

Impact of Social Media on Global Population

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ABSTRACT: Nowadays, social media are increasingly becoming part of people's lives. In this knowledge age, social media constantly surrounds us. In the recent trends, emails are replaced by social media. Social media is easy and it provides the information directly and it does not necessary to download the files separately. What started with simple email correspondence, has expanded over to a digital universe with social networking giants like WhatsApp, Facebook, YouTube, Instagram, Linked In, Twitter and other social media becoming a part everyday life. Facebook is the biggest social network worldwide. In the world, there are 2.0 billion users of WhatsApp. In India, WhatsApp is most popular social media with 500 million monthly users, followed by Facebook, etc. With the easy availability of internet services and access, number of social media users are increasing day by day in the world and India.

KEYWORDS: Social Media, Facebook, Whatsapp, YouTube, Twitter, Instagram, India

I. INTRODUCTION

A social media is an internet based and online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Nowadays, social media are becoming part of people's lives. In this knowledge age, social media constantly surrounds us. People are always on i-phones, android phones, smart phones or laptops or desktops or any other electronic gadgets updating statuses, posting text, documents, pictures, videos, liking things, and messaging back and forth with friends, relatives, colleagues and other people. Social media are extremely beneficial in several ways e.g. expressing their own views, communications, self-identity, emotional support and so on. Social media platforms allow users to have conversations and share information.

Social media has different forms, together with weblogs, magazines, Internet forums, social blogs, micro-blogging, wikis, social media and networking websites, photographs or pictures, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and video and social bookmarking. It is been observed that social media like Facebook, Facebook Messenger, Linked in, WhatsApp, WeChat, Twitter, Skype, YouTube, etc. are used extensively for the purpose of communication and information as well as knowledge sharing. This form of communication can be with a person or a group of persons. Billions of people around the world are using social media to share information and knowledge. On an individual level, social media allow us to communicate with our friends, colleagues and relatives, gain knowledge of new things, develop your interests, and entertained. In the recent trends, people uses social media instead of email for correspondence and communication. Social media is easy and it provides the information directly and it does not necessary to download the files separately.

II. MATERIALS AND METHODS

For this study electronic gadgets namely, smart phones, android phones, laptops, desktops were used. Different types of internet facility were used namely, broadband internet, LAN, WiFi, Hotspot, Wireless networks, mobile internet and other networks for the study of social media. Internet browser software viz. Google chrome, Internet explorer, Mozilla Firefox was used. Search engines like Google, scholar, Bing, Yahoo and others have been used. Research papers and data are collected from the different websites to study. All the collected data are analysed by using different statistical analysis software and tools. Discussion, interpretation and result of data analysis have been presented in this paper.

III. GLOBAL AND INDIAN SOCIAL MEDIA

World has embraced the internet with open arms. What started with simple email correspondence, has expanded over to a digital universe with social networking giants like WhatsApp, Facebook, Instagram, Linked In, WeChat, Twitter and



other social media becoming a part everyday life for billions of peoples around world and India. With the ease of internet access, number of social media users are increasing day by day.

The following table 1 shows the social media that are being used by Global and Indian users during the month of April, 2020.

Table 1: Social media sites monthly active users in April, 2020

Sr. No.	Social Media Websites	Monthly Global users	Monthly Indian users	Per cent of Indian users over Global users
1	Facebook	2.498 billion	341 million	13.650921%
2	WhatsApp	2.0 billion	500 million	25.000000%
3	YouTube	2.0 billion	265 million	13.250000%
4	Facebook Messenger	1.3 billion	128.610 million	9.893077%
5	WeChat	1.165 billion	-	-
6	Instagram	1.0 billion	90.540 million	9.054000%
7	TikTok	800 million	-	-
8	Twitter	386 million	34 million	8.808290%

There are now 3.81 billion social media users around the world, representing 49 percent of the world’s total population of the world in April 2020. Most social platforms don’t permit use by younger people though, so if we only consider people over the age of 13, the latest data reveal that 63 percent of ‘eligible’ audiences are already using social media. The average user has an account on more than 8 different social media platforms, and spends an average of 2 hours and 29 minutes using social media each day. Facebook has 2.498 billion monthly active users globally. YouTube has 2 billion monthly active users. WhatsApp has 2 billion monthly active users. Facebook Messenger has 1.3 billion monthly active users. WeChat has 1.165 billion monthly active users. Instagram has 1 billion monthly active users. TikTok has 800 million monthly active users. Twitter’s potential advertising reach is roughly 386 million active users in the world. Apart from this social media there are many social media which are being used by the global people widely.

India’s digital population has been rapidly growing in the past decade with over 680 million active internet users. WhatsApp is most popular in India with 500 million users and 25.00 percent of global users, 341 million facebook users stood second, 265 million youtube users stood third, 128.610 million facebook messenger users, 90.540 millions are Instagram users and 34 million twitter users.

A. FACEBOOK

Facebook users are over 2.498 billion monthly active users worldwide in the month of April 2020, Facebook is the biggest social network worldwide. In the third quarter of 2012, the number of active Facebook users surpassed one billion, making it the first social network ever to do so. Active users are those which have logged in to Facebook during the last 30 days. During the last reported quarter, the company stated that almost 3 billion people were using at least one of the company’s core products (Facebook, WhatsApp, Instagram, or Messenger) each month.



Fig.1. Facebook timeline



B. WHATSAPP

WhatsApp is a freeware, cross platform messaging and Voice over IP (VoIP) service owned by Facebook, Inc. It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other media. In the world, there are 2.0 billion users of WhatsApp. In India, WhatsApp is most popular social media with 500 million monthly users. WhatsApp uses your phone’s cellular or Wi-Fi connection to facilitate messaging and voice calling to nearly anyone on the planet, alone or in a group, and is especially nice for families and small collaborative workgroups. It uses your phone’s 5G,4G, 3G, 2G, or Wi-Fi connection instead of your cell plan’s voice minutes or text plan. If you’re connected via Wi-Fi, it won’t utilise into your data plan either. Its popularity is sustained by its support for worldwide free calling, even if the people chatting are not in the same country. WhatsApp can identify people in your contact list who currently use the app, so you never have to add them manually. You can also invite people who don’t have WhatsApp or connect with other users you know but who aren’t in your contact list. WhatsApp lets you create work, friend, or family groups to communicate with up to 256 participants. The app lets you change your background and send your GPS location to an interactive map. You can type in a status message that will last up to 24 hours or until you change it. You can block contacts from within the app or send a friend’s information to another user within the app. The impact of smartphones in our lives opened parallel to the physical coexistence in an alternate reality full of emotions and social space.

C. TWITTER

Twitter is an American “microblogging” and social network site on which users post and interact with messages known as "tweets". There are 386 million users of twitter worldwide. Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled to 280 for all languages except Chinese, Japanese and Korean. Registered users can post, like and retweet tweets, but unregistered users can only read them. Users access Twitter through its website interface, through Short Message Service (SMS) or its mobile-device application software ("app"). Twitter, Inc. is based in San Francisco, California, and has more than 25 offices around the world. Now, you can tweet by using text, photograph, images, videos, etc.

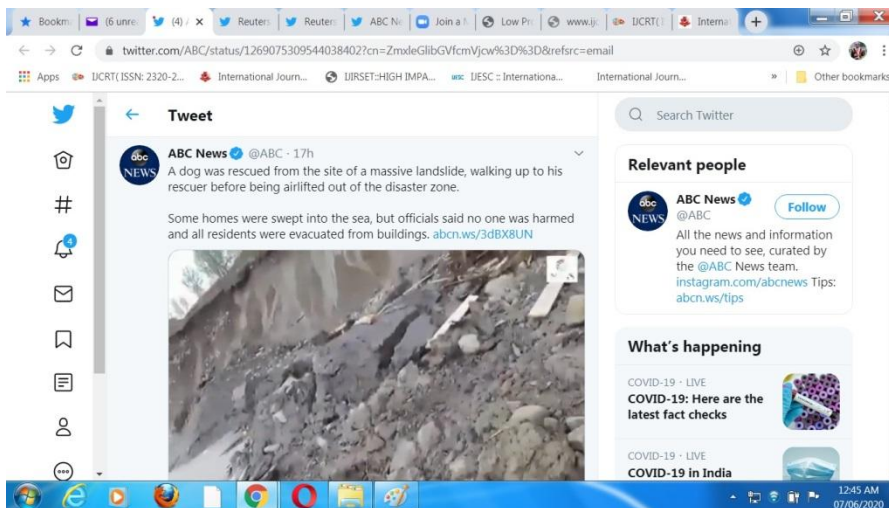


Fig.2: Twitter social media page

D. YOUTUBE

YouTube is the biggest and most well-known video-based online networking channel. Most modern smartphones are capable of accessing YouTube videos, either within an application or through an optimized website. YouTube is the 2nd most popular social media platform with 2.0 billion users after Facebook. Over 500 hours of video are uploaded to YouTube every minute. People watch over 1 billion hours of YouTube videos a day, more than Netflix and Facebook video combined. Over 70% of YouTube views come from mobile devices. The average mobile viewing session lasts more than 40 minutes. Visitors can browse movies in YouTube express personal preferences, add commentary, and upload their own creative work. YouTube available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, video blogging, short original videos and educational videos. YouTube content are uploaded by users.

IV. ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA

We are well aware of social media to facilitate a massive impact on people. Everything in the world has its own merits and demerits. There are some advantages and disadvantages of the social media and few are discussed below.

4.1 Advantages of Social Media

4.1.1 Connectivity: The first and foremost benefit of the social media is connectivity. People from anywhere in the world can connect with anyone. Regardless of the location and religion.

4.1.2 Communication: Social networks are increasingly being used by people for communication purpose. People create chat rooms, video calls, forums and groups over the social media sites and engage in discussion over a variety of topics and extend their discussions for information and knowledge. The social media tools have virtually brought people close to one another specially those living in far off places.

4.1.3 Education: It is rightly said that the human being is always a learner and educator throughout life. Social networks are providing many benefits to educate a person. It is very easy to educate from others who are experts in their fields and professionals via the social media. One can follow anyone to learn from experts and enhance his/her knowledge about any field. Regardless of our location and education background we can educate our self with social media. The beauty of social media is that you can connect with anyone to learn and share your thoughts.

4.1.4 Co-operation: With increasing Social networking sites allow users for co-operation between the members and groups. Web based social media services make it possible to connect people who share interests and activities across political, economic and geographic borders.

4.1.5 Build Communities: Inworld, there are many people having different religions and beliefs, hence people of different religions and beliefs can build their group of communities and can connect to discuss and share related information.

4.1.6 Information and knowledge: Content generating and sharing sites serve as sources of information and knowledge for various topics. Users can search for content, download and use the content available on these sites free of cost. One most important advantage is the online sharing of knowledge and information among the different groups of people.

4.1.7 Low Costs: It is cheaper to use online social networking for both personal and business use because most of it is usually free. Unlike in other forms of media like electronic or print, one has to pay a certain amount of money for a news item to get it published.

4.2 Disadvantages of Social Media

There are adverse side to the use of social media tools. In spite of being an important tool of communication, social media has its own set of disadvantages which are given below –

4.2.1 Fraud and Scams: Daily several cases are reported in the world where people have committed fraud and scams through the online networking and social media.

4.2.2 Cyber Harassing: According to a report distributed by Cybercrime departments of different countries, the greater part of the youngsters, adults and ladies have progressed toward becoming casualties of the digital bullying over the past. Since anyone can make a phony record and do anything without being tailed, it has ended up being exceptionally straightforward for anyone to spook on the Internet. Dangers, terrorizing messages and bits of gossip can be sent to the majority to make inconvenience and uproar in the general public.

4.2.3 Intrusion into privacy: Privacy is a huge problem in such networks. This becomes a serious issue when the users are targeted on the basis of their location, age, etc. leading to kidnapping and murder. Very often it has been seen that most of the people who have opened accounts in social networking sites does not reveal their true identity leading to fake personal information and misleading people. The younger lot are at a serious danger of being misled by such people. Problems of harassment, cyber stalking and online scams can frequently be seen in day to day life.

4.2.4 Reduction in worker productivity: Frequent usage of social media can have an influence on worker productivity. Employees may waste valuable time using Social Media Networking.

4.2.4 Hacking: Personal information and security can be hacked and shared on the Internet. Some twitter and Facebook accounts have been hacked in the past and the programmer had posted materials that have influenced the person's lives.



4.2.5 Addiction: The addictive piece of the online networking is awful and can exasperate individual lives also. It can likewise squander individual's time that could have been used by profitable tasks and exercises. Many persons have been addicted to social media. Nowadays, in India, many students have lost their lives by playing PUBG and other games. This is threat to the life of young minds around the world.

V. CONCLUSION

People are always on i-phones, android phones, smart phones or laptops or desktops or any other electronic gadgets updating statuses, posting text, documents, pictures, videos, liking things, and messaging back and forth with friends and other people. It has been observed that social media like Facebook, Facebook Messenger, Linked in, WhatsApp, Twitter, WeChat, Skype, YouTube and other social media are used extensively in the world and India. There are 3.81 billion social media users around the world, representing 49 percent of the world's total population of the world in April 2020. Facebook has 2.498 billion monthly active users globally and have largest users. YouTube has 2 billion monthly active users. WhatsApp has 2 billion monthly active users. Facebook Messenger has 1.3 billion monthly active users. WeChat has 1.165 billion monthly active users. Instagram has 1 billion monthly active users. Apart from this social media there are many social media globally which are being used by the people widely. WhatsApp is most popular in India with 500 million users and 25.00% of global users, 341 million facebook users stood second, 265 million youtube users stood third, 128.610 million facebook messenger users, 90.540 are Instagram users and 34 million twitter users.

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