irrespective of geographical boundaries. The internet has facilitated a resource to humankind that has unfathomable reach and benefits. Social media has brought people face-to-face with humanitarian issues. Many social work organizations such as animal welfare and fundraising organizations are also taking to social media to create awareness about the issues of society. It brings together activists, allows people to raise their voice against injustice (for example, the #metoo movement) and helps people come together for social causes. Social media's influence has given rise to a different genre of communication, where conversations are quick and information is easily relayed. Due to its widespread impact, employers are seeking professionals who are well-versed in social media platforms to take on important roles within an organization. In fact, social media as a business function is growing rapidly and presents a number of employment opportunities. Companies may tap into social networking services to enhance brand awareness with the platform's users, improve customer retention and conversion rates, and promote brand and voice identity. Social networking enhances user interactions by breaking the barriers of time and distance. With cloud-based video communication technologies such as WhatsApp or Instagram Live, people can talk face to face with anyone in the world. Social networks serve as great learning platforms. Consumers can instantly receive breaking news, get updates regarding friends and family, or learn about what's happening in their community.

OBJECTIVES

- To connect individuals with other people and businesses by allowing them to share information, ideas, and messages.
- To access information, provide information and communicate via social media.
- To communicate faster.
- To have conversations, community, connect with the audience and build relationships.

II. LITERATURE REVIEW

Social Networking has become a predominant part of the modern world. It is recognized as a revolutionary powerful medium of communication.(Fernández-Aceves)(1) It has an enduring impact on the way people communicate and how it has become an indispensable part of our lives. (Fernández-Aceves; Khobragade et al.)(2) It is routinely used for social interaction, access to information and news, spreading information, generating awareness and so on.(P et al.)(3) The significance of social networking can be seen in various fields like lifestyle, business, entertainment, news etc. The mass number of people using social media is increasing with time and that clearly specifies the importance of it.(Johannessen)(4) There are numerous benefits of being on a social platform that has contributed to enhancing the way the world works. Social networking is not only used to make brands and customers meet. In fact, it's about connecting people from all over the world irrespective of their gender, caste, religion, colour etc.(Costa)(5) There are ways to grow your network on a social media platform tremendously. It increases connectivity in a modern world.(Kumar)(6) From

nations which are progressing to underdeveloped nations, everyone is grasping the benefits of social networking and utilizing its power to enhance their lives.(Barclay and N.)(7) It has been a little more than a decade ever since social networking has made its place in our lives; the influence of social media has gone from an entertaining form to a fully integrated share of nearly every aspect of daily lives of people.(Senjyu et al.)(8) The beauty of the social world is that you can connect with anyone to share and learn irrespective of distance or educational background.("Using Progressive Codes for Lossy Source Communication")(9) Initially the world of social media gained attention because it could connect people from all over the world. It has become very easy to educate people especially students via social media and networking. Anyone can learn any field of work or can connect with people from that field to have first hand knowledge about their areas of interests.(Narayan and Narayanan)(10) One can update themselves from anywhere about anything. If you have a business, you can reach out to a larger audience in no time. Social networking can benefit in making communities come together, help noble causes, creates awareness among people and invites people to communicate.(Moinuddin)(11) However, on the other hand it has affected the world in a negative way as well. At the end of the day, it is in the hands of the user to use its advantages or disadvantages.(Moinuddin; Lipschultz)(12) One of the major concerns of a social platform is privacy, personal data of anyone can easily be taken out from the internet.(Srivastava)(13)

Many individuals have scammed and committed fraud through social media. It decreases face to face encounters with people and also lacks emotional connection which can have a huge effect on people.(Smarandache and Abdel-Basset, Neutrosophic Sets and Systems, Book Series, Vol. 35, 2020. An International Book Series in Information Science and Engineering)(14) Using social media excessively can lead to having unrealistic expectations.(Fulsawange et al.)(15) But nonetheless the internet allows people to improve their quality of life in numerous ways. It encourages people to get out of their comfort zone and explore different spheres of life.(Smarandache and Abdel-Basset, Neutrosophic Sets and Systems, Vol. 35, 2020)(16) Moreover, it has opened its access to inaccessible things. With millions of users, social media and networking are emerging as the main way of communication in the modern world.(Barclay and Boobalakrishnan)(17) Media is the term we use to refer to different types of media that provide us with important information and knowledge. Media has always been part of our society, even when people used paintings and writings to share information.(Barclay and Boobalakrishnan; Deshpande)(18) The types of media are the different channels through which information and entertainment reach an audience. (Venkatraman)(19) Media often includes the content itself as well as the physical device needed to transmit it, such as television programming and a television.(Venkatraman; Banaji)(20)

III. MATERIALS AND METHODS

The study deals with empirical research i.e., non-doctrinal study. It deals with both primary as well as secondary sources of data and various secondary sources like books, articles, research papers etc. were used as reference. The study deals with survey methods and the main tool for calculating or analysing the results in SPSS (Bar graph). The method of collecting is through a direct survey method based on people's opinion and answers to the questionnaires.

SAMPLING METHOD :

Random sampling method was used for the purpose of this study.

SAMPLE SIZE :

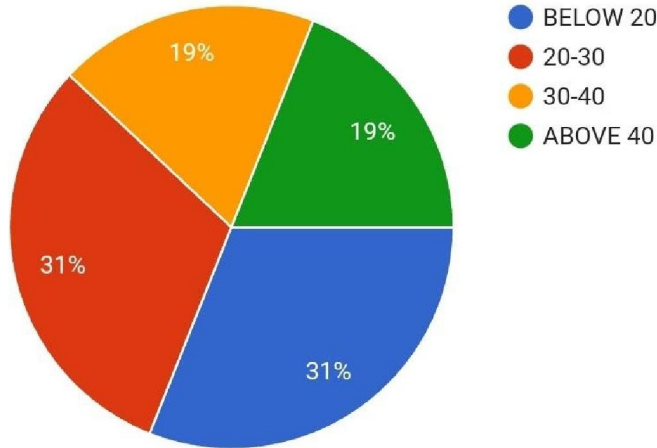
There are a total of 200 samples collected with regard to this study.

INDEPENDENT VARIABLE :

Age, gender, educational qualification and occupation.

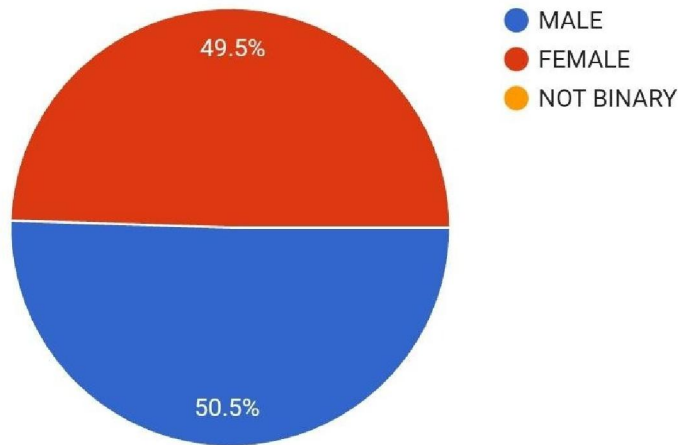
IV. ANALYSIS

GRAPH 1



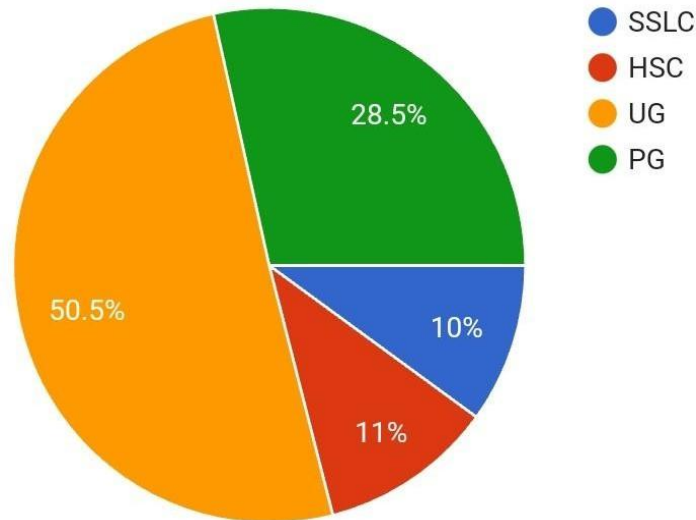
LEGEND : In this survey 31% of the respondents are below 20 age group; 31% of them are 20-30 age group; 19% of them are 30-40 age group and 19% of them are above 40 age group. RESULT : In this survey the majority of the respondents are from the below 20 age group and 20-30 age group.

GRAPH 2



LEGEND : In this survey 50.5% of the respondents are male and 49.5% of them are female. RESULT : In this survey the majority of the respondents are male

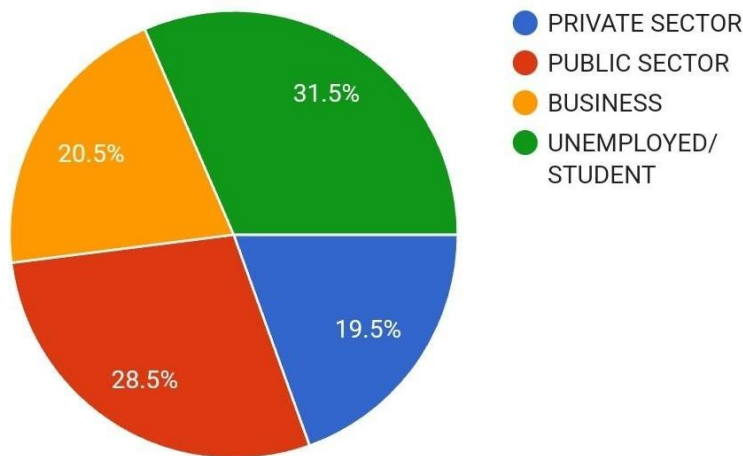
GRAPH 3



LEGEND : In this survey 50.5% of the respondents are UG graduates; 28.5% of them are PG graduates; 11% of them are HSC graduates and 10% of them are SSLC graduates.

RESULT : In this survey the majority of the respondents are UG graduates.

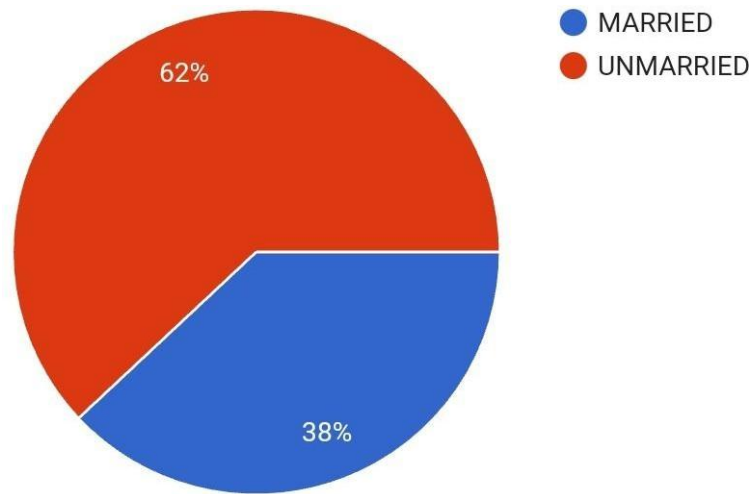
GRAPH 4



LEGEND : In this survey 31.5% of the respondents are unemployed or students; 28.5% of them are public sector employees; 20.5% of them are doing business and 19.5% of them are private sector employees.

RESULT : In this survey the majority of the respondents are unemployed or students.

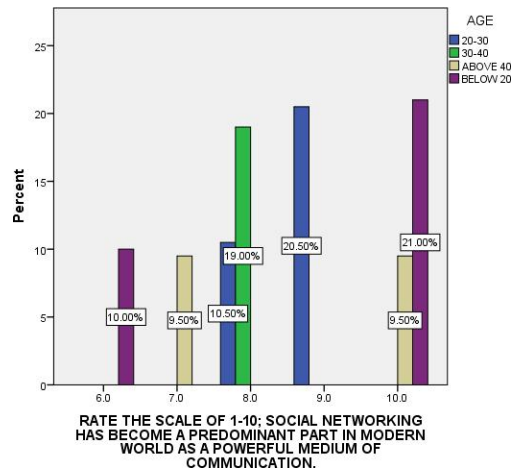
GRAPH 179



LEGEND : In this survey 62% of the respondents are unmarried and 38% of the respondents are married.

RESULT : In this survey the majority of the respondents are unmarried

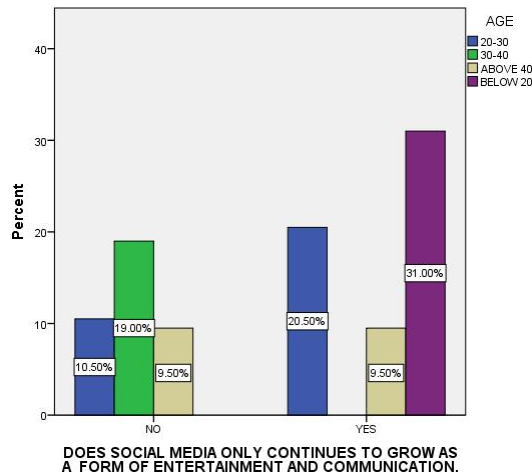
GRAPH 179



LEGEND : In this survey 30.5% of the respondents rated '10'; 29.5% of them rated '8'; 20.5% of them rated '9'; 10% of them rated '6' and 9.5% of them rated '7'.

RESULT : In this survey the majority of the respondents rated above 5 thus, social networking has become a predominant part in the modern world as a powerful medium of communication.

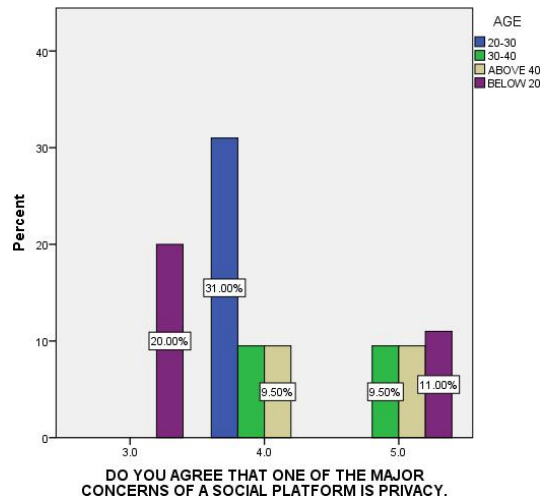
GRAPH 7



LEGEND : In this survey 61% of the respondents rated 'yes' and 39% of the respondents rated 'no'.

RESULT : In this survey the majority of the respondents rated 'yes', thus social media only continues to grow as a form of entertainment and communication.

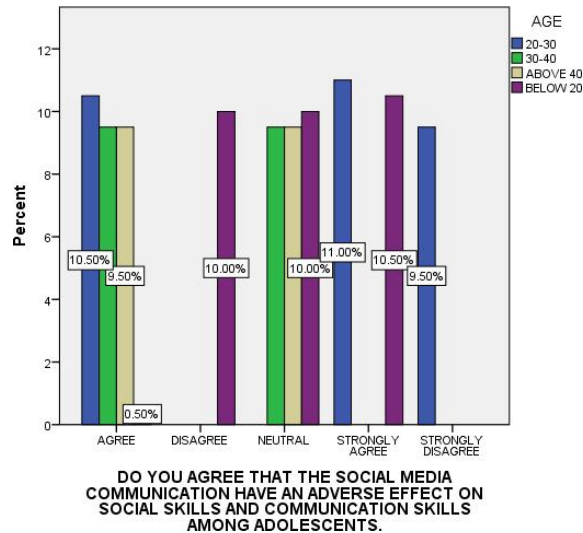
GRAPH 8



LEGEND : In this survey 50% of the respondents rated '4'; 30% of them rated '5' and 20% of them rated '3'.

RESULT : In this survey the majority of the respondents rated 3 and above thus, they agree that one of the major concerns of a social platform is privacy.

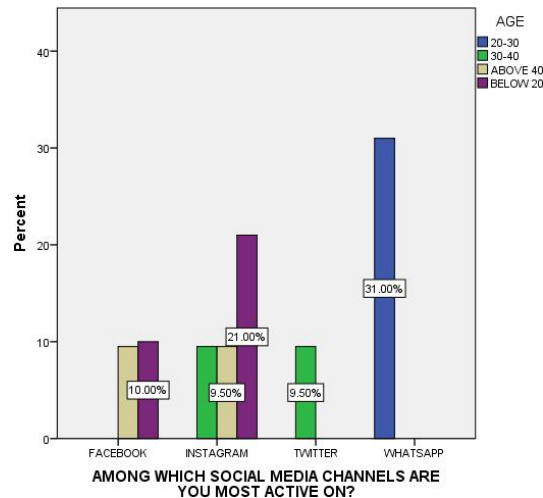
GRAPH 9



LEGEND : In this survey 30% of the respondents agree; 29% of them are neutral; 21.5% of them strongly agree; 10% of them disagree and 9.5% of them strongly disagree.

RESULT : In this survey the majority of the respondents agreed that social media communication has an adverse effect on social skills and communication skills among adolescents.

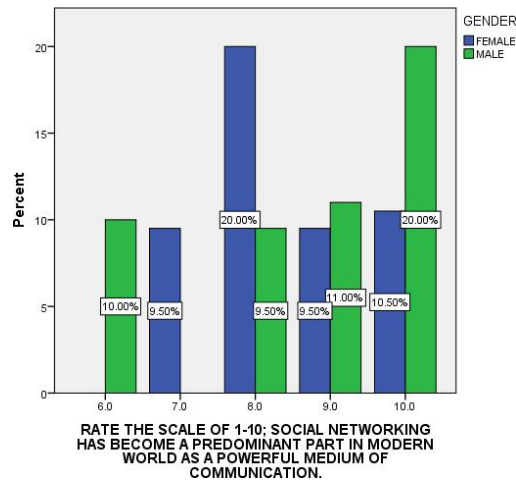
GRAPH 10



LEGEND : In this survey 40% of the respondents rated 'instagram'; 31% of them rated 'whatsapp'; 19.5% of them rated 'facebook' and 9.5% of them rated 'twitter'.

RESULT : In this survey the majority of the respondents rated 'instagram' thus, they agree that they are most active on Instagram.

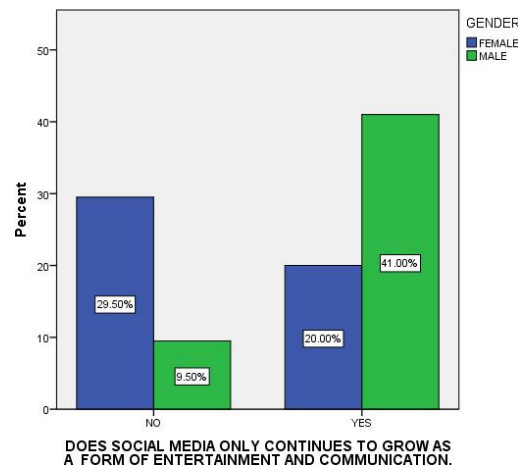
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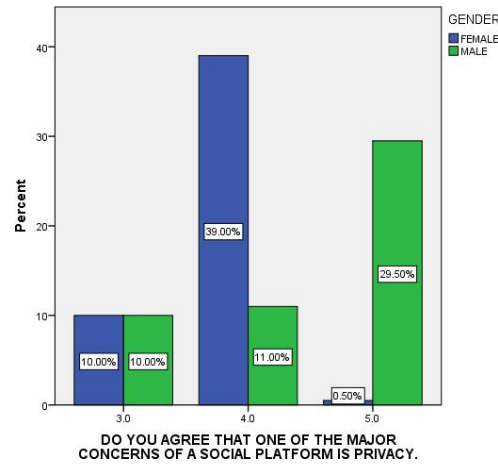
GRAPH 12



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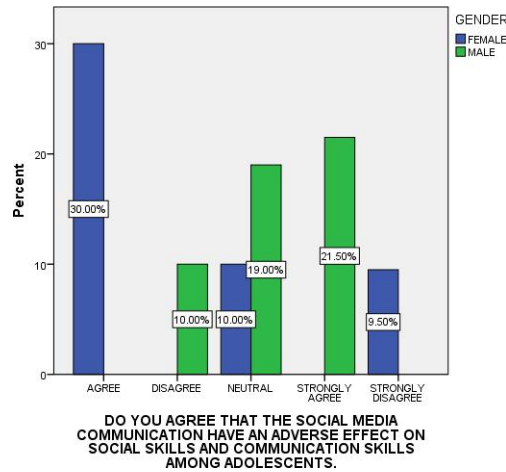
GRAPH 13



LEGEND : In this survey 50% of the respondents rated '4'; 30% of them rated '5' and 20% of them rated '3'.

RESULT : In this survey the majority of the respondents rated 3 and above thus, they agree that one of the major concerns of a social platform is privacy.

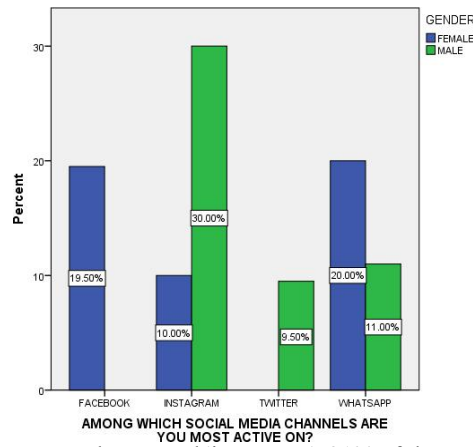
GRAPH 14



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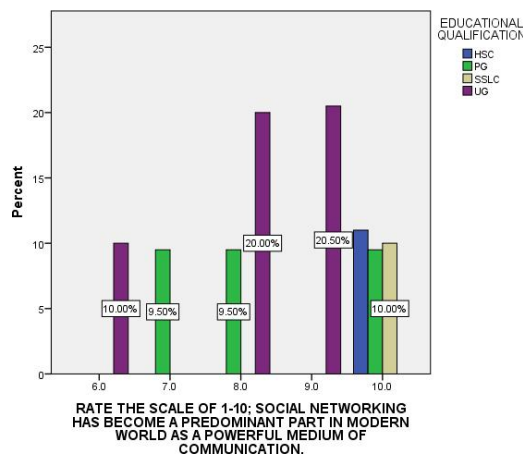
GRAPH 15



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RESULT : In this survey the majority of the respondents rated 'instagram' thus, they agree that they are most active on Instagram.

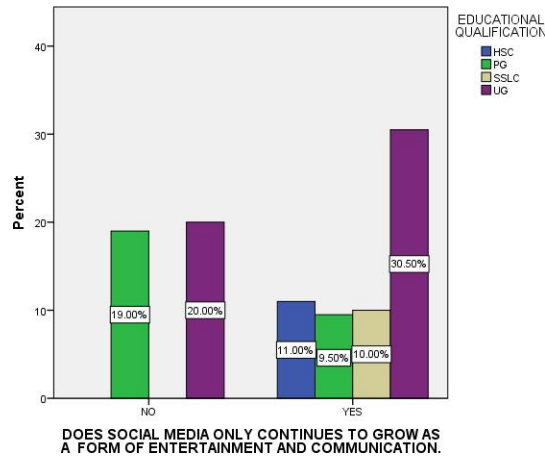
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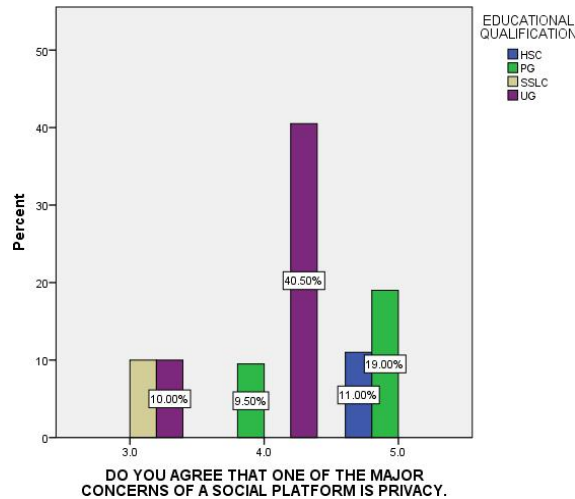
GRAPH 17



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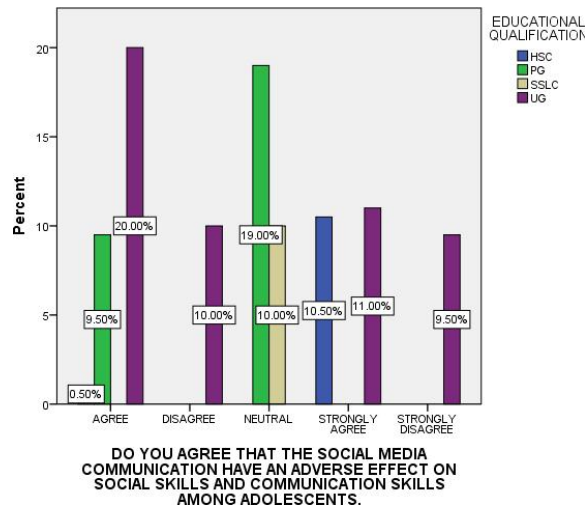
GRAPH 18



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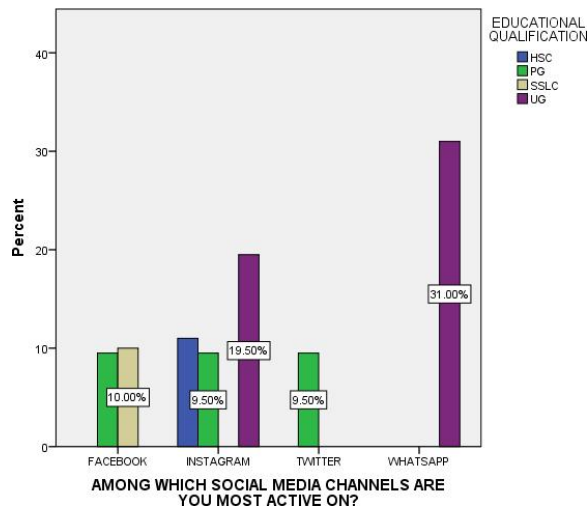
GRAPH 19



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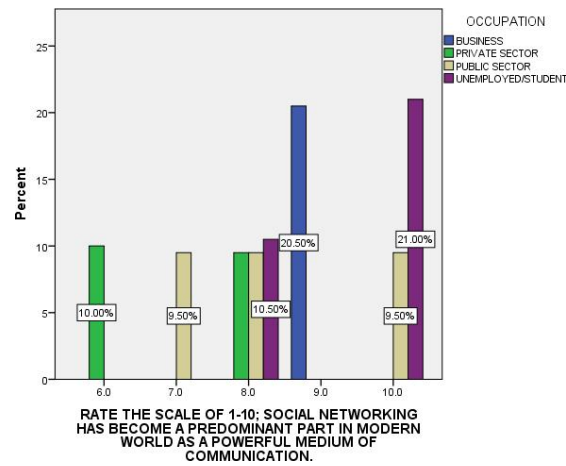
GRAPH 20



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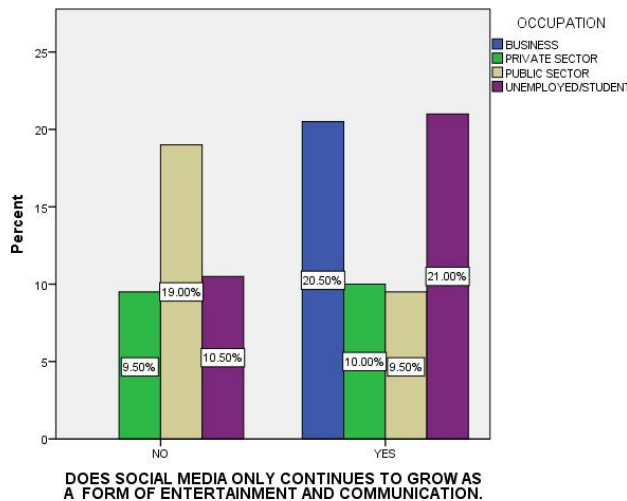
GRAPH 21



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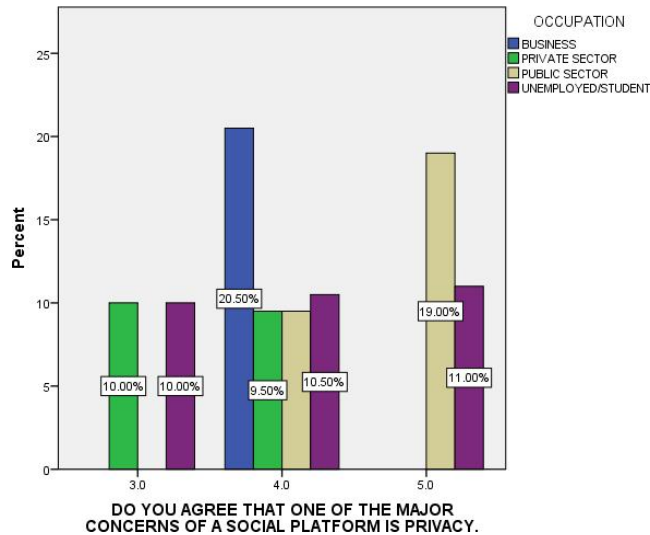
GRAPH 22



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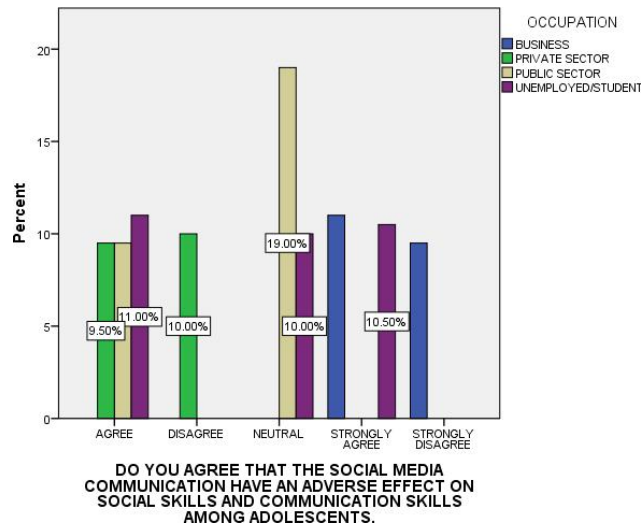
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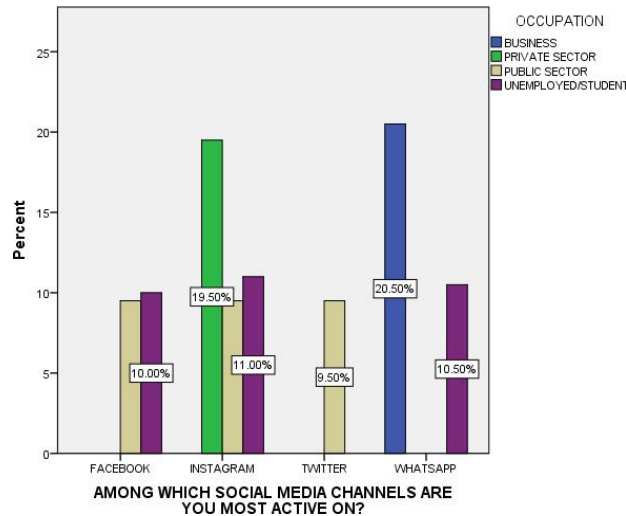
GRAPH 24



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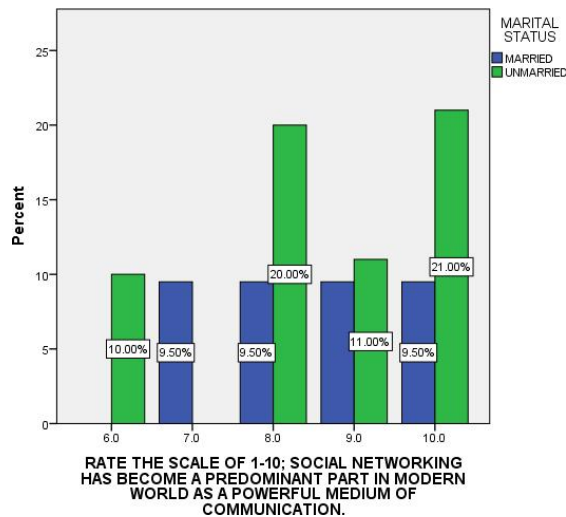
GRAPH 25



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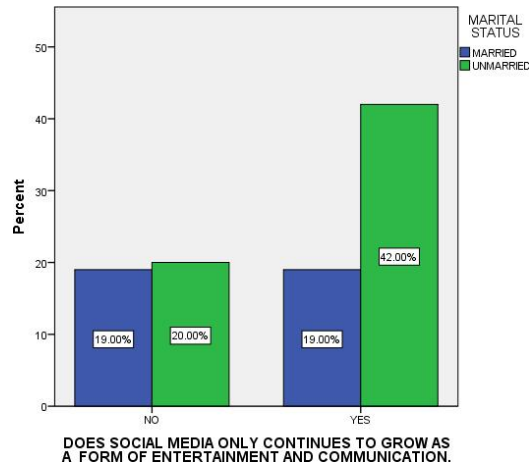
GRAPH 26



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RESULT : In this survey the majority of the respondents rated above 5 thus, social networking has become a predominant part in modern world as a powerful medium of communication.

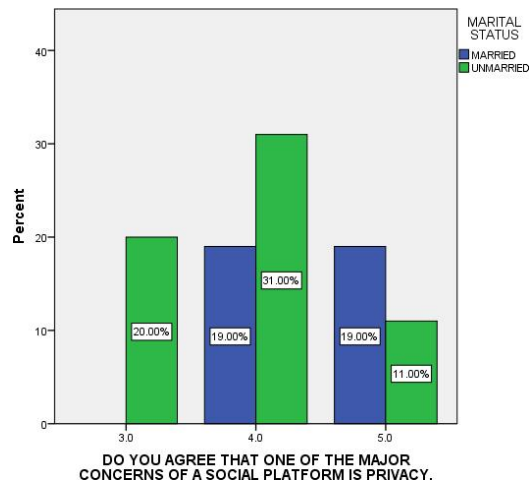
GRAPH 27



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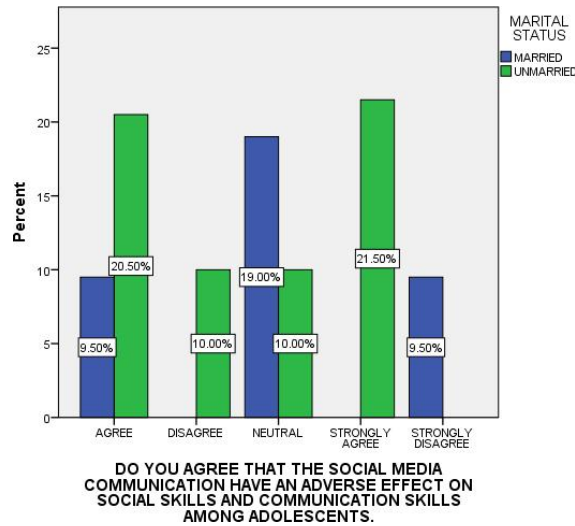
GRAPH 28



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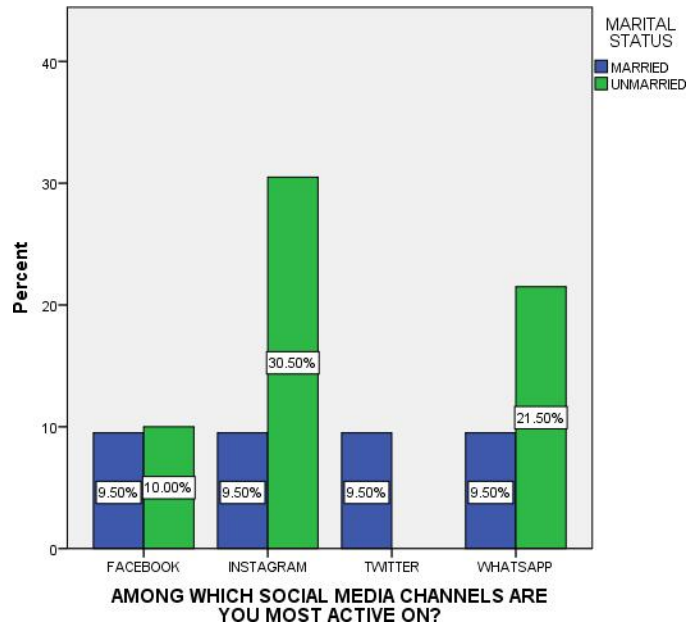
GRAPH 29



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GRAPH 30



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V. SUGGESTION

Online communication has brought information to people and audiences that previously could not be reached. It has increased awareness among people about what is happening in other parts of the world. A perfect example of the social media's reach can be seen in the way the story about the Amazon Rainforest fire spread. It started with a single post and was soon present on everyone's newsfeed across different social media platforms. Movements, advertisements and products are all being broadcasted on social media platforms, thanks to the increase in the social media users. Today, businesses rely on social media to create brand awareness as well as to promote and sell their products. It allows organizations to reach customers, irrespective of geographical boundaries. The internet has facilitated a resource to humankind that has unfathomable reach and benefits.

VI. CONCLUSION

The evolution of social media has been fueled by the human impulse to communicate and by advances in digital technology. It is a story about establishing and nurturing personal connections at scale. Social media is defined as "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)." The 2019 Research Center report on social media use in the India showed that 72% of Indian adults use some form of social media. In less than a generation, social media has evolved from direct electronic information exchange, to virtual gathering place, to retail platform, to vital 21st-century marketing tool. The first electronic message from Baltimore to Washington, D.C., proved Samuel Morse understood the historic ramifications of his scientific achievement: "What hath God wrought?" he wrote. 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.

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