

**SOCIAL MEDIA
NETWORKS IN
A
NETWORKED
SOCIETY**

(STUDENTS' PUBLICATION)

**SRI GURU NANAK DEV KHALSA COLLEGE
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**SOCIAL MEDIA NETWORKS
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About the Ebook

***Social Media Networks in a Networked Society* is an interdisciplinary, online academic/ research publication of Sri Guru Nanak Dev Khalsa College (University of Delhi) that provided a platform to the students of the college to undertake critical writings investigating the role of social networks in contemporary society. It was a forum for the students for theoretical and empirical analysis of the multiple dimensions of social media networks, ranging from entertainment and education to news and advocacy.**

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Introduction

Social media is a term which needs no introduction today, as it has become a very well-known term, carving a niche for itself by transgressing all barriers of geographical location, economic strata, socio-political influence and cultural homogeneity. While its unequal penetration across regions may be a matter of deliberation, but the fact remains that its presence is now ubiquitous across the globe. Social media has both problematized as well as expanded the concept of personal space, as it has opened up new avenues of interactions which weren't imaginable 10-15 years ago. It has also subverted the caution of not befriending strangers, as social media has now become a medium which is all about interacting with complete strangers and sharing and exchanging one's personal space with them.

The Merriam Webster dictionary defines social media 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)” In this context, it becomes clear that social media is all about expanding one's social circle and connecting with like-minded individuals. Based on the definition quoted above, it becomes essential to examine the history of the conceptualization and rise of social media.

From late 1970's onwards, there came into existence several services which can be called as pre-social media era. In 1979 for instance, UseNet, a system created by Tom Truscott and Jim Ellis offered the service of virtual newsletter to the users for staying connected with regular news updates. In 1988, Internet Relay Chat (IRC) arrived on the scene. It offered the users a platform to share information and stay connected. Similarly, in the late 1970's, the service of Bulletin Board System (BBS) was launched which enabled users to stay connected to each other.

The first proper social media site was launched in 1997 by the name of sixdegrees. Founded by Andrew Weinreich, it allowed users to stay connected and make new acquaintances. However, it failed to stay afloat in the internet space as internet in the late 1990's was a luxury which everyone couldn't afford. The Economic Times magazine describes its closure in the following words:

“Among the first social networking sites along with Classmates, SixDegrees had a user base of 3.5 million at its peak but the limitations of internet connectivity meant it was an idea ahead of its time. It was sold to YouthStream Media Networks for \$125 million in 1999 and shut down two years later.”

The beginning of the new millennium saw a boom in the social media industry, as several social media platforms were launched within a short span of time. In March 2002, Jonathan Abrams and Peter Chin launched a website by the name Friendster. It became an instant hit, and according to the statistics available on the internet, it had as many as three million users within a year of its launch.

However, soon, many other social media platforms arrived, thereby challenging the market dominance of Friendster. Myspace, another highly popular social media site was launched in 2003 by Chris DeWolfe and Tom Anderson. It provided the users with a unique concept of uploading music and videos to share with people. As a result, its popularity soared to new heights, making it the largest website by page views in America, overtaking big tech giants such as Google and Yahoo in the year 2006.

In the same year, LinkedIn was also launched. It became the first social media site where professionals from all over the world could connect with each other. It also allowed users to have private communication. In 2020, LinkedIn had around six hundred and ninety million users, according to [businessofapps.com](https://www.businessofapps.com). In 2004, the launch of Orkut, a social media platform which was named after its founder Orkut Buyukkokten's first name gave the users an opportunity to get connected with their known ones in an engaging way. Orkut was launched because Google, the company where Orkut's founder worked as an engineer failed to buy Friendster.

While Orkut wasn't much of a success in the United States, it did however gain a significant market in India and Brazil. Those who lived in the metropolitan cities or big towns at that time can recall with nostalgia the craze which the teens had for Orkut at that time. It not only allowed them to discover their close ones in an all-new way, but it also gave them a peek into several facets of their personality which otherwise remained hidden from sight. At

that time, whenever youngsters living in big towns and cities made new friends, the first question which they both asked each other was “are you on Orkut?”

However, we must remember that this was an entirely urban craze, as internet was still a luxury at that time, which wasn't available and affordable to all even in the urban settlements. Therefore, the rural India remained completely disconnected from it. Soon however, Orkut's monopoly over the social media space was challenged by many other players, including Facebook and Hi5. Hi5 was launched in 2004 by Ramu Yalamanchi, an American scientist of Indian descent. It quickly became a popular social media service.

In 2004, another social media platform by the name Classmates was launched in the United States. Its aim was to connect classmates from older days. However, it remained confined to America and did not find global reach. Facebook was launched in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes—all of whom were classmates at Harvard. According to information available on Britannica, it was first launched as Facemash in January 2004, but was soon shut down by Harvard as it was in violation of university's resource usage policy. However, soon Zuckerberg got it registered as The Facebook, which later became Facebook. It continues to be a highly popular social media site and had 2.6 billion active monthly users globally in 2020.

In March 2006, Twitter, a microblogging site was created by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams and launched in July of the same year. It was initially called Twtr which later became Twitter. It was built on the idea of letting people share small status updates. Twitter is highly popular all over the world, and many governments use it for establishing direct contact with the masses. Its popularity can be gauged from the number of monthly active users as per Twitter's own statistics for the fourth quarter of 2020, it had 192 million monthly active users.

In 2005, the launch of YouTube, a video hosting service by Google opened up new avenues for people to get themselves recognized globally. Videos on all genres, and of all variety can be found on YouTube. People can not only view videos of their interest, but can also create their own YouTube channel, upload attractive content and get it monetized.

With the rapid growth of smartphone segment, social media apps have now built a whole new space for themselves. Both android and IOS users now use a myriad of social media apps, from WhatsApp to Instagram and from Snapchat to Telegram. These apps allow users to stay connected with their close ones on the go, making it possible for people to share everything instantly, from their beautiful travel moments to a lip-smacking meal experience and from gorgeous natural beauty to exquisite shopping items. Both on the web and smartphone platforms, these social media sites and apps allow integration with other websites and apps, thus making it a seamless experience for the users to share content on multiple platforms.

Social Media: A Mixed Bag?

The rapid rise of social media has brought both advantages as well as disadvantages with it. While it has democratized the articulation of opinion on one hand, on the other hand, it has also been used for several nefarious designs. Below, three major events have been discussed in detail, where social media's role was controversial.

Facebook has been charged with influencing elections in several countries, often at the behest of foreign powers. It came to limelight after the election of Donald Trump, the forty fifth President of the United States. It was alleged that Cambridge Analytica, a British political consulting firm had collected data of millions of Facebook users to create psychographic profiles of individuals to show them targeted political campaign ads which could be persuasive, based on their preferences. The lid was blown off from the scandal By Christopher Wylie, a former employee of the company. While the social media giants such as Facebook and Twitter have often been accused of meddling in internal affairs of countries, this scandal was one of the prominent one, putting various governments across the world in action to curb the power of these companies.

Another major historical event where social media's power was used extensively to mobilize the masses was the chain of uprisings in the Middle Eastern countries, which came to be known as the 'Arab spring' or 'Jasmin revolution'. The uprising began in Tunisia in the beginning of 2011, when Mohamed Buoazizi, a street vender performed self-immolation as a mark of protest against the harassment faced by him due to the corruption of the Tunisian authorities. Soon, public anger erupted on streets, and the people found social media as a

great tool to express solidarity and to gather crowds. The protests of Tunisia soon spread to many other nations such as Egypt, Yemen, Syria, Saudi Arabia and Bahrain, and everywhere, social media became as a medium for people to express and organise their protests. The authorities often responded with strict measures to curb the protests, the foremost among them being a ban on social media. Some countries even charged the social media platforms of working on behest of foreign powers to destabilize their country's government.

Finally, as a third major example, India in 2018 saw a sudden and rapid increase in the menace of fake news being spread through WhatsApp. Often, photos of travelers or other people passing by the area were circulated on various WhatsApp groups, calling them as child traffickers or thieves. This resulted in several serious incidents of thrashing and mob lynching. As a result, the government had to pressurize WhatsApp to come up with a policy to curb the fake news menace. WhatsApp then introduced a limit of maximum five chats for forwarding a message in one go; a message which is forwarded very frequently is allowed to be sent to only one chat at a time.

All these incidents show that social media can wield both constructive as well as destructive powers; there needs to be a proper system of checks and balances to ensure that it serves its purpose of letting public articulate its opinion, but at the same time does not become a tool to propagate hateful content or inciteful or provocative speech.

Another serious problem plaguing the increasing influence of social media is the growing rate of cybercrime and cyber bullying. There have been several reported incidents of criminals selecting their target based on the latter's social media activity data. Besides, the bullying faced by people for articulating their opinion on social media platforms is another matter of concern. In India, almost all the major political parties now have their dedicated IT cells, where members capture the social media space with fake accounts or bots to spread the propaganda of their respective political party. As a result, the genuine citizens, who might not be politically biased and may be expressing their opinion on a public page or group would be the most likely targets of bullying, which often involves vituperation and filthy language.

According to a news report published on the website of Free Press Journal in 2019 and the India Digital News Report, published by the Reuters Institute for the Study of

Journalism, found that around 55 percent of the people were afraid to express their political views on social media, fearing trouble with the authorities.

Besides this, there is also an ongoing debate on the correlation between social media and the right to freedom of speech and expression as enshrined in the constitution. While the big tech giants defend their immunity from prosecution in the name of safeguarding freedom of expression, many governments believe that the law of the land should be supreme, and social media platforms must be held accountable and responsible for the content posted by users on these sites. In India, the new IT rules recently introduced have seen the government and the tech giants take their fight to the courts, both accusing each other of undue use of their privileges.

The excess use of social media also has some psychologically harmful consequences in the long run; ‘selfitis’ and ‘social media heroism’ being the two prominent ones. In order to garner more likes or views on social media, people often do stunts which are not just inhuman, but can also be life threatening. Recently for instance, a YouTuber flew his dog in a basket tied to gas balloons, just to have quick fame and recognition.

Similarly, people often perform publicity stunts on social media, which can be detrimental for the cause of social work on the ground. The obsession to gather public sympathy on social media for one’s actions can sometimes make an individual do only optics and not the real work. Such a tendency can be called as ‘social media heroism’. Such acts can erode trust of the people on charitable deeds, thereby creating problems for genuine social work projects. A recent example of this scenario was observed in the case of the YouTuber Gaurav Vasani and Kanta Prasad, the owner of Baba ka Dhaba, a small eatery in Malviya Nagar. Initially, a lot of people felt sympathetic for Kanta Prasad when Gaurav Vasani described in detail the hardships being faced by the former due to the pandemic and the lockdown that followed. But after a few days, Prasad accused Gaurav of siphoning off money which people had donated into the latter’s bank account for helping him. A few months later, however, Prasad apologized for his accusation and restated that Vasani’s video had gone a long way in enabling him to find help for himself in extremely challenging times. Such uncertainty—deliberate or otherwise—undermines people’s faith in the use of social media for social relief. More importantly, it also brings to fore the crucial issue of institutional mechanisms of support for myriads of small businesses floundering in times of crisis as

against individual action through mediums such as the social media platforms. A very interesting question here, however, relates to the possibilities of combining the reach, range and speed of these forums with the organizational/ institutional capabilities of the state and the citizens to establish systems to enable effective and transparent interventions for social welfare in situations such as above.

Selfitis has now been classified as a serious psychological condition, where people are deeply obsessed with clicking selfies. While clicking some selfies is a part of everyone's life owing to the trend, but when this habit turns into an obsession, then it requires psychological treatment. According to a report published in The Indian Express dated November sixth, 2019, Sanjay Gandhi Post Graduate Institute of Medical Sciences (SGPGIMS), a hospital in Uttar Pradesh was daily treating four to five patients suffering from Selfitis. While the American Psychiatric Association doesn't formally recognize Selfitis as a psychological condition yet, but its website also doesn't deny or dismiss its existence altogether.

Social Media and Economics and Social Processes

Social media platforms were conceived to serve as spaces for public expression of feelings and creativity; therefore, they were unconventional in many ways, not having a fixed source or model of income. That said, we must also understand that all the social media websites or apps were started as a business model, hence their aim was also to be profit making entities. Since the users could not be asked to pay for services which they were using, so marketing came to the rescue of social media platforms. It was a new way of advertising for the advertisers as well, and they found it quite interesting as now they could reach the target viewers directly. The advertisers started putting up ads on social media sites, which resulted in increased sales and more potential buyers. This way of marketing is now known as digital marketing, and this phenomenon has gained popularity in the past few years.

While digital marketing refers to marketing on all digital mediums such as email, Website ads, advertising on classified sites and so on, yet now a days, a large chunk of digital marketing is directly done on social media platforms. In the present scenario, there are a lot many firms offering services of digital marketing, and there are business schools offering various courses on digital marketing. The digital marketing firms promote the product of the advertiser on social media and also get it publicized by bringing a definite number of likes on

its page. It has also become a source of income for many people, as they get paid somewhere between 25-50 paise for every like which they hit on a product page.

Though it is an interesting and innovative way of marketing, but this new way of advertising has also given rise to several scams, where people are duped in the name of having a handsome income through digital marketing. Often, fake companies come out with schemes where people are required to deposit a heavy amount to take membership, and then they are promised of making a good income by liking and commenting on pages sent by the company. People often are too vulnerable, and they don't recognize being cheated at an early stage.

The increasing influence of social media is of course widely attributed to the availability of affordable gadgets such as smartphones and tablets and the availability of affordable data packs, but the reasons behind the way in which it has taken the whole world by storm over the past decade are certainly not just economic and require an in-depth study. Limiting the rise of social media to just economic factors would be extremely unfair, as social media in its present structure isn't merely a tool of entertainment driven by purely commercial interests, even if it was perceived to be so. Therefore, apart from the commercial factors, social media is also intertwined with various other dimensions the study of which will be of interest to the community of scholars.

Presently, social media serves as the most accessible platform for people to get involved in discussion and deliberation over contemporary issues as it has now given the power of expression in hands of the masses, breaking the hegemony of the intellectual classes. The discursive framework has now made a paradigm shift and is no more limited to academic circles. The present state of social media might not be perfect, but it has certainly expanded the horizon of limitless possibilities. If used with caution, it can act as a great stress buster and provide psychological motivation as well.

Purpose of the Project

This project was conceived with the aim of engaging the students of the college with the vital presence of social media in all its complexities as a social fact in our lives. Consequently, while the editors of this ebook are faculty members from the department of English, the contributors are drawn entirely from the student body of the college. The students were expected to not only examine the presence of the social web as it is experienced by the average user, but also to be familiar with

the larger structural and institutional processes that determine the circumstances and the conditions of our use of these platforms. In addition, they were also encouraged to critically assess the existing scholarly understanding of these in the light of evolving developments—both in terms of technology as well as their deployment by social actors. Although the current ongoing pandemic has made it extremely difficult to undertake rigorous fieldwork, the students were motivated to draw upon the experiences of family and other members of the community with the aid of technology and computer mediated communication. The purpose of this exercise was to encourage the students to think critically about social, political, cultural and economic formations in society and evaluate their outcomes for our lived experiences. The idea was to train the undergraduate students in the methods and systems of collection, organisation and evaluation of data/ phenomena in order to identify questions that may lead to new(er) insights. It was also a part of our endeavour to enable the students to develop the skills and the judgement to assimilate existing scholarship into their own understanding of an issue, and to be able to articulate it with due references and citations. Most importantly, we hoped to inculcate a spirit of inquisitiveness and research that would not just allow the young students to grow as budding academics but also as conscious and productive citizens of the nation.

The papers for this project were invited by a call for papers, and after a selection process, four papers were shortlisted for final inclusion. The four chapters in this project therefore deal with multiple aspects of social media in contemporary times. The first chapter is titled “The Impact of Advertising through Social Media” and aims to understand the impact of advertisements run through social media on consumer buying behaviour. An online survey was conducted, the sample population of study being college-going students. Where the respondents were asked about the website on which they got the most advertisements and are their preferred websites to click on advertisements and buy products. Thus, this article provides interesting insights into the popularity and efficacy of advertisements through modern social media platforms.

The second chapter is “Social Media: A Maze” where the author asserts that the social construct that we are living in today has brought us to a point where life on social media and in the physical world is completely opposite. What one might read and support on social media, in ‘real’ life one would be ashamed of the same ideology. The reason for this is in the kind of exposure that social media offers and the impact that has on sensitive and important

topics like inclusivity, feminism, sexuality etc. are primarily just limited to discussions and fights on the platforms of the social web.

The third chapter is titled “FOE or Incitement” and derives its core argument from the January 2021 Capitol Hill riots that broke out in the heart of the American democracy where five people were killed and many injured. Several people blamed the then US President Mr Trump for inciting his supporters for riots and all the social media networks acted against him to various degrees. Twitter deleted the tweets from the official US President account and also banned the private account of Mr. Trump. A private company deleted the account of a democratically elected and one of the most powerful leaders on the planet. This stirred the debate in America about the power companies like Twitter and Facebook can hold. Many supported the actions by Twitter, but many were also troubled by the power that the tech giants had wielded for some time but had gone unnoticed.

Finally, the last chapter examines the idea of creativity and social media. The author of this chapter touches upon various factors that lead to an increased participation to use new social tools for creating and viewing user-generated content; along with the pattern in which population engaged between eight-eighteen moves fluidly between consuming and producing media. This paper allows us to look at the ways in which social media spaces can be leveraged for creativity within online learning communities, and the implications of the potential that social media holds for development of ‘vernacular’ forms of creativity.

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Chapter 1

The Impact of Advertising Through Social Media

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Introduction

Social Networking is the use of net-based social media services to share with family, colleagues, customers, or clients. Social Networking can have different purposes like business purpose, social purpose, or both through sites like Facebook, Twitter, LinkedIn & Instagram [1].

Nowadays, social media is excessively used for marketers seeking to engage with customers. Social Networking helps a brand to make its voice louder and gives it an image that makes the company more recognizable among new customers as well as existing customers. For example, a person may see a post by a shoe brand on their Instagram handle & decide to buy those brand's shoes as they look trendy & have many likes & comments. It means that when company's advertisement reaches more people then there are chances that their products will be bought. Social Network is a way for the public to engage and connect and share information, ideas, and messages. Companies also use this medium to increase their presence and capture the market share by increasing their brand value, promoting their products.

The social media platforms have now become very important as they have emerged as a major medium in which now a days people interact and share information. It facilitates people to improve their business, relationships, marketing etc. There are numerous ways of how a company is advertised on the social media platforms. Currently, even blogs are being used as an advertising tool as the companies have recognized the need for information, originality and accessibility, employing blogs to make their products popular and unique. Ultimately, they help the advertisers in reaching out to the consumers who are privy to social media [2].

Social media in many ways is transforming the business by creating new challenges and opportunities. It is helping the small start-ups and entrepreneurs to grow at a turbo speed and compete with large-scale multinational companies which was extremely hard for small-scale organizations a few decades ago. Roughly 4.66 billion people around the world use the internet at the start of 2021—that's close to 60 percent of the world's total population. This number is still growing too, with our latest data showing that 319 million new users came online over the past twelve months. Internet users are currently growing at an annualized rate of more than 7 percent, equating to an average of roughly 875,000 new users each day. However, the coronavirus pandemic has had a big impact on internet user research, so actual figures may be much higher [3].

Market leader Facebook was the first social network to surpass 1 billion registered accounts and currently sits at more than 2.6 billion monthly active users. The company currently also owns four of the biggest social media platforms, all with over 1 billion monthly active users each: Facebook (core platform), WhatsApp, Facebook Messenger, and Instagram. In the second quarter of 2020, Facebook reported over 3.1 billion monthly core Family product users. The United States and China account for the most high-profile social platforms. Most top-ranked social networks with more than 100 million users originated in the United States, but European services like VK, Japanese platform LINE, or Chinese social networks WeChat, QQ, or video-sharing app Douyin have also garnered mainstream appeal in their respective regions due to local context and content. Douyin's popularity has led to the platform releasing an international version of its network: a little app called TikTok.

The leading social networks are usually available in multiple languages and enable users to connect with friends or people across geographical, political, or economic borders. Social networking sites are now estimated to have 3.6 billion users and these figures are still expected to grow as mobile device usage and mobile social networks increasingly gain traction in previously underserved markets [4].

Through this article, the author aims to understand the impact of advertisements run through social media on consumer's buying behaviour. An online survey is conducted by the researcher on the population of college-going students. When the respondents were asked about the websites on which they got the most advertisements and which was the preferred website to click on advertisements, the researcher found that the most preferred

platform was Whatsapp. The most desirable Platform for buying products by clicking on advertisements was Instagram. Students' most common reasons for buying from online social media advertisements were Trending products, variety of products, discounted sales, free shipping, star advertising, Giveaways, and use of local languages. Thus the article and its findings helped the advertisers to know about different aspects of an advertisement and its impact through social media. Readers can learn from this report what are the strategies that an advertiser needs to adopt for attracting customers and also what are the things that one should not do in social media marketing. The research paper is a wholesome guide for advertisers new to social media marketing platforms.

Literature Review:

Nearly eight decades earlier, Britishers use to import the things they needed but later they started manufacturing them here itself and that is when the advertising began for the manufactured products by the Britishers to make people know about them. These advertisements were initially the copy of advertisements they showed in their country, but later advertising agencies were opened in India. People would make public announcements on the streets about their products and offers and some people had signboards outside their shops mentioning the product that they were selling in a way that even an illiterate could understand [5].

Advertising is one of the most used ways for advertisers to make people aware of their product. Today when we are in the 21st century, which has a competitive consumer market, Advertisers are using social media and the internet to get attention for their products. It is nowadays being used by government organizations and also charities to raise awareness and information. A Nielsen Company report indicated figures for 2011 stating that about 30 million online Indian consumers are members of social networking sites. Out of these, about 20 million spend time surfing through these sites daily. The report also went on to suggest that Indians spend more time on social media than they do checking their emails, TOI mentioned. Many Indian companies have already cashed in on this trend and only more are jumping onto the bandwagon of using innovative advertising campaigns on social media. Mint reports that social media is being used not just for plain one-way advertising but also for customer engagement, marketing events, generating sales, launching product buzz, introducing innovative concepts, and even creating new markets for their

existing brands. ET reports Shiv Singh, Global Head Digital at PepsiCo Beverages affirming the same “*Digital media should be used for real-time marketing and we use this medium both for brand building and generating sales.*” [6].

Therefore, social media can reach many people of different backgrounds with very minimal charges. It helps brands to grow awareness about their brands and as a result, they can spread the word about their products and their aims. It also helps in increasing traffic on their website as when someone advertises their products and their website on social media it generates traffic at all the websites and hashtags attached to that social media posts. These platforms are being repeatedly used for increasing customer loyalty and what could be better than getting brand loyalty for free? Customers follow the brands and are ready to buy those products even through online platforms like Amazon, Flipkart etc. When customers become satisfied and start loving the brand because of the benefits attached to it that may include after-sale services, brand value, product quality, etc. Then customers are willing to pay any price for their brands. This brand image takes time and money to be built, but when it is achieved by brands, this becomes the biggest asset to any brand or organization. Social media helps advertisers to make their brand’s image at minimal or no cost.

Major benefits of Social Media Marketing to the Advertisers:

The Harvard Business Review Analytics Services recently conducted a survey of 2,100 organisations and discovered that 79% are currently using social media channels. They also asked them what they saw as the benefits of social media and here are the results and feedback from the real world.

1. Increased awareness of the organisation
2. Increased traffic to website
3. Greater favourable perceptions of the brand
4. Able to monitor conversations about the organisation
5. Able to develop targeted marketing activities
6. Better understanding of customers perceptions of their brand
7. Improved insights about their target markets
8. Identification of positive and negative comments
9. Increase in new business

10. Identification of new product or service opportunities
11. Ability to measure the frequency of the discussion about the brand
12. Early warning of potential product or service issues

Social networking can also have a big impact on the spread of misinformation. And it can spread like wildfire. This became increasingly prevalent after 2012. This information starts as rumours, which spread faster than facts. One study found that misinformation is 70% more likely to be shared than factual information on Twitter. Networking on social media can have just as much of a detrimental impact on companies. Criticism of a brand can spread very quickly on social media. This can create a virtual headache for a company's public relations department [8].

How to Plan Your Social Media Marketing Strategy?

Social media marketing may be used with the sole aim of increasing sales by many. But, it cannot be the only reason one should give it a try as the benefits associated with it are huge nowadays, as much as one cannot think. Maybe not imagined even by its makers or founding members. Advertising and social media benefits can easily be understood when you pre-decide that what you want it to do for you and then start doing advertising or paying some amount for online campaigning, Before anything else, you should make a list of aims you want to achieve from advertising & then see if they can be achieved by online advertising or not. Surely, you will find that it does.

Before starting with any online campaign, first, decide your goals and draw a plan for your strategy according to it as in last it will be your planning that will give you direction and make your efforts count when you will be confused about what to do as many options are available. You can plan according to the following steps:

(a) What are my Goals?

First, it is important to check and verify that your goals are practical and achievable. Then you should write it down somewhere. One should be clear about what he or she is seeking and is going to achieve.

(b) Which platform is better? Some of the most sought-after platforms for online marketing are:

- (a) Facebook
- (b) Twitter
- (c) Instagram
- (d) Snapchat

(e) LinkedIn

However, it always depends upon you that on which platform you like to advertise your brand. Different platforms have a different set of people and it always depends upon your product that which platform suits it and helps it to gain publicity. For example, the jeans brand can be better advertised on Instagram than any other, as there is an availability of the millennial crowd. Some of the questions you can ask yourself:

- (a) Who is my target audience?
- (b) What is my ultimate goal regarding social media marketing?
- (c) Will I able to get what I want?

Target audience refers to the group of people who would buy or will be ready to get benefitted from your services that you are offering. You can identify your target audience by observing the characteristics of the group of people to whom you want your product to be sold or who according to you will be ready to buy your product. Many characteristics can be used when someone is building an image of the target audience below are a few given: -

- ✿ Age
- ✿ Location
- ✿ Hobbies
- ✿ Internet Search History
- ✿ Religion
- ✿ Ethnicity
- ✿ Marital Status
- ✿ Interests
- ✿ Language

There are “n” number of characteristics that can be chosen to shortlist your target customers. This aim is to identify the group of people and use your energy, funds, and resources that are mostly limited for them so that a limited crowd can be well attracted towards your products. It is the same as using different information to identify and search your friends online on Facebook or Instagram. Your target audience may change when you proceed with your campaigns further. For example, in starting you were targeting the

customers in Karol Bagh who have three (03) BHK flats available for rent but after a while, you can re-target your audience by altering the demographic area to an area of the whole north Delhi. This can be done due to the increased demand for rented property by the buyers.

In this above example, the goal remains the same as to reach people who are ready to buy your product. For successfully choosing the target audience one should follow the below steps properly: -

(c) Know your customers:

Listing which things your customers have common like interests, hobbies will help you further shortlisting your customers selling. Knowing the prospect can include many things like: -

(i) Who is the customer?

- Who will make the actual decision to buy the product?
- Who will influence the decision?
- Who will use the product?
- What are the customer's needs?

(ii) Other things like: -

- Ethnicity
- Education
- Jobs
- Hobbies

(d) Know your Products

You should know everything about your product and then think about which type of people like this product to buy. By listing the quality of your product you will be able to make out which age group people will be interested in your product and then you can easily target them for buying.

(e) Know your competition

Who are your competitors in the market what they are offering more and what factors give your product an edge over others?

(f) Feedback

The customer Feedback mechanism is very important for any type of marketing whether it is online or offline selling. It enables a seller to understand the needs and expectations of the

buyer & improve their services following that. In this internet era, taking feedbacks has become very easy one can use Google forms or simple WhatsApp chat to take feedback from customers. The cycle of feedback starts with the collection of data from visitor's feedback (email, forms, or chats). Then that data needs to be well analysed so that organization can develop strategies & take notes of problems that are needed to be tackled.

(g) What Money and Time I have?

It is always a problem with almost every organization to decide "how to use their marketing budget" & get desirable outcomes. There are different tools available for marketing but not all tools are suitable for your products. If you go on buying different tools then you will end up losing a lot of money & not even getting the desired results. You need to invest your time & money into some tools not more than three in the case of medium-scale organizations and you will see that you will get your desired results. At last, your time & money can be saved by keeping few points in mind clear.

Before buying any online tools, you need to have a clear vision in mind of what your goals are and keep a check-in between the process that whether you are going in the right direction or not? You need to identify objectives & prioritize and then set your budget accordingly. When you have decided your budget then you can easily decide the tools that fit best for you. One can even see their competitors getting an idea that what the marketing scenario is about.

Take help from professionals: Taking help from professionals like a marketing company can help you solve the problems coming in your way while doing advertising of a product online. A digital marketing company consists of people who are experts and will help you achieve your goals very conveniently.

Which type of languages I can use? Decide what you want to achieve from rolling out social media in different languages and create a strategy. Are you looking for customers in a certain country to engage with your brand? Are you hoping to direct international consumers to your online store? Answering these questions will help you choose the right social media channels for you. Make sure all of your social media channels are optimized for each language based on how you want to be found. Your social media channels should appear in search engine results and be a way for people in foreign markets to find out about you. Companies with social media in different languages are opening up their business to foreign

markets that are already active online and continuing to grow. In the last 10 years, the amount of Arabic used online has shot up by over 2500%. And since 1999, the number of Japanese-speaking internet users has grown by 152%. These statistics might not be surprising with the explosion of the internet but consider that the use of English online hasn't even tripled. If businesses want to succeed in the international marketplace, they need to adapt their social media channels to fit potential customers who do not speak English.

Studies show that consumers are five times more likely to purchase from a website that has content in their mother tongue. So it stands to reason that by adopting multilingual social media, consumers will feel more comfortable engaging with your brand. Consider Hispanics in the United States, who have a buying power of \$1.3 trillion. A study by Facebook IQ discovered that this demographic was 1.4 times more likely to want to purchase products from static advertisements in Spanish than if they saw the same advertisements in English. If your social media profiles are only in English, you're not only missing out on international audiences but possibly local markets who prefer companies that use their first language [9].

What Are the Strategies for Using Social Media?

There are two basic strategies for using social media as a marketing tool [10]:

(1) Passive approach:

Social media can be a useful source of market information and a way to hear customer perspectives. Blogs, content communities, and forums are platforms where individuals share their reviews and recommendations of brands, products, and services. Businesses can tap and analyze the customer voices and feedback generated in social media for marketing purposes; in this sense, social media is a relatively inexpensive source of market intelligence which can be used by marketers and managers to track and respond to consumer-identified problems and detect market opportunities. For example, the Internet erupted with videos and pictures of iPhone 6 "bend test" which showed that the coveted phone could be bent by hand pressure. The so-called "bend gate" controversy created confusion amongst customers who had waited months for the launch of the latest rendition of the iPhone. However, Apple promptly issued a statement saying that the problem was extremely rare and that the company had taken several steps to make the mobile device's case stronger and robust.

(2) Active approach:

Social media can be used not only as public relations and direct marketing tools, but also as communication channels targeting very specific audiences with social media influencers and social media personalities as effective customer engagement tools. This tactic is widely known as influencer marketing. Influencer marketing allows brands the opportunity to reach their target audience in a more genuine, authentic way via a special group of selected influencers advertising their product or service. In fact, brands are set to spend up to \$15 billion on influencer marketing by 2022, per Business Insider Intelligence estimates, based on Mediakix data. For example, an athlete who gets endorsed by a sporting goods company also brings their support base of millions of people who are interested in what they do or how they play and now they want to be a part of this athlete through their endorsements with that particular company. At one point consumers would visit stores to view their products with famous athletes, but now you can view a famous athlete, such as Cristiano Ronaldo, latest apparel online with the click of a button. He advertises them to you directly through his Twitter, Instagram, and Facebook accounts.

Most Popular Social Media Sites

(1). Facebook – 2.23 billion monthly active users. Facebook is the biggest social media site around, with more than two billion people using it every month. That's almost a third of the world's population! There are more than 65 million businesses using Facebook Pages and more than six million advertisers actively promoting their business on Facebook, which makes it a pretty safe bet if you want to have a presence on social media. The user interface of Facebook makes it easy for users to use it for advertising. Facebook supports almost all types of content formats including text, images, videos, live videos, and stories, etc.

(2). YouTube – 1.9 billion monthly active users. YouTube is a video-sharing platform where users watch a billion hours of videos every day. To get started, you can create a YouTube channel for your brand where you can upload videos for your subscribers to view, like, comment, and share. Besides being the second biggest social media site, YouTube (owned by Google) is also often known as the second largest search engine

after Google. Finally, you can also advertise on YouTube to increase your reach on the platform.

(3). Instagram – 1 billion monthly active users. Instagram is a photo and video-sharing social media app. It allows you to share a wide range of content such as photos, videos, stories, and live videos. It has also recently launched IGTV for longer-form videos. As a brand, you can have an Instagram business profile, which will provide you with rich analytics of your profile and posts and the ability to schedule Instagram posts using third-party tools.

(4). WhatsApp – 1.5 billion monthly active users. WhatsApp is a messaging app used by people in over 180 countries. Initially, WhatsApp was only used by people to communicate with their family and friends. Gradually, people started communicating with businesses via WhatsApp. WhatsApp has been building out its business platform to allow businesses to have a proper business profile, to provide customer support, and to share updates with customers about their purchases. For small businesses, it has built the WhatsApp Business app while for medium and large businesses, there's the WhatsApp Business API. WhatsApp Business app is free for download and is built for different types of business owners in mind, especially small business owners. It allows advertisers to make a catalogue to showcase their products and services and comes with automatic special tools which quickly respond to messages. With this app, it is very easy to personally connect with your customers, highlight your products and services, and answer their queries in a new and innovative manner. It also helps big organizations in providing time-to-time notifications to their customer.

Methodology:

This report was written primarily based on surveys and secondary research based on internet resources. The primary data was collected through a survey questionnaire. The questionnaire was constructed in a structured manner with one check-list question, two multiple-choice questions, First question was “Which is your most preferred media platform?”, the second question was “Which platform you prefer to buy products by clicking on their ads?” and the third question regarding most-liked reasons because of which you buy from your preferred platforms. The primary target of sample design were the college-going students who are the users of the Social Networking Sites. The gathered data were processed

by Google forms. After processing the data, the findings were interpreted and analysed in the report.

Findings and Conclusion:

The objective of this research paper was to understand the impact of advertisements run through social media on consumer buying behaviour. The article also provides an interesting insight into the popularity and efficacy of advertisements through modern social media platforms. Secondary resources analysis shows that social media platforms have now become very important as they emerged as a major medium in which people interact and share information. It facilitates people to improve their businesses, relationships, market, etc. Social Media users are growing day by day and are estimated to have 3.6 billion users worldwide. For the research, an online survey is conducted with the population of college-going students. Findings of survey and research tell that in ranking WhatsApp is the most preferred social media platform among college-going students in India. Then, comes the number of Instagram and then most liked Social Media site is video sharing app of YouTube. When asked in the survey, the most preferred platform to buy products such as clothing, shoes, medical products, and cosmetics were Instagram, YouTube, and WhatsApp. Students voted for Instagram the most, on second was YouTube and then WhatsApp holds the third rank. Facebook and Messenger are not too famous for shopping among students. Readers can also learn from this report the strategies that an advertiser needs to adopt for attracting customers and also things that one should not do in social media marketing. This research can be helpful for people especially advertisers & researchers, who want to know about the customer's behaviour towards different social media platforms and ways that can help them to improve their advertising on social media per the latest trends. The limitation of this study is that it only researched for the study of college-going students and the scope of further research can be that the study can be taken on a larger label including people from different age groups.

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Chapter 2

Social Media - A Maze

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When Polaroid got replaced with digital cameras, it was the time we needed to realize the shift of paradigms that have now gotten us to a much complex living. The era in which buying groceries was quite a task, today it has become a matter of a tap on the mobile screen, that too from the comfort of our homes. All in all, it seems like a better world to live in with invisible algorithm of 0101 computer language going on around us. To realize we generally do not use our native language so much to communicate than we do in the binary numbers which ironically isn't even understandable to many of us. Social media certainly has now become that unavoidable insurance person. We don't like 'it' being used so much by us but then realize the hard truth that today is no day without it – just like insurance. Running in lives, catching up with people, likes, shares, comments and followers is what now identifies us as the most intellectual being in that petty little circle – our very own social virtual kingdom. It somehow today makes us realize that we run, sleep, eat and repeat around a very vicious (social) circle.

Back then children had photo albums prepared by their parents so that memories of their childhood could last forever. But with the advancement of technology and God's grace social media has turned out to be a benefactor to the children of today's world. It now seems like the Instagram accounts of parents are somewhat the virtual photo albums with larger and clearer pixel pictures. The young techno-savvy kids themselves are now a part of creating their own memorable past. Things have become so complex these days but somehow the young minds still have easy equations to come out of the engraved complexities in daily life routine. A fellow resident of my society in Dehradun told me how her kids manage home alone since now she has to leave for work and the kids have their schools on the phone. She stated, "Both my kids have become so smart that I have no issues in leaving them home alone for to 6 hours in a day. The doors are fastened with security locks and spy cameras to see whoever is on the door. The best part being that both of them know how to operate it." She also added, "During lockdown it was very difficult for me to hire a nanny but Twitter and Facebook definitely helped me a lot. I posted a question on it and then I could see people

mentioning other people in the comment section and I was then receiving many responses for the same.”

‘Modern problems require modern solutions’ We cannot agree more with this saying and the very clichéd argument given by Netizens that social media has that invisible power to get people together. As it is said that every coin has two sides, so every story has two sides too. Another fellow resident of Dehradun shared their experience about engagement with social media. Click bait, powered by persuasive design, lures people into watching videos and believing in the shiny and materialistic posts that increase our greed for popularity and success which can harm our lives severely. In their words, “An email which I thought came like a golden opportunity to me and could elevate my academic achievements came like a huge box of phishing attack covered with glitter and gold. The Email stated that I am eligible for an award to say a national award which I was to get on a virtual summit they had asked for basic details and the template on the mail felt like any decent mail from an association. The whole thing when uncovered to my knowledge was a very dangerous thing in all and I couldn’t be any more alert hence that incident.” The victim also told me about how there was a message on an official group about the same with an application link.

How far is it or how better is it for us we cannot be the real people to know about these incidents that happened to others. It is, therefore, very important for all of us to comprehend how something that we see can have a very aggressive transformation or a distinct effect on our normal paced lives. Social networking sites no doubt have a selfless interface for the users to be freer and discuss what they feel like on a global level or even in a small group of friends or family. But are the identities that people portray on these platforms identical to the ‘real’ ones in life? “This is subject to personal interest and please read all Instagram related captions and bios carefully.” This line might sound like pun intended— an advertisement voice over. But if you were to believe me then it is the only and the most legitimate criteria to identify the personality of a person whose Instagram account you are stalking the very moment. Some people still consider these ideas to be just ideas, but this is the world we are living in. Influencers today have a different definition in all of it. Anybody who has 15 minutes video of their TED TALK gone viral on social network is pronounced as a social media influencer the other day and is eventually then stuck in the prison of fame.

Raising voice against injustice should be necessary so that voices of dissent can have

a greater audience and the perpetrators can be unveiled in public. And it indeed is questioned, and it should be so because when people are watched upon by others their behaviour changes, not by making themselves change in-person but to have a white-collar character in front of the ‘potential action-oriented risk takers’. But when sometimes people come in the forefront to speak of their opinions it is more like them conflating different ideologies with their own self. And that is how we forget the real victims of the injustice we were fighting for and become the recipient of the sympathy and the attention deserved by someone else. Talking about Vikas Pathak aka Hindustani Bhau, a content creator and YouTuber, who according to some people made awareness videos on patriotism had their social media handles removed for hate speech and threats given on public platform. The amount of nation love that they advocated in the videos they made did not only instigate people to be rebellious, but it also triggered the anger of the target audience. This turned out to be a prejudice parade with abuse and threats without even knowing the person properly.

This might look as a fact check to some but it is the reality of the utopian world we live in today which is covered with the blurriness of virtual world that only tells you about how wonderful, amazing and beautiful it is from the top but the ground reality still remains a dark secret to some. Especially to the people who live in their own little honest world where all they can see is a persuasive design, pictures that look riveting and the videos with dulcet audios, and can spend their precious time in just watching them for as long as their mood feels splendid. But is it just this or does social media has a major force to reckon with? Do we have that same zeal and enthusiasm to put up in carving out that wonderful future that we dream with our eyes open, or we wish for when we comfort ourselves watching those weirdly satisfying videos on social media?

The answer is NO! What we are confined to watch is what we watch. Now this is indeed somewhat magical too. Not to make a political gibe here but anyone who has power can have favours in their name even if it is to be included in top trending things on twitter. IT IS POSSIBLE! Today what trends on twitter is given the utmost attention even if it is a person with revolting ideology. Some people say to respect the ideology of others but how is anybody to respect the idea of hatred for someone’s religion or even the idea that clearly states that women belong in the kitchen? These things when are supported not only demotivates many but also motivate the people who believe in these. The idea of social media – a boon or a bane remains untouched because what one feels safe might not be safe to

others. And that is how even today when we know how trapped we are, we accept it with “ignorance is bliss” because we fear to face rejection in society that has set certain parameters to appreciate our social life.

The construct in today’s world that has made us survive the pandemic and keep the world connected is social media. Indeed when in today we cannot even think to survive a single minute without internet facility on our mobile phones we do not much think of it in the case of healthy diet routine or exercise. These things which should be in our must do activities for everyday have somehow sunk with the heavy weight of essential things like social media. Not to blame the people but the situation that the world was put in, it took no time for things to change their mediums from physical to online. Big companies with heavy loaded data on servers went to the online way of working just overnight. The population observed in the office corridors was now being observed by our pets in the home corridors where tea/coffee breaks and little gossip sessions take place, more than anything we were now more indulgent of a new paradigm of living. There could have been many more benefits of having things online and WFH (work from home) habits that people were now bound to. The only benefit people saw in this whole change was now they didn’t have to get up early in the morning and hop on the trains and rickshaws to reach office on time. Blanket was the new under the table leg room and the pillow our new desk. It is obviously true that the location has changed but the work still remains the same. What we never would have thought was that people who were unemployed were now employed and that too during the pandemic situation where the whole world was suffering the most unimaginable economic crisis which shook us to the core. But the idea of social media then appeared as a silver lining for people to earn money via videos and online business set up on the internet world. The market pool for people expanded this huge, the whole world was not expecting it to be. Social media definitely here came as a life saver for all the people who had absolutely nothing left with them to survive. When people were losing jobs and had gone bankrupt, platforms like Instagram, Facebook, YouTube and many more became their only support to find economic standing.

Not only the Z generation but almost everyone took to social media and established their creative ideas to the world of millions of virtual customers who not only appreciated these new things but also got very much invested. The force that is driving these potential ideas is itself the addiction of people with social media and the lure to see things

that are new and find solace on these sites; this is what's ultimately making the investors make out more profit. This is definitely good, that new bunch of investors and the people with new business all have somehow invested in the economy of our country, this contribution was much needed. In conversation with a local online bakery owner, came to know some insights of the game. The owner stated, "I had been thinking of this initiative since a very long time and when finally things came in line and I was ready, the whole lockdown thing came and I was then shocked that how am I going to now do things the way I had thought of doing them? My whole mind was not working and I was so badly hurt but somehow gained confidence and thought that I need to do this anyhow cause then and then only I'll be able to do what I had thought it to be. I started of online with Instagram and then posted some pictures and videos and also interacted with people and sent some free cakes and goodies to my few friends and reviews started to come in." The owner while in conversation with me also said that she did something that was impossible but somehow took the challenge and now doesn't regret doing one. She also told me how she now receives many orders and is blooming online brilliantly. They now even think to make their business bigger to get smile on more faces. This is how social media helped many new start up owners to spread their business idea and add more customers to their list.

The right use of social media has amazing benefits and wonderful responses that lead to a perfect business set up and impact that we want to create on the outside world. But do we really understand the algorithm of these social media sites that they use? No, we don't, because all we care is how these sites can expand our reach and how do we add more people to the followers list. We have absolutely no idea that these sites are as prone to theft and danger as much as they are beneficial. We really don't think about it that way, do we? We only think about things in a positive way and not even bother to think about them in a constructive negative manner. Everything should be positive only and no negativity. I completely understand and agree with the readers the fact that everything when thought positive will have a positive impact on our lives. But I do not buy the argument stating there cannot be any negative impact even if there is we can seek it in a positive way too. The reason I write this article in a more critical manner so that it becomes easy for the readers to give judgment on something that has been elaborated to them in both ways of the story. Substantiating these impacts that I state to you, in conversation with another student cum influencer personality shared their experience with me on how the social media caught them in the trap of social bully. "My only motive was to help people with mental health issues and

normalize the way people think about them and let people discover what all options are available to them while they face such issues and being an influencer and a psychology student, I took it to social media where I keep my content of awareness more steadily. Making entertaining videos felt more like an icebreaker and would help more and more people to connect with it. The idea that I was doing something really amazing and wanted to reach more and more people pushed me to do something beyond my own expectations. But I didn't know that there was something else pushing me to do this — the fame the audience that was growing so much and the affection and love I was getting. I was somehow getting distracted from my motive and now was completely a money-oriented influencer who would just wait for as many people to view my videos and more comments and more shares so that it then becomes more and more famous and I can then become eligible to be paid the money I had got on my name after all the editing and the social media outreach I had built.”

The way the speaker had admitted the fact that he had started the venture for a good cause but then was somehow deviated towards money earning and building more and more fame that took him to realise that all we are in today is a trap of capitalism and much effective consumerism that has left us with nothing but all day draining ourselves in the virtual world. We feel so much invested not only in the videos and things that we come across in the feeds while scrolling but also the fact that social media attracts threatening things more.

The blame solely is not on the algorithm that the social media works with that is something which shouldn't even be a matter of concern to our so called constructively critical mind set which has somewhat accepted the whole idea of things being wrong from the root itself since we surely have negated the amount of filtering procedure drinking water goes through these days unlike the older times when drinking water was taken from any running source and stored in a red soil utensil. This is the exact same difference we now create while understanding the need of these filtering processes when using social media. Why? You would ask. As I already established that the algorithm is not wrong but the people who are behind these little windows of so-called alert cum factual world. They not only need a filtering process but a whole new mind-set while looking at the world. All this disgusting population behind the scary world is there just to make your bad experiences their episodes of entertainment. You would say that sounds more like a criminal thriller genre movie based on some cyber-crime plot but it is the utmost reality we all go through every day. Again you

would ask why? Identity of a person used in a wrong way or the false build-up of an identity just to have people's support in a cause with some deep ugly vested interests. It is where the virtual world loses its integrity and becomes the most unsafe place in the whole world. But still the netizens state that the people who are victims of activities and crime like these are somehow responsible for it themselves. This issue is not new in the age of online communication but rather has modified itself to an extremely pro level. This might sound a lot exaggerated to you but it is still the same. The amounts of identity theft and threat cases we have in today's social media-oriented generation have increased.

The concept of online dating and online marriage proposal is normalised by the not so modern and narrow mind-set people. They have also understood the need of selecting our own liked person to live our life with but still we have the audience sitting behind your window starving for that one chance to get you in a trap.

A lot of non-Binary people prefer not to come out in public not even to their own family members, but does that mean they don't have the right to love and the right to be loved by someone? Of course they do, but why cannot we accept respecting somebody's privacy especially about their sexual orientation. In this 21st century world of humans developing robots for their better life in future we have made a big full stop on thinking capacity and more over the idea of inclusivity. We are so much eager to ask for an alien from Mars to join us for a midnight strange party but a person just like us is not welcome at all. These dating apps are filled with some desperate fellows who seek their voyeuristic pleasures. One of these dating social media site users spoke to me about their experiences. "I had absolutely no idea why I felt so much uncomfortable being at a place with people around with similar interests as mine but still I felt like it was just a pretending atmosphere and not real. I couldn't figure out things at first but then later I understood the whole motive of people being here on this platform. Everyone was just having fun and was extremely casual in invading the place that should have been our private space." The whole incident happened with the speaker on a LGBTQIA+ dating site which should have been solely for the non-binary to meet up and interact but turns out to be that there were more straight people on this site just to have some FUN according to them. The speaker also told me about how they use to ask their NSFW photos which clearly tell us how inclusivity and representation is just limited to the Twitter wars and Instagram awareness captions but in real people around in the society still cannot accept the fact that same sex people can be together and can love each

other. According to these narrow-minded people this is just a mental disorder and when there is no awareness people do get affected by that.

If these people were to take it to the WhatsApp University and seek knowledge through it, and then would see the real world, same sex love concept would be a pandemic to them, much deadlier than the Covid-19. How narrow is a person's think ability is a big question but the idea to consider it a question is reductive. The persons themselves living in a much-advanced world are questioning the idea of being modern while using social media as a constructive medium of communication and then being the one not accepting the modern world concepts that come in handy with it.

There are many people who in today's world think all their life has been dull and monochromatic just because they didn't see the power of social media and internet the power that runs today's world. It is true definitely true because without it I would not have been able to reach out to you with this much of criticism and wouldn't have told you so much about the idea of understanding the need for it today as well. The construct that we blame today and bless at the same time is a game of just numbers but the whole mind-set that ultimately operates it is our brain and its capacity to think the far extreme because what we got in our hands was just a box with digit solving capability and what now we have made it is just unimaginable for developers from around 30 years before. As we think of this advancement we also come across the idea of us being more and more dependent on these social media platforms for almost everything we have forgotten the essence of doing things ourselves, we have forgotten times when there was happiness and interest in just looking at silence of beauty. How sad it is that we are stuck, so we grieve? No? So how do we summon the courage to take a leap of faith?

Answers to these questions are in your deeds that you do today. Think of your own ideas, not the ones that you perceive from the virtual world. Think about if there is anything beyond this stuck world and how we identify the right and wrong and not be stuck in what today feels the perfect. Mind has a lot to figure out on its own it doesn't need to be fed with wraps of used ideas and the not so needed limited thinking tips. The paradigm we live in is not always constant in fact change is the very constant and that is how we perceive it. Our perception is completely opposite to the other person sitting in the same room. And what social media offers us to perceive to make an impact is just false and is already present

in the present world. What you make for yourself helps you create an impact you've always wanted in the world because everyone has passion desire to do new things that trigger change and a change-oriented person always makes its own way to lead. After all, one can know 'what to do' not 'how to do'.

Chapter 3

FOE or Incitement?

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What is Freedom of Expression?

Freedom of Expression is the core philosophy of a republic without which democracy cannot exist. Freedom of Expression is a thought that stands for the freedom of an individual or community to articulate and impart ideas without fear of retaliation, censorship or legal action. The right to freedom of expression is recognized as a human right under article 19 of the Universal Declaration of Human Rights (UDHR) and recognized in international human rights law in the International Covenant on Civil and Political Rights (ICCPR). Article 19 of the UDHR states that "everyone shall have the right to hold opinions without interference" and "everyone shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or print, in the form of art, or through any other media of his choice". The Declaration of the Rights of Man and the Citizen, adopted during the French Revolution in 1789, specifically affirmed freedom of speech as an inalienable right. Adopted in 1791, freedom of speech is a feature of the First Amendment to the United States Constitution.

The French Declaration provides for freedom of expression in Article 11, which states that the free communication of ideas and opinions is one of the most precious of the rights of man. Every citizen may, accordingly, speak, write, and print with freedom, but shall be responsible for such abuses of this freedom as shall be defined by law.

But the right to freedom of expression is not absolute and comes with restriction and a user manual on how to use them. Every country has a different set of manuals that their country's citizens need to follow. In countries like India blasphemy is a crime. For example, insulting Prophet Mohamad, founder of Islam is not protected as free speech whereas in France blasphemy comes under free speech and is protected by law.

Internet Censorship

Internet censorship is the control or suppression of what can be accessed, published, or viewed on the Internet by regulators or individual persons on their own. Self-censorship may be practised by individuals and institutions for moral, religious, or business purposes, to adhere to social expectations, coercion, or fear of legal or other repercussions. The degree to which the internet is censored varies by region. Although some democratic countries practise moderate internet filtering, others go so far as to restrict access to information such as news and suppress citizen debate. The amount of support and resistance to internet censorship varies as well. According to a survey conducted by the Internet Society in 2012, 71% of respondents believed that "censorship should exist in some form on the Internet." In the same poll, 83% agreed that "Internet access should be considered a fundamental human right" and 86% agreed that "freedom of speech on the Internet should be assured." About 400 million users use virtual private networks to avoid censorship or improve user anonymity, according to GlobalWebIndex.

Deplatforming is a type of internet censorship in which social media platforms and other content providers that typically offer a platform for free speech or opinion remove, block, or otherwise shut down contentious speakers or speech. Google even censors general searches. Its default is SafeSearch's "moderate" configuration, which is designed to screen pages that contain sexually explicit content and delete them from your search results. "While no filter is full proof," Google tells us, "SafeSearch lets you eliminate things you would wish not to see or that you would prefer your children did not come across."

Marjorie Heins in her article "The Brave New World Of Social Media Censorship" writes that "what business is it of a search engine provider to decide that its huge diversity of users may prefer not to see what its bots and spiders determine, based on flawed technology, is "sexually explicit"? As Jeffrey Rosen put it, "Facebook has more influence today than any Supreme Court justice, any monarch, or any president in deciding who may talk." "You cannot upload material that is hate speech, threatening, or pornographic; incites violence; or includes pornography, explicit, or gratuitous violence," according to Facebook's "Statement of Rights and Responsibilities." Even many European leaders including German Chancellor Merkel and French President Macron criticized Twitter actions and even got cautioned of the power the tech giant holds.

Many were critical of the time that Twitter decided to take down the account of the then American President Donald Trump, and many leaders were alarmed. Another instance happened in Uganda where Twitter decide to block the accounts of politicians during their election time. Then Twitter got played in its own game when the Ugandan government blocked all social media in their country. Then another instance happened in India when the Indian government asked Twitter to suspend the accounts of the farmers' protest and when Twitter declined India warned Twitter of penal charges against its Indian Employees if they refuse to comply with the government's order. The game of censorship is too dangerous to be played.

So There Should Be No Censorship, Right?

The answer to this question is not an easy Yes or No. We as a human have the tendency to strive for the stars and unrealistic dreams and make them realistic but the idea of the censorship-free state is a utopian future which cannot be achieved by mere mortals and even if we were able to create a censorship-free state it would trample down after some time by some human who has no problem in using force to suppress dissent. Example-Hitler. This even has a term 'paradox of tolerance' which states that if a society is tolerant without limit, its ability to be tolerant is eventually seized or destroyed by the intolerant (Popper 1945)..

According to a recent study by Pew Research Centre found out that 86% of Americans used mobile devices to get their news. Social media in many countries has become the first source of news meaning people now are much more vulnerable to propaganda and fake news. People all across the world due to the cheap and easily available internet have shifted to consuming digital media. There is much disinformation and propaganda which is circulated among the groups in social media. The circulated media influences people's behaviour and change their perspective and we have already seen what happens when hate is propagated through these channels, it has played out all over the world but incidents that happened in America and Myanmar forced people to look into the severity of what propaganda and fake news can do.

Social media connected people but as a by-product it also allowed radical extremist terrorists to recruit innocent people on the platform and manipulate them to become radicalised and this, in turn, had created many devastated families who have lost their loved ones and social media has done nothing to address this problem. Various reports of terrorists

using social media as a way of recruiting people have surfaced but till now social media is not able to come up with the proper plan to control the radicalism that has surfaced on its platform.

What Happens When There Is No Censorship?

Facebook in Myanmar is the most popular app among the masses and was free to use so people started using it to get news and stay updated and Myanmar army used this as a tool to propagate their agenda of hate against the Rohingyas their plan worked better than their expectation not only they successfully achieved in changing the perception of Rohingyas among the Burmese people they were even able to instil hate against the Rohingya among their Burmese public and having peoples' confidence Myanmar army executed one of the cruellest and heart-wrenching genocide on the Rohingyas Muslims. And blood is also in the hand of social media for sitting and doing nothing when this was all being played out.

Just when it seemed that Facebook's scandals have reached a nadir, the corporation already seems to be obstructing a genocide probe, and it's doing so under US rule. The nation of West Africa The Gambia is pursuing accusations of genocide against the Rohingya people, an ethnic and religious group in Myanmar. In the years 2016 and 2017, Myanmar soldiers and their civilian proxies slaughtered Rohingya men, women, and teenagers abused women and girls, and destroyed villages, prompting over 800,000 Rohingyas to flee to Bangladesh. On Facebook, Reuters discovered over 1,000 samples of messages, tweets, and obscene images targeting the Rohingya and other Muslims. The social media giant's covert operation to tackle hate speech is struggling to solve the crisis.

America

America, once a torch-bearer of democracy and freedom, is also infested with riots and tensions among people from different races and backgrounds. The riots in America are now happening regularly and across all over the country the shops are being burnt, people are damaging public spaces and clashing with police, mass shooting have plagued the country. Social media has played the important role in instigating the violence and was one of the main reasons for hate to spread.

Will Smith once said “Racism Is Not Getting Worse, It's Getting Filmed” and social media has played an important role in highlighting the injustices and malpractices all over the world, but in many cases, it has also become the echo chamber of the extremists who with their like-minded people create havoc and violence and they do this by coordinating on Social Media. And it is not only during capitol hill that violent protest broke out, though not as big as the 7th January incident, the protest had been going violent for quite some time, violence took place when the BLM and justice for George Floyd marches were in full swing and the rioters said to be the protesting people, the phenomenon of violence happening in non-violent protest is on the rise and social media instead of condemning these incidents sometimes propagate it through advertisement and other ways.

Since the protest, there is also raising demand in America to reform Section 230 which allows companies like Facebook and Twitter to censor voices that they consider offensive. Supreme Court judge in America has also signalled for stricter regulation on social media platforms. Though section 230 is meant to be one of the good decision taken by any country its reform signals the fear of the American people and its government against the misuse of power by the tech giants.

India

India has been also a victim of social media propaganda attack against its people, social media influencing is not new to India, people have been from the birth of social media tried to use it as a tool of influence and spread their agenda. But for some time, this has got a sinister undertone to it. We saw it during the CAA-NRC discussion, the topic was discussed very briefly among the masses but suddenly sane voices disappeared and people on both sides of the discussion started using social media to announce their decision and suddenly peoples' feelings trumped sanity, and social media giants looked at all that happening and did nothing. As a result, a violent riot broke out in India's capital when the American president was in the city.

After few months another heated discussion started taking place this time the centre of the debate were the farm bills. People took onto social media to express their dissent and there were peaceful marches across the country. Many influencers and politicians came out in support of farmers. Farmer union leader sought the government for permission to peacefully protest in central Delhi on Republic Day. On Republic Day, America's Capitol Hill like

incident took place some miscreants and anti-social elements mixed with farmers and rammed the Red Fort and telecasted it all through with the help of social media and social media platforms. Nothing was done by the social media platforms to diffuse the situation and the accounts of the instigators of violence were not censored.

New Zealand

The terrorist attack on Christ Church mosque by a radical extremist was also the glaring failure of social media as the terrorist went on Facebook live while gunning down innocent people and many videos were posted on Twitter and Facebook and even name-dropped Swedish Youtuber PewDiePie in the video. Terrorist's manifesto was shared among the masses through the help of social media. White supremacist and terrorists have till now gotten a free pass in the name of free speech and social media rules have seen to be incompetent against these incidents.

What Happens if There is Censorship?

China has one of the world's most restrictive media environments, relying on censorship to control information in the news, online, and on social media. Libel litigation, prosecutions, and other tactics are used by the government to compel Chinese journalists and media organisations to self-censor. In China, thirty-eight journalists were jailed in 2017. Many American websites, including Facebook, Instagram, and some Google services, are blocked in China, but the Chinese public has discovered ways to get through the so-called Great Firewall. As Beina Xu writes in 'media censorship in China' to avoid possible subversion of its power, the Chinese government has long held a close grip on both conventional and modern media. Its strategies frequently include stringent media restrictions, such as the use of filtering mechanisms and firewalls, the closure of newspapers or blogs, and the imprisonment of dissident journalists, whistle-blowers, and activists. As Southern Weekly, a liberal-leaning newspaper headquartered in Guangzhou, staged a week-long standoff with the government after local propaganda officials rewrote a front-page pro-reform editorial, the scale of media censorship made headlines. The Norwegian Nobel Committee's granting of the 2010 Peace Prize to imprisoned Chinese activist Liu Xiaobo, as well as Google's dispute with the Chinese government over Internet censorship, have drawn international attention to China's media censorship.

Saudi Arabia

Saudi Arabia's already restrictive press climate has deteriorated dramatically under Mohammed bin Salman. Authorities have free rein to imprison journalists and bloggers who deviate from the pro-government line, thanks to anti-terror and cybercrime regulations and specialist courts; as of December 1, 2018, 16 journalists were behind bars. In the first half of 2019, Saudi officials arrested at least nine more journalists. According to medical reports planned for King Salman and leaked to The Guardian newspaper, at least four of the journalists arrested during bin Salman's crackdown were abused and tortured in Saudi prisons. Websites, blogs, and anybody publishing news or commentary online must have a licence from the Ministry of Culture and Information, according to a 2011 law. According to The Washington Post, authorities have increased their power of digital information, where cyber-surveillance is ubiquitous.

The authorities, according to accounts in The New York Times and other outlets, use surveillance technologies as well as troll and bot armies to censor news and criticism of controversial issues, such as the Yemen conflict, and to reportedly track dissident Saudi journalists. According to Freedom House's Freedom on the Net survey, Saudi authorities block websites they find unacceptable, as well as links to VPN services that would circumvent the bans. According to the Columbia Journalism Review, foreign correspondents do write from Saudi Arabia, but authorities are arbitrary in authorising entry and international reporters often face limits on their movements.

Iran

Iran is one of the most censored countries on the Internet. Many prominent websites from around the world have been blocked in Iran, including Facebook, Blogger, Twitter, HBO (Home Box Office television network), YouTube, TikTok, Netflix, among others. Despite government controls, Iranians use social media to remain linked. A coalition of 40 Iranian lawmakers has sent a contentious draught bill to parliament that would hand over ownership of the country's internet gateways to the armed forces, including the infamous Islamic Revolutionary Guard Corps. Thousands of demonstrators took to the streets across Iran in late 2017 and in the first week of January 2018, prompting the Iranian government to

block access to some of the country's most prominent social media platforms. Telegram and Instagram were affected by the outage, and there were signs of internet slowdowns in certain areas of the world.

Does Censorship Help?

The research done by Justin E. Lane, Kevin McCaffree, & F. LeRon Shults gives us invaluable insight on how censorship can lead to exacerbate radicalization in online social platforms. In the report, they mention that banning users for holding radical belief may motivate these individuals into seeking others who share their same radical belief which can, in turn, lead to the creation of new, relatively isolated, online communities of substantial size. Moreover, our results suggest that members of the radicalized community may become more certain in their beliefs because they encounter less dissent, even though they have similar degrees of social support. These findings suggest that radicalized views of online communities are reinforced far more than they would be if users were allowed to curate or select, for themselves, who they want to be in their social network. Translating these results into real-world applications and risks suggests that the over-policing of online social networks for dissenting viewpoints might be counterproductive in the fight against extremism. While it may serve to create “safer” spaces for online communities, the overall health of the real-world community could be viewed as compromised when extremist views are not dealt with, but digitally “swept under the carpet”. As the rise in lone wolf, terrorism is now the overwhelming majority of terrorist attacks, it may be worth pause to note that those groups that are increasing in their lone wolf tactics are those which are typically the focus of social media bans, pushing those individuals into social media (and likely real-world) social isolation, and thus fitting one of the two profiles discerned in counter-terrorism literature.

What to Censor?

It is very difficult in today's world to decide what can be said what cannot be said? What is free speech what is not free speech? What is hate speech? It is very hard to answer and very difficult to navigate through. Here is an example. An African American person calling another African American person the N-word is not considered hate speech but if anyone other than African American says it, it is hate speech. As a platform of billion users, one cannot check every post on the N-word, also because while it is used by some people as a racist slur but it may also be used by some African American to remember the hardships they

had gone through and the violence they have faced like Malcolm X or James Baldwin. As a social media should one censor the lines of great people like James Baldwin and Malcolm X if they had the N-word in them?

The most important topic of censorship BLASPHEMY, we all remember the case of French teacher Samuel Paty who was killed by a radical religious extremist for showing the photo of Prophet Mohammed in one of his class. The horrendous act was condemned all over the world but also started the debate among the people, should there be a law against blasphemy? Many liberals came out against the blasphemy law and were against the view that there should be censorship in expressing their views and held it as an infringement of their freedom of expression and many intellectuals like Richard Dawkins, Stephen Fry and witty-comedian Ricky Gervais have spoken strongly against laws criminalizing blasphemy but on the other hand, many religious people believe it to be against their belief and thus want strong blasphemy laws. Blasphemy is protected under free speech in France but is a criminal offence in many countries like Germany and India. How can social media which has users all across the globe tackle issues like blasphemy? Should it protect it under FOE or mark it as hate speech?

The problem is whatever the platform decides to do it will upset some of the people. If blasphemy is protected it will anger the religious people and if it is put under free speech it will upset many liberals who use it to question cruel and orthodox practices that are followed by religions across the world and it would be more problematic for the company because the group who has been censored will feel neglected and helpless as their voice has been censored by few people and they that group will create their group which they think would not censor their voice. And now the social media platform which was made to protect people voices has become the dictator who is snatching it away from them.

Conclusion

As we have seen from the above example censorship usually leads to chaos and tensions among the people and can even lead to violent revolutions like in Myanmar but without censorship, we will create vicious autocrats who will have no problem in squashing people voices. And we are now tasked with this daunting but most vital task to solve this dilemma. Should social media be allowed the power of censorship? What can it lead to if social media is allowed to censor the voices of people in democratic countries? Should

censorship be allowed? Who should censor private company or government or some other institution? Due to the incidents that took place past months, the topic has now become a necessary topic of discussion for any country citizens that value their freedom and FOE.

Many people supported the Twitter suspension of Mr Trump account but forgot to see the precedent it is going to set. The chain reaction started, and its ramification is being felt around the world. By starting the censorship game Twitter and other social media have given world governments a chance to start censoring social media themselves. One of the few places where people from around the world were free to share their views. The result of this if not taken seriously would make our dystopian nightmares come true. We live in a world where small actions have huge consequences and social media censorship consequences would outweigh the worse we have ever known. To put it into the conclusion I would like to add the lines of Aaron Swartz, young prodigy and founder of Reddit “All censorship should be deplored”.

What companies can do now is make censoring even more transparent where people have an active role in its participation and are aware of why and which content will be censored and make people the active part in deciding the censoring policy on the company’s platform and allowing people have a say in forming what justifies the hate speech what company’s should always remember that dictating the polices to masses without giving them choice doesn’t last for a long time. E.g- East India Company. While the best we could do as people and citizens is to make sure that every citizen knows their rights and is literate to know the ill effects of censorship, oppose any form of censorship that is unjustified with ill intention, take active measures of holding our government members (MLA and MPs) of our constituencies responsible to raise these topics regularly in the Parliament, and to make a robust system where justice is transparent and just. A system that regularly keeps check on censorship and bring policies to make sure other private players do not misuse their power.

Chapter 4

Understanding Social Media and Creativity

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The term “social media” denotes a wealth of online websites that enable users to create and share content or to participate in social networking. The term however is quite a broad concept to be explained and is used as an umbrella to describe a range of social software and social networking applications that allow individuals to communicate with one another and track discussion across the web. A recent addition, i.e. “Web 2.0”, a term coined in 2004 by O’Reilly Media, allows users to interact and collaborate with each other through social media dialogue as creators of user-generated content in a virtual community. As an increasing number of youths come to see the potential of social media to showcase and garner feedback about their new recordings or videos, their photography or new poems, these online communities have become important sites of creativity.

“Creativity” is a term which emphasizes on original and novel contributions that involve divergent processing (Valkenberg and van de Voort, 1994). More recently, scholarship on creativity has moved to recognize the genesis and development of creative ideas as being a part of a broader, socially determined process. Consistent with Csikszentmihalyi’s (1996) systems model, creativity is becoming increasingly understood as a system composed of individual’s knowledge domains and a field of informed experts. In Csikszentmihalyi’s model of creativity, individuals build on culturally valued practices and designs to produce new variations of the domain, which if deemed valuable by the community, become part of what constitutes the evolving domain. The presence of experts implies that colleagues and domain norms are essential to the realization of individual creativity.

Both of the phenomena discussed above highly indulge with each other in a more serious business, since social media encourages much needed creativity in times when the creative juices are running low. Although it has the ability to help get imaginative, maintaining a healthy balance between real life and online is the key. Exposing a mass

population to diverse perspectives, along with breaking up the boring routine, social media has engaged majority of the youth to use, participate, learn, and create new content.

Factors Impacting an Increase in Content Creation Over Social Media Platforms

While living in the 21st century, it is possibly only the benighted and the corpse who must be unaware of the wonders of digitization; it is as if the whole world has been captured into, and is being regulated through a glass case, and most evident of all this is our dependency upon social media platforms and sites, be it YouTube, Facebook, Instagram, Google or any other application per say. Here, in this modern period, the real tussle is not merely between the technologies and humans, since, we have now completely surrendered to technology in general and social media platforms in particular; the actual feud which has currently risen like a bushfire is about the content offered and its possible impacts. It is not only the fascination towards social websites that has led to an increased participation of youth (largely) as well as adults in the business of creating content, but a lot of factors come at hand when one talks about showcasing creativity over social media.

One of the key reason for any business firm, an artist, a writer or an influencer to look forward to social media is that it promotes a new form of communication between individual and companies or individual and individual that use tools and services available on the internet which can significantly alter their relationships. CAVAZZA(2012), social media are formed by countless sites that promote communication and conversation among millions of people, but they are also used to reach targeted audiences. The means of communication involved in the term social media combine several features that compose social media platforms, including the publishing and sharing of content such as texts, videos, photos and music. Social media also includes casual, social or mass multiplayer games; commerce — involving the review of purchases, virtual store recommendation and the sharing of purchases; event locations and location guides; and personal, professional or informal social networks.

High quality content, when reaches the masses through social media, consistently providing valuable options, people tend to turn on to these sites and engage with them more frequently. This being a cycle, since more and more options are available to the consumers at hand, a large number of social networks tend to develop frequently; and thus, enabling the

market of content creation and creative marketing to bloom and establish any brand or individual to have authority over internet. The survey (2019), commissioned by digital asset management specialist Canto and undertaken by Sapio Research, analyzed responses of decision makers spanning marketing departments from SME to enterprise and blues chip. The research identified that content creation will grow in significance in 2020- up 9% on average- as it increases from 32% to 35% of total annual marketing spend. Therefore, an increase in the rate of creation of content over these years is both the need of the masses and efforts by firms. Moreover, a consistency in creating and posting creative content can beget more market shares. Customers or audience help in spreading posts and grabbing the interest of prospective customers/audience who otherwise would be difficult to reach.

Another reason that may be cited for increase in content creation on these platforms could be the provision of space, be it an employee in an MNC, or a freelancer working from home; it is these platforms which provide both a firm and an individual with its targeted audiences. For example, a dancer seeking to showcase his/her talent, as well as a firm trying to sell its products, or to attract more customers, both have the openness to reach out and create their own web pages. This includes generating advertisements in the forms of posts, targeting a wider audience by uploading stories, creating short videos in order to attract more consumers and followers. This kind of shared space and openness with audience is evident from people's engagement with Facebook posts; the all-industry median benchmark for Facebook engagement rate per post is 0.09%, out of which advertising is how Facebook makes most of its money, i.e. 92% of its total revenue.

Most social media networks are available as mobile app or have been optimized for mobile browsing, making it easier for users to access their favorite sites, resulting in an increase in the usage of social media platforms because of mobile possibilities on the go (3.14 in 2018 to 3.6 in 2020). Influencers creating content have been burdened by a responsibility of a regular feed of content to the consumers, thereby adding one more reason for increasing creation of content over the world of social media.

All of the above arguments together taken into consideration add up to more and more creative content being available over the world wide web, thus resulting in people to turn up to these sites more frequently than ever before. Given the space, purpose of entertainment as well as knowledge, the content provided in the form of short videos, posts, live streams ETC

attracts the most attention of not only Generation Z, but also adults aged between forty five and sixty nine equally invest their time and go with the flow. This jointly benefits the artists creating prodigious content for the masses, since a consistent updating of content not only brings more audience to artists and customers to companies, but communication around different networks is also sped up and their authoritativeness is established among a large swarm of audiences.

Content Creation by Population and Age

“Content Creation” or showcasing creativity over social media sites is the contribution of information to any media and most importantly social media for end-user. Content is “something that is to be expressed through some medium, as speech, writing or any of various arts” for self-expression, distribution, marketing or publication. The real question is who creates content? Are they the workers of an organization, or people of any specific group? This question could possibly be answered in a negative, since presenting ideas and showcasing creativity over social sites is not prohibited by any world leading organization. It is ones desire, passion and choice to write blogs, create videos, perform various art forms, generate memes, promote businesses or do the most unusual for the sake of creativity. Which is why population ranging from a six-year kid to a seventy-six year old indulge themselves in creating such a content that not only makes them feel self sustained, but also get acknowledged by the audience worldwide. Do-It-Yourself communities are playing a crucial role in the social media landscape, bridging the traditional divide between digital and physical media. Particularly relevant to this discussion are the tools and communities that extend beyond the screen and into physical world. Vibrant online communities are organized around the design and creation of a wide range of real-world artifacts, including robots, technology-enhanced clothing, scrapbooks and scientific instruments. Participants build projects and then document, discuss and display them on DIY sites.

With over 53 percent of the world’s population on social media, it has been reported that in 2019, 90.4 percent of Millennials, 77.5 percent of Generation X and forty eight percent of Baby Boomers were active social media users. Millennials continue to be the generation with the highest use of social media and also the broadest access to smart phones. Therefore, conclusions can be drawn about the direction in which these platforms are highly

used to create content for entertainment as well as knowledge. Though a large number of adults (people aged between 28 and 55) also reach out to these websites for the same, but the purpose which they serve as audiences gets demarcated from that of the younger generation. According to PEW Research, Data Reportal, and Brandwatch, Social media platforms and Kepio's Analysis, 82 percent of those aged between 30-49 and 69 percent of those aged between 50-64 use social media for the sake of taking a break from real life responsibilities, or to promote their business ventures, spending a total of 1 hr. 39 minutes per day. According to Pew Institute in a study published in 2018, Facebook and YouTube are the top platforms used by older adults by a wide margin.

Experiencing a wide gap between the usage patterns of social media platforms, it is highly likely that these sites are majorly controlled by the younger lot, for instance, "Reels" on Instagram is viable proof of how youth within the limit of 30 seconds exhibit their talents through videos, they dance, sing, paint, show hand-made stuff, create funny videos, show off their fashion styles, post photographs, create trends, write their heart out, generate more technological stuff, portray their hidden talents and what not! This feature along with other technological privileges helps the young generation to generate, process, and spread the skills, talent as well as knowledge around the globe.

Another interesting aspect of the popularity of these sites and platforms is that people in general and youngsters in particular are now moving away from the redundant office jobs, and have found a whole lot of different professions, such as that of bloggers, fashion influencers, influencers, stand-up comedians, travel vloggers, food vloggers etc. and one may also find that upon opting for these professions, the lines between their actual jobs and passion generally get blurred; for instance, you may find an average youngster pursuing his/her passion in dancing, but at the same time they may also become a travel blogger, or may be writing blog, or may choose a part time job apart from being a dancer. These professions have turned out to be attracting a large swarm of youth as they move on to peruse their passions as jobs.

The given data and examples in the above discussion thereby present a clear view of how today's population, and particularly Generation Z highly indulges in creating unconventional content, largely influenced by one, space; two, technological tools; three, spreading skills and four, the power and knowledge these platforms provide. But these

advantages may sometimes turn out to be disadvantageous; for these teens, the need to get fame at the fastest speed is what becomes a barrier in creating these unusual videos or to say, content. For example, a recent incident of Zomato delivery boy, where he was abruptly hit by a social media influencer who for the sake of gaining followers falsely accused him of cursing and beating her; but it turned out to be a completely different story behind the scene. the delivery boy turned out to be innocent and fell in the trap of a social media influencer, who in a pace to be famous broke whole of the internet. It is merely one example that has been cited here, there are many such cases that not only direct a wrong message, but also hurt the sentiments of millions of people and create a feeling of fear to use these sites.

Online Communities as Shared Space

With more and more consumers joining the social networks, big business tycoons or even new ventures are trying to keep them updated in every way possible, which is why a large number of social networking sites along with new media platforms are introduced almost every year, which in turn generates a fair amount of money as most of the population turns to them in the name of “trend.” Over the past 10 years, social media has largely evolved from keeping in touch with others to flaunting what we have for attention or curating unrecognizable versions of real selves. Half of the world’s population went from draining their data plans and digitally poking friends on Facebook to being constantly immersed in an endless sea of memes. Social media’s influence has undermined political elections and changed the way people communicate around the globe, while perpetually raising questions concerning privacy. After over a decade of scrolling, thumbs-upping, swiping and double-tapping, it’s safe to say that social media isn’t going anywhere anytime soon. While the exact number of websites keeps changing every second, there are well over one billion websites on the worldwide web (according to Netcraft’s January 2021 Web Server). However, it is worth noting today roughly more than 85% of all websites are not active. Instead, most of them are parked domains or have similar function. All things considered, the growth of websites has been quite remarkable, since the world wide web was made a public domain which allowed people around the world to create their own websites.

A look back at social networking websites helps us define the direction of rise in social media sites. When social media sites first started gaining traction, they primarily focused on private users who wanted to make new friends or connect with real-world friends

online. Sites like Myspace became hubs for teens and young adults to share their thoughts with one another while LiveJournal took off as the top choice for private blogs and online journals. Slowly but surely the value of social media marketing began to appeal to more than just private individuals; though internet users moved towards sharing a method of broadcasting themselves, into a way of sharing that has community at its heart-and users engaging with online communities has grown significantly over the past few years. Video games were another major driving force behind social media. Imageboard sites and game forums became gathering spaces for video game players all over the world, and game developers noticed this and started realizing the potential of engaging with their customers directly. Social media has empowered brands with the ability to talk directly to their consumer bases instead of hoping to gain their trust and business with legacy marketing methods and advertisements. Social media has not only grown to the point where marketers can reach their ideal customers directly, but it also empowers them with the ability to create more meaningful experiences for those customers.

The ability to talk to consumers directly is profoundly valuable and having a good interaction with a customer on social media will provide a better return on investment than the most polished, professional, focus-group-tested advertisement ever could. Social media naturally encourage dialogue, and new features and content curation tools allow users to tailor their social media experiences to their exact preferences. Again, modern consumers instinctively tune out obvious ads. More often than not, an online shopper knows exactly what he or she wants before even starting the shopping process. Video content has grown more prevalent and important over the past decade. YouTube effectively allowed the rise of alternative media, and now more people than ever are eschewing traditional TV programming to watch their favourite streaming services and content creators on YouTube and other social media platforms. Live streaming has also taken off in a big way, empowering brands, influencers, and content creators to provide their audiences with a view of them real in the moment instead of scripted, impersonal videos. All these put together implies that the evolution of social media platforms over the decade helped people find a space to share their views and develop skills. For example, the online Scratch community (scratch.mit.edu) has quickly grown to over a million registered users and over two million uploaded projects. Scratch, the multimedia-rich programming environment, was designed for youth in urban areas to create their own interactive stories, animations, games, and art by combining and manipulating stacks of building-block-like commands.

Implications of Creating Content Over Social Media

So far we have seen how the social media influenced the generation of content over the vast social media networks; that thousands of sites are developed every day by one or the other individual to either exhibit their talents or to expand their brand's market. People all around the globe engage and take interest in creating unusual videos, posts, live streams etc in order to keep the masses entertained and to establish an authority over these networks with the help of technological tools and shared spaces in the internet community. The evolution of social media unveiled a larger option for the people to reach out to these platforms, which helped them in exploring their creative insights, turning them towards unusual jobs and professions. One may find a nineteen-year-old girl selling her artwork through internet, or a twenty-one year boy creating music videos for the sake of love of his passion. But, with the boon of technology comes cybercrimes such as internet frauds, scams, cyber bullying, data leakage, cyber stalking etc. Therefore, the need of the hour is to use social networks with extreme awareness and vigilant manner. Though creating content does not harm or surpass anyone's security, but generating and displaying anything and everything over social media in the namesake of creativity hurts the sentiments and morale of ethnicities against which it is meant to be created.

In little more than a decade, the impact of social media has gone from being an entertaining extra to a fully integrated part of nearly every aspect of daily life for many. As quickly as it has insinuated itself into politics, the workplace, and home life and elsewhere, social media continues to evolve at lightning speed, making it tricky to predict which way it will morph next. The motivation that participants cite for sharing information on social media include a desire to reveal valuable and entertaining content to others; to define themselves; to grow and nourish relationships and to get the word out about brands and causes they like or support. But this motivation seems to be degraded day by day due to certain mischievous acts over the media. Cyber criminals tend to butt in their oddly creative minds and people earning by selling out their content have a huge loss to suffer in terms of, a) quality; b) metadata; c) intellectual property.

Talking about the quality of the content that is threatened over various networking sites is due to the rise of anonymous and user-generated content. This presents both opportunities and challenges to Web users. Blogging, self-publishing and other forms of

content creation give more people access to larger audiences. However, this can also perpetuate rumours and lead to misinformation, making it more difficult to find quality content that meets users' information needs. Digital content is difficult to organize and categorize. Websites, forums, and publishers all have different standards for metadata, or information about the content, such as its author and date of creation. The perpetuation of different standards of metadata can create problems of access and discoverability. The threat to intellectual property is however more difficult to find out, since, ownership, origin, and right to share digital content can be difficult to establish. On one hand, user-generated content presents challenges to traditional content creators with regard to the expansion of unlicensed and unauthorized derivative works, piracy and plagiarism. On the other hand, the enforcement of copyright laws, such as the Digital Millennium Copyright Act in the U.S., also makes it less likely that works will fall into the public domain.

Based on the impacts/ implications discussed above for using social media and its impact on creativity, designers/individual artists/firms promoting their brand should understand that social media is a very helpful tool that can be used to learn, find inspiration, communicate with other designers, share artwork, and find business opportunities. However, designers/artists/firms sometimes surpass those advantages turning them down to disadvantages. This is why these content creators should specifically use social media websites carefully to avoid these disadvantages and exhibit their creativity with ease. These could be done by using social networks that only relate to one's design interest, and not anything or everything in the namesake of creating content; using social networks, websites and platforms as a learning method and privilege the learning features such as groups; and using those networks as a tool to build a professional profile and promote it through other networks. Thereby social media and creativity or content creation go hand in hand if used in righteous manner.

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