

EFFECTS OF SOCIAL MEDIA ON POLITICAL AND CIVIL PARTICIPATION, BUSINESS PROSPECTS AND HUMAN NATURE

¹Akash Kundu, ²Karan Jain
VIT University, Vellore, India

Abstract-*This paper researches the effects of social media (computer mediated communication online in the form of text, imagery, video sharing) and how it has evolved rapidly in the past decade to shape a new form of digital revolution both in the physical and abstract world. News can now be shared to more than a million people on a click of a button. Polls to handle difference in opinion can be generated and handled easily with the help of e-tools to shape into the desired. Entertainment in the form of memes, vines etc are becoming a staple in daily life. Jobs are being created everywhere to handle the sheer size of economic boom in the market due to the vast amount of data, applications, website creation and maintenance. So the paper researches the effects of Social Media with emphasis on Human Nature, Relationships and Political Influence.*

Keywords: Social media, communication, relation

I. INTRODUCTION

Internet started out as a network for military purposes, ARPANET. With commercialization happening in the 90's and ease of execution of the services via a cabled connection (to the wireless now) it grew to an enormous elephant in the room we could not avoid leading to modern life inculcating it in every aspect of life. Telephony, messaging, TV, radio and communication services are being revised as an internet based service. Social media (SM) has also grown rapidly with the dot com bubble burst. Companies like Facebook, Twitter, LinkedIn, Reddit, Snapchat, Tumblr, Viber, Instagram, Baidu Tieba, Wechat, Weibo, Youtube and many more continue to grow in services as well as economic potential. In contrary to one to many monologic transmission model say a newspaper to its many subscriber, it uses dialogic transmission model i.e. many to many, say a Youtuber interacting with his subscribers on the video quality and getting feedback on his content.

It has helped to improve a persons' sense of connectivity with real or online communities. It has been an effective marketing tool for entrepreneurs, organisations (including not for profit), including advocacy groups and political parties and governments. At the same time, concerns have been raised about possible linking between heavy social media use and depression, and even the issues of cyber-bullying. Statistically, about half of young adults have been cyber-bullied; 20 per cent being cyber-bullied on a regular basis. Around the world, billions of us use social media every day estimating to 2.44 billion people using social networks by 2018, up from 970,000 in 2010. **Business Strategies** now include Social Media as an Important tool rather than nice to have element. Now it is not the responsibility of a small team in the newsroom rather social media affects the way the whole organization runs, because of digital marketing or new customer service communication channels. **Awareness** because of faster and easier to access information around the world, and by having bite-sized chunks of information makes it easier for people to digest and communicate to one another. Often it benefits low income families with poor future in formal education like say people in developing countries receive a valuable education mostly through *YouTube* videos. A simple tweet or a status update on Facebook, makes us aware of different issues around the world than we ever were before. **Charity** like #ALSicebucketchallenge involved social media users challenging themselves and their friends while also donating money to the ALS Charity which helped the association raise \$115 million. **Individual-based social networking** i.e. more commonly found social media being used to actually re-bond traditional groups, such as castes, family, and tribes, and to repair the ruptures created by migration and mobility. **Helps** us tackle some of the world's biggest challenges, like human rights violations climate change, disasters.

Two interesting events of our personal experience help in portray the varying intensities: First one of clearing the differences in opinion about the date of exams. A group of people was created on internet messaging service *Whatsapp*. A simple yes or no was suffice to get the opinion but as many different people had different problems in choosing a day so a poll using *Google Forms*, a small scale *survey* was created and peoples' opinion was recorded avoiding duplicity in the opinions and cleared the confusion. Results were mailed to the teacher using *Gmail*, a popular mailing service.

Other one was a trolling of a daughter of a high ranking official in the armed forces who was martyred in the Pakistan-India war, for publically posting her views which were viewed as anti-national to many of the users. This led to a huge cry in the media and she was in the news for no reasons; being portrayed online as an outcast to societal notions of nationality.

Acronym : SM –Social Media

II. POLITICAL PARTICIPATION AND CIVIC ENGAGEMENT

Nakwon Jung et al[1] discuss whether SM can promote democratic ideas, and behaviours on the news about public affairs and community. Their literature review also has cited many texts that support mainly ideas:

Social Capital and Participation --SM research that has traced individual performance to networks of social relationships. How individuals use the resources available in SM to achieve personal goals, others focus on the use of SM for collective endeavours, say participation in political groups. We view social capital as an antecedent of behaviour oriented towards public good, either at the community or the political level.

Informational Motivations for Media --Researchers have found a wide gap between the normal standards of democratic citizenship and lack of political interest and disengagement from public affairs in voters ,later blaming SM on building trust issues (as well as the info provided by the media.).

Social Media for News and Citizenship --Users create profile, connect with other users, gain info about contacts. People who are follow public affairs use their SM profile to use, contribute and share information that's public-oriented in nature.They chose social capital and citizen engagement to mark the public. Both help in creating a civil society and associative behaviour. The authors relied on data provided by a survey done in the U.S. between December 15, 2008, and January 5, 2009.They used statistical methods to create hypothesis on the data provided that " use for news surveillance would significantly increase social capital" which resulted positively . Similarly to first hypothesis, regression analysis also supported second hypothesis granting an important role to " SM use in predicting civic participation for help in issues with community".They later discuss how the results they achieved helped in giving hopes to a positive attitude to SM use in publics' civil and political participation.

	18–33 years	34–45 years	46–64 years	65–74 years
Political interest (wave I)				
– percentage 'very' or 'somewhat' interested				
Interest in politics	50.9	49.1	56	78.6
Interest in the election campaign	50.4	46.5	55.1	73.9
Offline participation (wave I) –				
at least once during the last 12 months				
Signed a petition	35.8	35.8	32.3	30.5
Contacted a politician	5.9	8.5	11.6	13.5

Fig1. Data Sample being used by Holt et al[2]. Figures In Percentages.

On the other hand Holt et al[2]investigate how media use differs across age groups- and whether this matters for people's will to participate politically. Basically it studies the impact of social media use for political purposes and of attention to political news in traditional media. They look to the fact that different age groups' media use and political motivation and participation might violate the norm of political equality. Younger citizens were found to be less likely to engage in civic activities, trust fellow persons and know the current on-going political news. But younger generation has much more use of SM than older so it may act as a leveller in the participation. So six hypotheses were formed: four based on traditional media and social media mediating political interests and offline participation (potency); two basing more SM usage and less Traditional media use by young generation(dosage).

Both the dosage hypotheses were correctly proven by the statistics and lesser old people were found using SM to Help gain a stance on the political situation and news. Hypotheses on the political interests are supported as both forms of media use increase during an election. Overall more expressive, political activities are more common among younger citizens. The discussion on political participation in the context of new media highlights important findings: using social media for political purposes does have a positive influence on political interest and offline political participation; same way that paying attention to political news in traditional news media has. Though younger people pay less attention to political news in traditional media; they simultaneously frequently use more of social media for political purposes.

Case Studies: Former President Barack Obama had successfully gained several volunteers through the online network site *mybarackobama.com* in 2008.Thousands of American students had organised national marches to promote the idea of immigration reforms in 2006 using *MySpace*.

III. BUSINESS ADVERTISING AND MARKETING

Roberta et al[3], research the effects of business promotion of travel and tourism websites through the SM outreach. They measure the effect of SM on popularity of aforementioned websites. Content generated by the users have been reshaping the experience of a user in all services .They find out that Country Brand Index has prioritized Web(SM mostly) to the highest importance when measuring attractiveness of a country as a tourist destination. Three experiences were recorded on SM namely pre-experience(experience shared by the previous user-tourists),experience(gained real time) and post experience (comments, memories, emotions).They worked on the data provided by Shinytat an Italian statistics company ,whose data was used by more than 19,900 Italian tourism and hospitality websites.

They found a remarkable growth albeit they found not such reliable data on connections between the SM and Italian tourism industry. The growth in usage of SM and tourism websites before July; the best vacation period in Italy was phenomenal leading to a positive correlation between the two. So a healthy image of a country did affect its tourism and lead to the better image in the media industry overall. Elizabeth et al[4] discusses the social trends ,SM opportunities and small screen marketing. Marketing was related to as a predecessor to the SM Marketing strategies, conceptualizing was the production belief that when goods are inexpensively widely available , people will buy them. But consumer-resistance led to marketers introducing subtle sensible ads rather than "in your face" ads, that invade consumers mind and subconsciously change their thoughts. Next step was to target the right consumers with right message. *Connectors* helped marketers communicate with the right people; being a special group of people who bring people and ideas together ideally speaking connecting people together. Another group was *Mavens* who soaked up info (the best deals in the town) and advertised them rigorously. Next was the need of marketers to explore new platform unlike television ads, radio messages. The rise in social media advertising marked an old trend by marketers to establish more intimate relationships with their customers as in the digital age, more and more people are finding new ways to connect with like-minded individuals.

Case Study: The recent case of United Airlines where officers reportedly pulled a man out of his chair on his refusal of giving up his chair voluntarily on an overbooked flight, leading to the man suffering injuries. This led to the nosedive of stocks of UA which dropped 3.3 % on Tuesday leading to loss of millions of dollars. A bad public relations disaster for the company.

IV. HUMAN NATURE

Effect of mass media exposure on acceptance of violence against women

This topic is included to explore the differences between traditional mass media and social media wherein the latter poses an enormous abhorrence to any form of violence bet it a woman or a man contrasting the regular media. Neil and James[6] research on what can be inferred from mass media perspective is a proper impact on the effect of exposure to films, as part of positive consequences but as a matter of fact with packets of drawbacks as well.

The research on this topic or field was supported by the grants of the very first author from the *Social Sciences and Humanities Research Council of Canada* and also from the *University of Manitoba Grants Committee*. Writers from the feminist activist class confirmed that sexuality if depicted on a violent manner effects both attitude, behaviour and lifestyle of a particular given individual. Correlated details have been used in accordance with the different other results. The methodology has been found to be fruitful in deciphering relations. A number of subjects were experimented to rate movies of choice accordingly. A 2X2 control group men vs women was also initiated.

A male subject when subjected to tremendous pornography generated electric shocks, willing to give theirs to the female confederate of experiment maker. Sexual arousal and utter desire for rape like intentions sometimes contrasted with different feelings have been a part of the show in college students. Hence the correlating methodology stands out as a research method for analysis. The analysis actually effected the gender discrimination and acceptance of women's grief on a large scale. The possible applications could be for social enthusiasts. Can be very well implemented to prevent gender discrimination and improve the living standards of women in society through data support.

The attitude polarity among women is a general tendency which gives less throw away to sexual desires or inside persuasions which may be a consequence of different types of violence, sexual violence specifically. A woman is therefore less vulnerable to sexual violence depicted by media rather than a man. A male counterpart is more prone to the aforesaid violence. A man needs for less amount of exposure for the sexual arousal which then gives away to the misery of the woman in society where violence against them again becomes socially acceptable.

Case Study : Nirbhaya being a famous rape and physical assault case in Delhi led to a huge online condemnation, marches being conducted to protest against unsafe streets of Delhi. This shook the world and created a new realization of sense of safety towards women.

Effects of Feedback and Peer Pressure on contributions to Enterprise Social Media

Hogg et al[6] found that with the increasing number of social media platforms in the very recent years like discussion forums, blogs and micro blogs have lowered the wall of self-publishing considerably. The abundant information present and the amount of material that's available online and at fingertips is enough to grab the reader's attention. Feedback and reinforcement have tentatively some effect on the lifestyle within a corporate world. A cross monitoring system has been implemented well to take regular snaps of employee databases and information schedules to check whom the give their information and their reports to.

Internal blogs have been found to enhance the amount of knowledge shared within a company. But sometimes large companies tend to discourage knowledge sharing on basis of online social media, blogs and forums. In the corporate world time is money and investing time in activities like online knowledge sharing peer to peer isn't considered a very good activity and is merely considered as time waste which won't fetch you much money. Contribution correlation metric is defined in as a linear regression of an impact factor to the varied contribution factor. It can be a tool heavily implemented for peer pressure. Clicks and comments from any previously uploaded documents plays a very vital role in defining the amount of material to be shared next. A detailed quantitate survey shows that more no. of comments in the previous section aggressively has increased number of posts further. The micro blog, forums play an important role in the information sharing between managers and other dedicated employees which seem necessary. The different parameters mentioned can be worked for maintaining a strong relationship and smooth flow of discussions in an enterprise. The manager is expected to appear especially in an open end discussion platform where they have to convey knowledge and information through mass media.

The amount of activity per day on a regular basis for a given amount of time interval, the feedback and comments on the activity plays a tremendous amount of role in group involvement at a workplace. Prior interview also the amount of social media users in the upcoming employee batch has a polarized impact on the recruiter. The most important thing in the knowledge sharing world is a small reply, a comment or a feedback. If this thing arrives fair and square the author or conveyer of knowledge can think that the flow of content is in the right and in a certain direction.

V. CONCLUSIONS

Media has always played a strong role in shaping the way we perceive the world and shape our thoughts. Social media was found to no different rather having a new way of feedback mechanism and a sense of more ownership of the users to mould the news, content and measurement of explosion of SM across an average users' daily life. We tried to find appropriate case studies relating to the topics and understand these phenomena in our own ways.

VI. ACKNOWLEDGEMENTS

We would like to acknowledge the help of our professor Dr. Navin Kumar, Assistant Professor(Sr.), School of Social Science and Languages in providing the right guidance to make this research paper.

VII. REFERENCES

- [1] Homero Gil de Z'uniga, Nakwon Jung, Sebasti'an Valenzuela, "Social Media Use for News and Individuals' Social Capital, Civic Engagement and Political Participation", *Journal of Computer-Mediated Communication* 17(2012) 319-336 ©2012 International Communication Association. DOI:10.1111/j.1083-6101.2012.01574.x
- [2] Kristoffer Holt, Adam Shehata, Jesper Strömbäck and Elisabet Ljungberg, "Age and the effects of news media attention and social media use on political interest and participation: Do social media function as leveller?", *European Journal of Communication* 2013 28: 19. DOI: 10.1177/0267323112465369.

- [3] Roberta Milano, Rodolfo Baggio and Robert Piattelli, “The effects of online social media on tourism websites “, ENTER 2011, January 26-28, 2011 - Innsbruck, Austria
- [4] Elizabeth Wright, Nile M. Khanfar, Catherine Harrington and Lee E. Kizer, “The Lasting Effects Of Social Media Trends On Advertising”, Journal of Business & Economics Research –November, 2010, Volume 8, Number 11.
- [5] Neil M. Malamuth and James V. P. Check, “Effect of mass media exposure on acceptance of violence against women :An field Experiment”, Journal Of Research in Personality, 15, 436-446 (1981).
- [6] Michael J. Brzozowski, Thomas Sandholm, and Tad Hogg, “Effects of Feedback and Peer Pressure on Contributions to Enterprise Social Media”, ResearchGate, Conference Paper ,January 2009 DOI: 10.1145/1531674.1531684
- [7] Mark Schaefer, “15 Amazing ways social media is changing the world”, <https://www.businessesgrow.com/2016/04/11/social-media-is-changing-the-world/>
- [8] Tommy Landry, “How Social Media Has Changed Us: The Good and The Bad”, <http://www.business2community.com/social-media/social-media-changed-us-good-bad-01000104#HXtM91egUTTcKyWG.97>
- [9] Andrew F. Wood, Matthew J. Smith, “Online Communication, Linking Technology, Identity and Culture”, Second Edition, LAWRENCE ERLBAUM ASSOCIATES, PUBLISHERS 2005.
- [10] Soren Gordhamer, ”5 Ways Social Media is Changing Our Daily Lives”, <http://mashable.com/2009/10/16/social-media-changing-lives/#BdzviOJJOOqu>

