

# Importance of Social Media and Its Importance

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**Abstract – The internet and social media provide young people with a range of benefits, and opportunities to empower themselves in a variety of ways. Young people can maintain social connections and support networks that otherwise wouldn't be possible, and can access more information than ever before. The communities and social interactions young people form online can be invaluable for bolstering and developing young people's self-confidence and social skills.**

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## INTRODUCTION

“Social Media is about **sociology** and psychology more than technology” said by Principal of Future Works, Brian Solis. Right from the beginning, Sociologists recognize the actors and their dynamism as important part in network sociology in The Cyber age. Apropos, Hawthorne researchers studied the effects of informal communication long before. They had acknowledged the productive outcomes of ‘grapevine’ on ties performance, agility in the organization. Similarly, social scientists aware of social network services, they had declared network as a means of communication and cohesion to people, as well as bolster the solidarity of the people. Conceptually, changing dimensions of Cyber Sociology demands social observation and consideration. The hype of social network has made many young users belong to the SOCIAL MEDIA plethora and investigating the trend worth rewarding. In fact, a non-intervention survey research not only describes the changing communication trend popular among young students, but also describes the effects of people in terms of perception and activities. Traditionally, the Micro sociological approach advocated social growth at personal level, i.e., when people grew socially, social growth transpires.

Predominantly the Chicago school of sociologist defended this method vigorously. Theorists such as C.H. Cooley, George Herbert Mead, and Irving Goffman have already outlined role, performance and interaction of social actors quite elaborately in sociological terms. Grossly, the Social Construction theories support the SOCIAL MEDIA model so to analyze this in sociological terms. On top of everything, meaningful social interaction deposit social capital that social network sites capable of extending. This can lead to growth both at the individual level and in the society. This chapter has targeted users, origin, concept, and supporting

theories of SOCIAL MEDIA. Firstly, the framework has explained the theatrical ramification of the problem under investigation. Secondly, the outline has served in describing the social reality of the SOCIAL MEDIA social system. Accordingly, the structure, the function, and the performance of network members discussed. Thirdly, the framework has advocated SOCIAL MEDIA concepts and theories, which has given rationale for the hypotheses model. Fourthly, the theoretical framework has given a method for examining SOCIAL MEDIA phenomenon and a conceptual framework for the hypotheses. Lastly, the framework has guided the literature review and methodology chapters.

Therefore, to conclude with Mike DiLorenzo, NHL social media marketing director quotes that say, “Social networks aren’t about Web sites. They’re about experiences. Thus, the human perception of SOCIAL MEDIA technology is richer in meaning than mere study of technology itself.

### Social media will help you to:

- understand some of the benefits of internet and social media
- understand why technology is so attractive to young people
- understand the positive uses of social media and online spaces
- Talk to young people about what they use technology for.

**Importance in fashion :-** From instagram to facebook is become popular in the fashion industry it is the quicker channel ever for advertising today 27% of the global population is using social media

channel the majority of people in the fashion industry using them all, photographer, models, bloggers, and of course designers.

**Globally recognized:-** Globally established brand recognised that they can pay hundreds of thousands of pounds for advertising campaign and PR to communicate their fans it certainly works for artist designer, there global reach too, the internet is everywhere this is your chance to get work every corner of the globe.

**Reach of right People:-** Social media channel has very good approach to reach out millions of people all over the globe, it also help us reach right people.

**Fashion Blogging and Social Media Research Questions:-** The following research questions were designed for this study to discover the importance of fashion blogging and social media in the fashion industry.

The use of social media and networking services such as Facebook, Twitter, Instagram and Snapchat have become an integral part of Australians' daily lives. While many associate social media with a degradation of young people's social networks and communication skills, a literature review published by the Young and Well Cooperative Research Centre found that social networking services actually play a vital role for in young people's lives - delivering educational outcomes; facilitating supportive relationships; identity formation; and, promoting a sense of belonging and self-esteem.

In collaboration with young people, we've documented some of the positive benefits of internet and social media for young people.

Social media is a medium of communication which is different from all other medias such as Print electronics and similar media. Social media form a virtual world with the help of internet. The user or person who is using these social media platform like (facebook, twitter, instagram, etc.) can become famous in the fortnight.

These days social media has become a very important part of every ones life and it has many feature like providing information, entertainment, and learning.

It is a non-traditional media , made a virtual world, it is a very strong medium that kept connected to the whole world. It is a very good medium of communication with the help of it we can get information of all over the world very fast.

Social media plays a very important role in the world democracy. People can participate in the active politics, share views about the system, apart from it you can get answer of your all question, or in other

word that you can get any kind of help with this medium.

We can see lot many example to see the power of it, we can also see a latest 2014 movement india against corruption that is not only challenged on road but also on facebook, instagram, twitter, meaning to say in all media platform as a result there are thousands of people has come and participating in it.

In 2014 election the all political parties has used and spread out awareness in the public of their work and also share their manifesto in the public domain, and its plays vital role for government formation.

In popularity social media is amazing or powerful platform, a person not only get famous but he can promote his product also. Now a days filmy advertisement and tv advertisement has become a part of it due to its popularity.

## CONCLUSION

The data as an interesting factor for social statisticians to know the size of an impact of a trend. To begin with, 'Network of particles' structured our universe some 13.5 billion years ago, and does 'network of practice' structure our society conforming to the changing epochs? By the time mentioned, the real world population indicated 7.2 billion people around the world<sup>2</sup>, out of which 2.9 billion people knew how to use the internet<sup>3</sup>. Remarkably, more than 6 million people adopted social network sites at least daily around the world. In India 82 percent of users activated to SOCIAL MEDIA daily, among them there were 100 million Facebook users, amidst male population constituted 76 million and female 25 million. As concerns, the SOCIAL MEDIA users spent over 37 minutes in the indicated web services. The users were predominantly in the age group of 13 to 24 years. On the top of everything, Bangalore has the largest users in Southern India 4.4 million, followed by Hyderabad 4 million and Chennai 3.8 million, while Delhi 8.2 million and Mumbai 6 million tops nationally (Dobiecki, 2014). Among websites, Facebook and Google+ reached 1 Billion users each, Twitter 500 million users, LinkedIn 225 million users, and the rest. Other than that, the drive for using the SOCIAL MEDIA was to contact, information, to share acquaintance with others. *Gizmo*<sup>4</sup> trend arouses people to a virtual world of web 2.0., to capitalize provided services. Typically, SOCIAL MEDIA did refreshing experience for "Socializers", engagement capital for "Advanced", dialogue bargain for "Debaters" and exposure for the "Lurkers" (Brandtzæg, 2012). Therefore, the above data underlines the importance of SOCIAL MEDIA trend among people.

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