ROLE OF SOCIAL NETWORKING SITES IN RECENT ERA

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ABSTRACT

These days, in this digital world, we depend on social media more and more. Online libraries and social media platforms now house the majority of people's data. A person's social network consists of their friends, coworkers, religious affiliations, and any other social links that connect them together. The ever-increasing needs of humans are becoming more difficult to satisfy as the number of users of social media platforms such as Facebook, YouTube, Orkut, LinkedIn, etc. continues to rise. Anyone may sign up for a social network, create a profile, and start chatting with people. Many different social media strategies exist for promoting library services. Online social networks and information sharing platforms abound, with names like Facebook, Messenger, Orkut, Twitter, and countless more. The educational uses of social media and the tools at educators' disposal are the primary foci of this article's exploration of the phenomenon. The benefits and drawbacks of social media were also covered.

Keywords: Social networking, digital era, data storage, connectivity, challenges, tools, promotion, education, advantages, disadvantages, interaction, communication, libraries.

INTRODUCTION

Interconnected groups of people who share interests, either explicitly or implicitly, form what is known as a social network. In this network diagram, each set of individuals represents a node. There may have been a turning point in human history when social media websites were born. The earliest social network emerged when humans began to congregate around fires in caves to share tales and create art. They used word, painting, signaling, smoke, stone arts, etc. as their social media in these powerful activities. Being a human requires joining a community. These groups have come together because they have common interests. The proliferation of internet communication has made networking and connectivity easier than ever before. Through these communities, users were able to create an online identity, manage their online reputation,

and stay in touch with friends and family. The development of the internet has allowed for instantaneous communication across continents. The idea that computers might unite people came at the same time as the advent of digital social media and other online platforms, thus their history is obviously quite recent. The launch of AOL, CompuServe, and the Prodigy network for group creation were among the most significant events that occurred between 1978 and 1994 [3]. The widespread adoption of online conservation initiatives and the widespread availability of low-cost Internet connection to American homes were both made possible by these three web services: e-mail, file sharing, and discussion boards. Therefore, the past of a social network can be linked to

LITERATURE REVIEW

The impact on Individual Relationships: Jones et al. (2018) looked at the ways in which social media sites influence users' communication with one another. Social networking sites (SNS) facilitate communication but also pose the risk of discouraging people from having close personal encounters in person.

How Facebook affects users' mental health was studied by Kross et al. (2013). Their research indicates that being addicted to Facebook can lead to feelings of loneliness, jealously, and low self-esteem. Information Consumption and Sharing: Hargittai and Litt (2011) investigated how behaviors on social media platforms impact users' information sharing habits. They found that SNS can influence users' perspectives and opinions on various topics and speed up the transmission of information. Rosen and Tesser looked into LinkedIn's role in professional networking in their 2015 study. They found that LinkedIn is a fantastic platform for connections between employers, candidates, and recruiters. Gil de Zúñiga et al. (2012) examined how social media platforms contribute to political engagement. Their research shows that SNS can encourage more individuals to get active in politics by giving a platform for people to talk about politics, share ideas, and form groups to support causes.

The issue of privacy was examined by Acquisti and Gross (2006) as it pertained to social media. Their actions highlighted the importance of consumers being cautious with their data protection settings and the risks associated with revealing personal information online. College students' usage of social media and its correlation with their academic achievement was investigated by Junco and Cotten (2012). According to their findings, students' grades would be unaffected by moderate social media use, but they would become distracted and less productive if they used them excessively.

The cultural impact of social media was investigated by Kim and Yang (2017). Their focus was on the ways in which people's cultural beliefs influence their behavior and interactions when they are online. Their

research shows that people's cultural backgrounds affect their preferences and habits when it comes to social media.

RESEARCH METHODOLOGY

or can be filled out online. These can be accessed on handheld devices like smartphone, tablets, Ipads and similar devices.

Once a survey is deployed, a certain amount of stipulated time is given to respondents to answer survey questions and send it back to researcher. In orderto get maximum information from respondents, surveys should have a good mix or open ended questions and close ended questions. Survey should not belengthy, else respondents lose interest and tend to leave it half done.

It is a good practice to reward respondents on successfully filling out surveys for their time and efforts and valuable information. Most organizations or businesses usually giveaway gift cards from reputed brands that respondents can redeem later.

or by completing an electronic form. Mobile phones, tablets, iPads, and other portable electronic devices can access these.

Respondents are given a specific length of time to complete and return a survey once it has been launched. An appropriate balance of open-ended and closed-ended questions is necessary for surveys to elicit the most useful information from respondents. If the survey is too long, people will lose interest and not finish it.

It is customary to compensate people for their time and effort when they complete surveys accurately. Companies and organizations often provide responders with gift cards to well-known brands that they can use at a later date.

From their humble beginnings as paper surveys, survey technology has come a long way. These days, most researchers use online surveys to gather data from participants. It is easy to administer online surveys because they can be filled out totally on the website or sent by email. You can access these with your mobile phone, tablet, iPad, or any other portable electronic device.

After the survey is launched, respondents have a certain amount of time to finish it and send it back to the researcher. In order for surveys to gather the most valuable information from respondents, it is important to have a mix of open-ended and closed-ended questions. People won't bother to finish a survey if it's too lengthy.

It is highly recommended to compensate respondents for their significant time and work after they have completed surveys. Gift certificates to popular companies are a common way for businesses and groups to show their appreciation for first responders.

OBJECTIVES

The study has the following objective. They are:

- Finding out which social media sites are the most widely used is the main objective.

- If we want to know why people join social media, we need to ask them.

- That way we can find out how young people nowadays are being influenced by social media.

- For the purpose of understanding the positive and negative effects that social media use has had on people's lives

- One common approach to study is the use of focus groups, which typically consist of little more than a hundred participants. Every single person who has agreed to participate in the focus group is an expert in the field.

- In order to get more detailed answers from a focus group, the moderator steers the discussions. A "niche market" is a specific group of customers that a business or organization can target with this tactic.

- This primary research method does not involve any kind of two-way interaction between the researcher and the person or consumer being studied. While observing a subject's reactions, a researcher makes notes.

- Cameras or experienced observers are used to record answers. A controlled environment is used for all observations. An observer may note the first reaction of purchasers and subsequently draw conclusions from the aggregated data if, for example, a bakery chain is curious about the reception of its new biscuits.
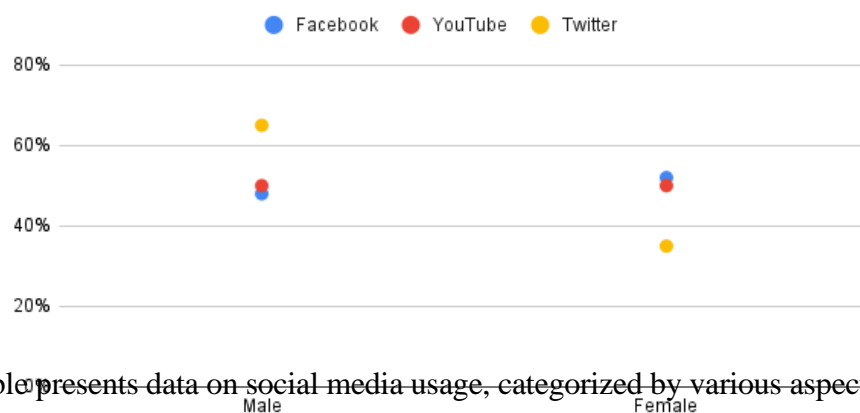
DATA ANALYSIS

Here's the table you asked for
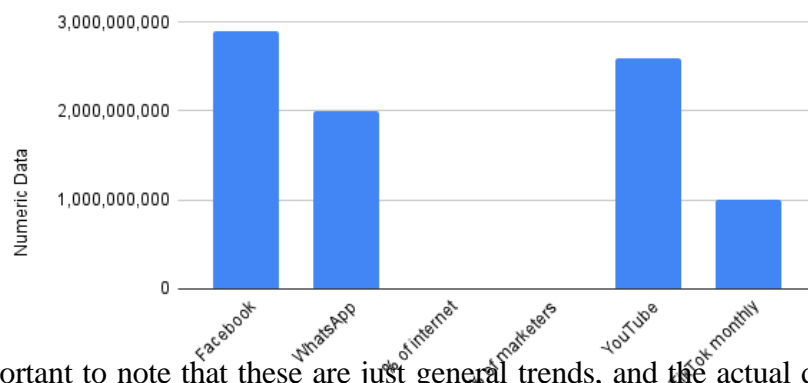
It's important to note that these are just general trends, and the actual demographics may vary depending on the specific social media platform, geographical region, and other factors.

Here is an additional table about gender demographics for social media usage:

This table presents data on social media usage, categorized by various aspects:

Communication & Connection platforms like Facebook and WhatsApp enable instant messaging, video calls, and sharing updates, fostering connections across vast distances.

FINDINGS

Focus groups, which usually don't have more than a hundred people in them, are a popular method of data collection. Each and every one of the focus group participants is a recognized authority in their respective fields. The moderator guides the group's conversations to elicit more in-depth responses during a focus group. An organization or company might use this strategy to reach a "niche market" of very specific consumers. The researcher and the customer or individual under study do not engage in any form of reciprocal communication in this primary research approach. Researchers take notes as they watch subjects react.

Responses are recorded using cameras or trained observers. All observations are conducted in a controlled environment. For instance, a bakery company may be interested in how customers will react to their new biscuits, so they can track first reactions and use that information to make conclusions.

CONCLUSION

We have tried our best to present a synopsis of social networking with all of its advantages and disadvantages. The positive and negative impacts of social media on businesses and communities were also considered. Also, how different groups' interactions might be better understood by looking at social networks. Numerous models can be employed for the purpose of social network analysis. In conclusion, the research offers a brief overview of the concept of social networking. The following findings have been reached by us:When it comes to the underlying technology, social networking sites (SNS) include a profile, contact details, and social networking. At first look, many SNS appear to be very similar; yet, they actually cater to very different audiences and have very different functions. The unique way these apps let users showcase themselves and share data sets sets them apart from the competition.There may be some unforeseen societal effects of social networking, but the advantages much exceed the disadvantages. The solution to this and all other societal problems and threats does not lie in restricting people's access to social media. Thanks to their wits and resourcefulness, a lot of young people who use the internet find unique ways to get into social media sites. Social networking sites are having a major impact on how young people behave in social settings, according to my research. There are positive and negative outcomes associated with it. Among the numerous benefits of social media use are the following: improved communication, a heightened sense of community, and the opportunity to help those in need. Among the unfavorable outcomes that have been noted are instances of bullying and different levels of addiction. Lastly, understanding the developments in ICT and the monetary and social repercussions of these advances

requires an appreciation of the rise of SNS. As many have pointed out, there are new opportunities and new concerns brought forth by the dynamic nature of SNS. The goal of this work has been to add to what is already known about how societal trends have shaped the evolution of SNS in the modern era.

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