
SOCIAL MEDIA IS A FUTURE?

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ABSTRACT: For almost two decades, the web has changed the world and revolutionized how information is stored, published, searched and consumed. Social media sites like Facebook and Twitter present numerous opportunities to organizations for sharing information, engaging with the public, and monitoring discussion. The objectives of research paper in the current phase is the improvement in social and press media in future. Age is a poor predictor of social media use in a research context and scientists avail themselves most of social media. Journals, conference proceedings and edited books remain the core traditional means of disseminating research, with institutional repositories highly valued as well, but social media has become an important complementary channel for disseminating and discovering research. This article examines the relationship between news values, press releases, and social media. Information subsidies like press releases have long been valued communication tools for organizations. The researcher found that certain news values do predict greater conversation and better sentiment on social media, and that a higher number of news values present in a release also predicts a higher volume of conversation on Twitter.

KEYWORDS: Newspapers, Information subsidies, Social Media, Twitter, Broadcast

INRODUCTION

Social Media is a relatively new concept in academia and multiple definitions can be found. For the common individual social media comprises the various internet applications, such as Facebook and Twitter, which allow users to connect with others. Solis provides a broader definition in that “social media is the democratization of content and the shift in the role people play in the process of reading and disseminating information” (2009). This interpretation of social media is accurate as it allows us to broadcast our opinions and influence others through the click of a button. Social media has begun to not only change our business practices but also the way in which we connect and communicate with other human beings.

Social media is currently taking over the world. In today’s day and age, it is a struggle to find someone that is not a registered user of some type of social media website, be it Facebook, Twitter, Interest, or something else. In fact, in the past 10 years, Facebook members have increased from one million in 2004 to 1.15 billion today (Growth). The average American spends 16 minutes of every hour on a social media network (Growth). So what exactly is social media? Social media is an interaction among users where they create, share, or exchange information and ideas in virtual communities and networks. Social media is Sally posting pictures from her wedding on Facebook for her friends to view. Social media is Ellen DeGeneres tweeting a message out to her fans. Social media is Michelle posting a blog about the new Ryan Gosling movie she saw last night. Social media is everywhere. An overview of social media has been shown below-



In modern times, people are interacting in many different ways, some by telephone, some by E-mail and some by chatting networks. Every day, people are using the computer to talk with one another and social networking sites are a big reason for this. Facebook, one of the largest social networks in the world, has been very important in letting people communicate with one another easier. Because society is communicating over the internet, it is much easier to develop and build old and new relationships. But, there are also some negative aspects of talking to people online that you do not know very well. While social networks like Facebook allow people to be more sociable and expand their relationships, this type of communication can have problems related to privacy and safety.

Social media has become increasingly popular among businesses. As a new technology that reaches out to many young people, who are the main consumers of products, businesses are looking to use social media more often in their advertising and marketing practices. Businesses have also turned to social media as it is the new form of technology that will take precedence over other older forms of technology. Audiences fast forward through commercials on their DVR players, listen to satellite radios which do not have commercial breaks and no longer read newspapers in a paper format. Businesses can no longer provide exposure to their products with the old way of advertising. Businesses have largely been turning to social media because they are forced to with the advent of the new technology. "Companies lost 100% of their communications a long time ago. People are discussing their brands, products and services, right now, across multiple forms of social media, with or without them" (Solis, 2009). Businesses may not necessarily want to engage in the social media revolution but they are being forced to as if they do not they would be left behind. In order to remain competitive in the modern technological age social media must be used by these businesses or they will be at a disadvantage compared to others.

Advertising is not the only arena in which businesses have begun using social media. All facets of a business have been affected by the advent of social media. "Social media is living and breathing and it touches every part of an organization from customer service, to frontline sales, even human resources and information technology" (Qualman, 2010). Businesses have begun using social media to hire employees.

Social media sites, such as Facebook, have also been used as screening tools to determine if a candidate is appropriate for a job position. Businesses have also begun using social media sites for customer service tools as customers can contact customer service representatives through the use of instant messages. Customers can also receive support from websites to problem solve issues they are having with their technology. Customers can connect with other consumers to inquire whether they should purchase a product or not. Businesses must not just experiment or imitate other entrepreneurs in the use of social media. In order to be successful businesses must come up with new ways to utilize social media.

One of the main advantages for businesses to utilize social media is that they are able to access more people than they would have been able to do with television or newspapers. “The statistic that an angry customer will tell up to 20 other people about a bad experience, that's face to face. With the use of social media like blogs, Twitter and Facebook, those 20 people can quickly become 20,000 or even 200,000 (Safko, 2010). Businesses are also able to access these people with spending less money than they would have been with older forms of technology. As social media is relatively new force advertising can be bought at cheaper rates. All a new business has to do is create a free facebook page and ask people to “like” it. Once a group of people like a page their friends will like it and word will spread like wildfire.

Social media also allows businesses to conduct more effective research about its consumers at a cheaper rate. “Social media puts customers back at the centre of the organization and gave marketers a new set of tools to listen to them and to encourage them to engage with the brand” (Smith, 2011). Rather than pay researchers lots of money to research consumer trends a business can go on websites like Twitter or Facebook to monitor trends. Businesses are able to use these trends to gear their advertising to the specific needs of its consumers. This allows businesses to be more resourceful with their advertising. Rather than marketing a product to thousands of people out of which only a handful may purchase it, businesses are able to market to specifically the handful of people who would be willing to purchase the product. Businesses increase the chances of their advertising to be effective with social media.

REVIEW OF LITERATURE

It should be noted that news values, while theoretically used to measure the newsworthiness of an event, in practice are studied just by looking at the news article covering that particular event (Weimann & Brosius, 1991). This makes it difficult to tell if news values are the causes of reporting or the consequences of reporting (Staab, 1990; Weimann & Brosius, 1991). This study aims to help mitigate this problem by looking at the news values of the press release, not the values of any news articles related to that press release. While the concept of news values in a press release is a relatively new one, the researcher believes it is comparable with analyzing news values of an event, regardless of subsequent media coverage.

Mangold and Faulds (2009) recognize that social media allows an enterprise to connect with both existing and potential customers, engage with them and reinforce a sense of community around the enterprise's offering(s). Further, an information rich website can help a business to develop relationships with customers by providing more effective marketing, new communication and distribution channels, shorter time to market, customized products, 24hour online technical support and online interactive community. Social networking can be an excellent way to acquire new customers and retain existing ones. The real challenge lies in the way to engage with the audience on a personal level. Social networking sites can build online groups around various companies, where clients and prospective customers can interact with like-minded individuals. These groups provide valuable insights, plus useful feedback that help the marketers improve their products to suit the needs of their customers. This important feedback can assist in advancing their marketing efforts, and the general brand values their company projects. The use of social media as a marketing tool allows companies to mingle with fellow professionals in the field, conduct research, connect with the community and get business opportunities (Smith and Taylor, 2004). Social networking has led to the introduction of social media marketing and presented new ways of communicating

to expanse audiences on various Internet platforms. Marketers can no longer rely on mass media channels alone to communicate with their consumers. They must adopt new strategies if they wish to succeed (Kotler and Armstrong, 2011).

OBJECTIVES OF THE STUDY

- To study and improvement in social and press media in future.
- To evaluate the relevance of the social media.
- To assess the potential of social media as a tool for technology enabled connections.

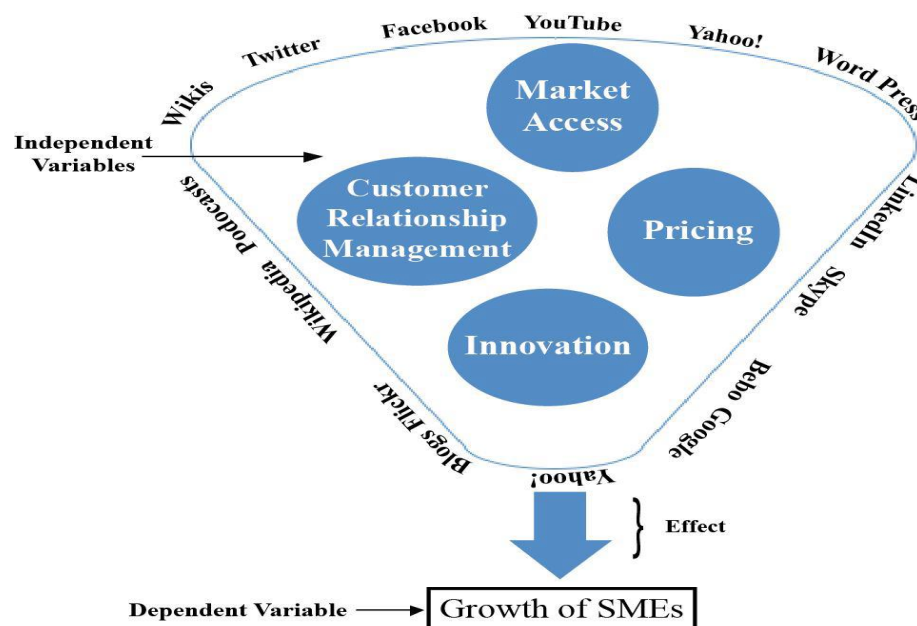
METHODOLOGY OF THE STUDY

The study is basically a qualitative and quantitative analysis of the role and importance of social media as a tool of effective communication. In order to empirically examine the effectiveness of social media, survey method was used for investigation, as this was found to be the most appropriate method to carry out a survey in order to find out the growing importance and the use of social media as a tool of communication. Observation method was also used the present study.

Sources of data: Data have been collected from both primary and secondary sources. Primary sources include survey work done among the interview, questionnaire. Document analysis of the secondary sources includes internet, magazines, books and journals has been carried out to study the impact and the sue of social media in the social context and its potential for future growth.

CONCEPTUAL FRAMEWORK

The conceptual framework was constructed to explain the relationship between the different variables in play in this research.



REASONS FOR NOT USING SOCIAL MEDIA TOOLS

Table presents the responses that were given when respondents were asked why their businesses do not use social media tools. This helped to discover the challenges and perceptions that are carried about

social media by businesses and form a point of reference when coming up with recommendations to various beneficiaries of the study.

Table: Reasons SMEs do not use Social Media Tools

Reason	Percent
Lack of computer skills	11%
Lack of computer connected to the internet at work	9%
Social media tools are not applicable for their business	42%
Social media tools are only used by young people to chat with friends	18%
Perception that social media is expensive	18%
Lack of a computer in the work place	2%
Total	100%

SOCIAL MEDIA TOOLS USED BY SMES

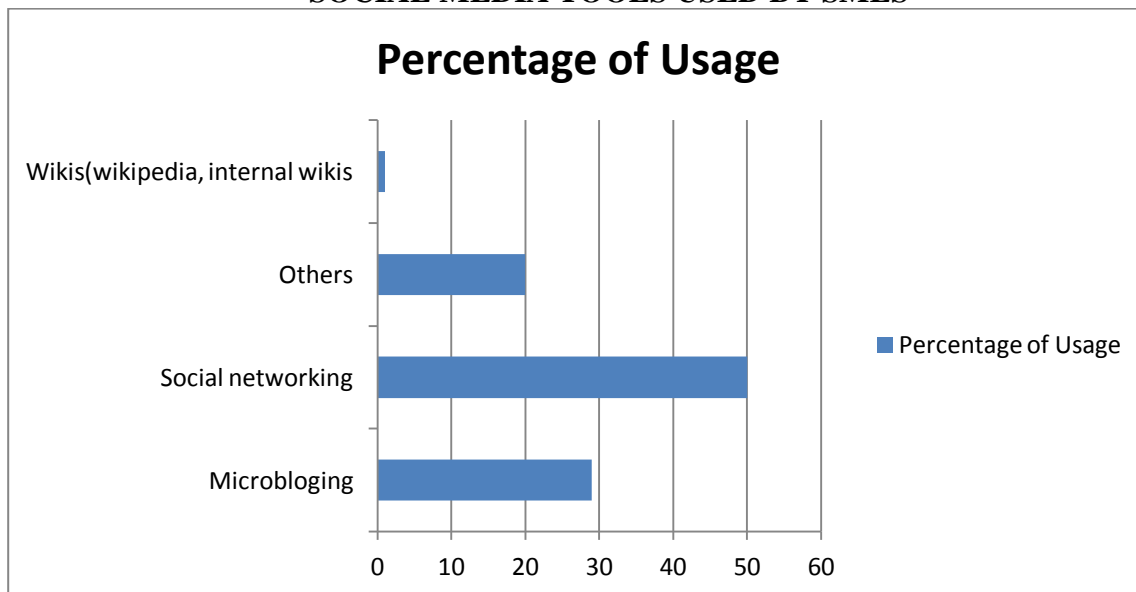


Figure: Social Media Tools

CURRENT TRENDS AND FUTURE POSSIBILITIES

Social media offers a variety of avenues through which we can communicate with people. In fact, social media is known to have been used widely in educational field also. Over the last 30 years the nature of communication has undergone a substantial change and it is still changing. Email has had a profound effect on the way people keep in touch. Communications are shorter and more frequent than when letters were the norm and response time has greatly diminished. Instant messaging has created another method of interaction, one where the length of messages is shorter and the style of the interaction is more conversational. Broadcast technologies like Twitter transform these short bursts of communication from one – on - one conversation to little news (or trivia) programs: which we can “tune in” whenever we want an update or have something to say.

Online communication tools also have the potential to increase our awareness of the movements of our professional or social contacts. Twitter, for instance, offers us an update of things people we know happen to be doing at a particular point of time. This phenomenon has been referred as social proprioception by Clive Thompson (2007), named after the physical quality of proprioception that tells a creature where its

extremities are by the reception of stimuli produced within the organism. Social proprioception tells us where the nodes of our community are and provides a sense of connectedness to and awareness of others without direct communication. Internet is the third place where people connect with friends, build a sense of togetherness. Increasingly, a computer with an Internet connection is the locus of a range of interactions in a variety of media and a gateway to an array of social spaces for work and play. Social networking sites like Facebook and MySpace and virtual environments like Second Life and World of Warcraft have become online meeting spaces where users—members, residents, or players—can interact and express themselves. They offer a way to keep in touch with existing communities that users belong to offline, such as social and professional groups. They also make it possible for people who would not normally communicate more than a few times a year to keep in touch — colleagues met at conferences, for instance, or friends met through the online community itself. Sites like YouTube and Flickr represent another forum for online communication that is centered on sharing, preference, and popular culture. Visitors can browse movies (in the case of YouTube) or photos (in the case of Flickr), express personal preferences, add commentary, and upload their own creative work. YouTube is also a repository of popular culture in the form of newscasts, television shows, movies, or music videos that are of current interest. The kinds of interaction that occur on these sites center around shared interests and include not only verbal commentary, but commentary in the form of original or derivative works based on popular pieces. One of the reasons people prefer such form of media is because of the interactions they can have there, both social and professional. Whether it is as simple as checking back to see what other comments have been added to yours or as involved as attending a workshop or presentation in a virtual world, the nature of the attraction lies in the connections between people that these online spaces afford.

CONCLUSION

Collaboration through online mode becomes easy if it is facilitated by social media technologies. For instance, learners can collaborate on team projects. Learners in the same study groups can co-draft documents, spreadsheets, presentation slides and more with Google Docs. Faculty members are cashing on the growing popularity of blogging and micro - blogging by using blogs as additional teaching/learning resources. Social media provide simple, inexpensive ways to organize members, arrange meetings, spread information, and gauge opinion. As more systems emerge, there will be greater capacity for groups to organize and participate in collective action, a hallmark of civil society. Social media can be effective for building social authority; individuals or organizations can establish themselves as experts in their fields, and then they can begin to influence these fields. Thus, one of the foundational concepts in social media is that, with social media, one cannot control one's message completely, but one can contribute to discourses. Social media technologies are capable of reaching audiences all over the world.

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