4.2 Integrating Social Media and Mobile Technologies

4.2.1 Social Media:

Social media refers to online platforms and technologies that enable users to create, share, and exchange content in virtual communities and networks. Social media has become an integral part of modern communication, connecting people worldwide and providing a platform for various interactions. Social media refers to new forms of media that involve interactive participation. While challenges to the definition of social media arise due to the variety of stand-alone and built-in social media services currently available. Social media is impacting everything from a media and non-media standpoint.

4.2.2. Characteristics of Social Media:

Social media platforms share common characteristics that define their nature and functionality. Here are some key characteristics of social media:

1. **User-Generated Content** (UGC):

Social media relies on content created and shared by users. This includes text, images, videos, and other multimedia content.

2. **Two-Way Communication**:

Social media facilitates interactive communication. Users can engage in conversations, share feedback, and respond to content in real-time.

3. **Networking and Connections**:

Social media platforms enable users to connect with others, build networks, and establish relationships. This can include friends, family, colleagues, and even strangers with shared interests.

4. **Real-Time Updates**:

Information on social media is often updated in real time, providing users with immediate access to news, events, and personal updates.

5. **Multimedia Sharing**:

Users can share a variety of media, including photos, videos, GIFs, and audio clips, allowing for diverse and engaging content.

6. **Profile and Identity**:

Users create profiles that represent their identity on social media. Profiles typically include personal information, interests, and a timeline of activity.

7. **Privacy Settings**:

Social media platforms offer privacy settings that allow users to control the visibility of their content and manage who can access their information.

8. **Hashtags and Trends**:

Hashtags are used to categorize and organize content. Users can follow trends and discover content related to specific topics through popular hashtags.

9. **Notifications and Alerts**:

Users receive notifications for activities such as likes, comments, and mentions, keeping them informed about interactions on their content.

10. **Content Discovery Algorithms**:

Social media platforms use algorithms to curate and display content based on user preferences, engagement history, and trends.

11. **Emphasis on Visual Content**:

Visual elements such as images and videos play a significant role in social media. Platforms like Instagram, Pinterest, and TikTok are particularly visual-centric.

12. **Global Reach**:

Social media transcends geographical boundaries, allowing users to connect with people from around the world and access diverse perspectives.

13. **Advertising and Monetization**:

Social media platforms often provide advertising opportunities for businesses to reach their target audience. Monetization through sponsored content and ads is a common revenue model.

14. **Community Building**:

Social media fosters the creation of communities around shared interests, hobbies, or causes, allowing users to engage with like-minded individuals.

15. **Mobile Accessibility**:

Many users access social media platforms through mobile devices, making these platforms accessible anytime, anywhere.

16. **Collaboration and Crowdsourcing**:

Social media facilitates collaboration and crowdsourcing efforts. Users can collaborate on projects, seek input, and gather opinions from a large audience.

17. **Metrics and Analytics**:

Social media platforms provide users and businesses with analytics tools to track engagement, reach, and other performance metrics.

Understanding these characteristics is crucial for users to navigate social media effectively, businesses to leverage it for marketing, and policymakers to address regulatory and ethical considerations associated with these platforms.

4.2.3. Social Media Tools:

Tools	Objectives
Chat Rooms	• improve customer service • create sense of community • garner customer feedback
Blogs	• drive WOM recommendations • build meaningful relationships • increase loyalty
You Tube	• harness power of video to increase embedding of content in other sites
Facebook	• Advertising • develop a community • target specific audiences
LinkedIn	• connect with professional communities
Twitter	• customer engagement • conversation propagation
Google Wave	• increase collaboration and engagement • crowdsourcing
Four Square	• increase local and mobile connectivity • increase network engagement

Blogs:

A blog (a truncation of "weblog") is an informational website consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order so that the most recent post appears first, at the top of the web page. A blog post is an individual web page on your website that dives into a particular sub-topic of your blog. In addition, many blogs provide a forum to allow visitors to leave comments and interact with the publisher. "To blog" is the act of composing material for a blog. Materials are largely written, but pictures, audio, and videos are important elements of many blogs. The "blogosphere" is the online universe of blogs.

Twitter:

Twitter, Inc. was an American social media company based in San Francisco, California. The company operated the social networking service Twitter and previously the Vine short video app and Periscope livestreaming service. **X**, formerly (and still colloquially) known as **Twitter**, is a social media website based in the United States. With over 500 million users, it is one of the world's largest social networks. Users can share and post text messages, images, and videos known historically as "tweets". It is a microblogging service -- a combination of blogging and instant messaging -- for registered users to post, share, like and reply to tweets with short messages. Nonregistered users can only read tweets. People use Twitter to get the latest updates and promotions from brands; communicate with friends; and follow business leaders, politicians and celebrities. Businesses use Twitter for brand awareness and public relations -- part of their social media marketing strategy. Using Twitter helps businesses:

- interact with customers;

- provide timely customer service;

- monitor the competition; and

- announce new products, sales and events.

Businesses can also purchase promoted tweets -- or ads -- to help marketers reach more users or engage with followers. These tweets appear just like other posts but are labelled "promoted."

Facebook:

Facebook is a social media and social networking service owned by American technology conglomerate Meta Platforms. Created in 2004 by Mark Zuckerberg with four other Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes, its name derives from the face book directories often given to American university students. Membership was initially

limited to Harvard students, gradually expanding to other North American universities. Since 2006, Facebook allows everyone to register from 13 years old (or older), except in the case of a handful of nations, where the age limit is 14 years. Facebook allows you to **send messages** and **post status updates** to keep in touch with friends and family. You can also share different types of content, like **photos** and **links**. But sharing something on Facebook is a bit different from other types of online communication. Unlike email or instant messaging, which are relatively private, the things you share on Facebook are **more public**, which means they'll usually be seen by many other people. While Facebook offers privacy tools to help you limit who can see the things you share, it's important to understand that Facebook is designed to be more **open and social** than traditional communication tools.

LinkedIn:

LinkedIn is a business and employment-focused social media platform that works through websites and mobile apps. It was launched on May 5, 2003. Since December 2016, it has been a wholly owned subsidiary of Microsoft. The platform is primarily used for professional networking and career development, and allows jobseekers to post their CVs and employers to post jobs. From 2015 most of the company's revenue came from selling access to information about its members to recruiters and sales professionals. LinkedIn has more than 970 million registered members from over 200 countries and territories.

LinkedIn allows members (both workers and employers) to create profiles and connect with each other in an online social network which may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a connection. LinkedIn can also be used to organize offline events, join groups, write articles, publish job postings, post photos and videos, and more.

Whatsapp:

WhatsApp is free to download messenger app for smartphones. WhatsApp uses the internet to send messages, images, audio or video. The service is very similar to text messaging services, however, because WhatsApp uses the internet to send messages, the cost of using WhatsApp is significantly less than texting. You can also use Whatsapp on your desktop, simply go to the Whatsapp website and download it to Mac or Windows. It is popular with teenagers because of features like group chatting, voice messages and location sharing. The service was created by WhatsApp Inc. of Mountain View, California, which was acquired by Facebook in February 2014.

Instagram:

Instagram is an American photo and video sharing social networking service owned by Meta Platforms. It allows users to upload media that can be edited with filters, be organized by hashtags, and be associated with a location via geographical tagging. It also added messaging features, the ability to include multiple images or videos in a single post, and a Stories feature. Instagram began development in San Francisco as Burbn, a mobile check-in app created by Kevin Systrom and Mike Krieger. On March 5, 2010. In March 2020, Instagram launched a new feature called "Co-Watching". The new feature allows users to share posts with each other over video calls. In May 2021, Instagram began allowing users in some regions to add pronouns to their profile page. In April 2022, Instagram began testing the removal of the ability to see "recent" posts from various hashtags.

Podcasts:

A **podcast** is a program made available in digital format for download over the Internet. For example, an episodic series of digital audio files that a user can download to a personal device to listen to at a time of their choosing. Podcasts are primarily an audio medium, with some programs offering a supplemental video component.

A podcast series usually features one or more recurring hosts engaged in a discussion about a particular topic or current event. Discussion and content within a podcast can

range from carefully scripted to completely improvised. Podcasts combine elaborate and artistic sound production with thematic concerns ranging from scientific research to slice-of-life journalism. Many podcast series provide an associated website with links and show notes, guest biographies, transcripts, additional resources, commentary, and occasionally a community forum dedicated to discussing the show's content.

Forums:

A forum is an online discussion board where people can ask questions, share their experiences, and discuss topics of mutual interest. Forums are an excellent way to create social connections and a sense of community. They can also help you to cultivate an interest group about a particular subject.

YouTube:

YouTube is an American online video sharing and social media platform owned by Google. Accessible worldwide, it was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim, three former employees of PayPal. Private individuals and large production corporations have used YouTube to grow their audiences. Indie creators have built grassroots followings numbering in the thousands at very little cost or effort, while mass retail and radio promotion proved problematic. Concurrently, old media celebrities moved into the website at the invitation of a YouTube management that witnessed early content creators accruing substantial followings and perceived audience sizes potentially larger than that attainable by television. The major features include Audio/video file upload, Live Captioning, Reporting/Analytics, Social Sharing, Speech Recognition, Subtitles/Closed Captions, Text Overlay, Time Stamps etc…,

4.2.4 Integrating Social media and mobile technologies in Information System:

   Impact of Mobile technology on Social Media:
   - ➢ Mobile advancement has become a giant in the technology field, since apps were invented and Steve Jobs launched his iPhone, iPad, iPod series.

- Now most of the world actually prefers using the internet on their mobile devices than seated at computer.
- However mobile technology has just only started- there is so much more ahead of us.
- The key benefits of integrating the social media and mobile technologies include
    - Higher conversions
    - Higher engagement
    - More visibility
    - Lower marketing costs

4.2.4.1 Use of smart phones and Mobile Technology:

Smartphones and mobile technology have become integral parts of our daily lives, revolutionizing the way we communicate, work, access information, and entertain ourselves. Here are some key uses and impacts of smartphones and mobile technology:

1. **Communication**:

Voice Calls and Messaging: Smartphones allow traditional voice calls and text messaging, serving as basic communication tools.

Instant Messaging and Social Media: Apps like WhatsApp, Facebook Messenger, and others provide real-time communication, multimedia sharing, and social interactions.

2. **Information Access**:

Internet Browsing: Smartphones enable users to access the internet on-the-go, providing instant access to information, news, and online resources.

Search Engines: Mobile devices facilitate quick searches through search engines like Google, allowing users to find information rapidly.

3. **Entertainment:**

Streaming Services: Mobile technology supports video and music streaming services, such as Netflix, YouTube, Spotify, and others.

Mobile Games: Smartphones host a wide variety of games, from casual to high-end graphics, catering to diverse gaming preferences.

Podcasts and Audiobooks: Users can access and consume a vast array of podcasts and audiobooks on their mobile devices.

4. Productivity and Work:

Email and Calendar: Smartphones provide access to email and calendar applications, allowing users to stay organized and respond to work-related communications.

Document Editing and Cloud Storage: Mobile apps enable document editing, collaboration, and access to files stored in the cloud (e.g., Google Drive, Dropbox).

Video Conferencing: Mobile devices support video conferencing tools like Zoom and Microsoft Teams, facilitating remote work and virtual meetings.

5. Navigation and Location Services:

GPS and Maps: Smartphones offer GPS navigation and mapping services, helping users navigate, find locations, and get real-time directions.

Location-Based Services: Apps utilize location data for services such as local recommendations, weather updates, and personalized content.

6. Health and Fitness:

Fitness Apps: Mobile technology supports fitness and health-tracking apps, monitoring physical activity, sleep, and nutrition.

Healthcare Apps: Users can access healthcare information, schedule appointments, and receive telemedicine services through mobile apps.

7. E-commerce and Mobile Payments:

Online Shopping: Users can browse and make purchases through e-commerce apps, such as Amazon, eBay, and various retail platforms.

Mobile Wallets: Mobile payment services like Apple Pay, Google Pay, and others allow users to make secure transactions using their smartphones.

8. **Social Networking**:

Social Media Apps: Platforms like Facebook, Instagram, Twitter, and LinkedIn are primarily accessed through mobile devices for social interactions, content sharing, and networking.

9. **Photography and Multimedia**:

Camera and Photo Editing: Smartphones come equipped with high-quality cameras, and users can edit and share photos instantly.

Video Recording and Editing: Users can capture and edit videos directly on their smartphones, sharing content on social media platforms.

10. **Smart Home Integration**:

Smart Home Control: Mobile apps allow users to control and monitor smart home devices, such as thermostats, lights, security cameras, and appliances.

The widespread adoption of smartphones and mobile technology has transformed the way individuals and societies operate, offering convenience, connectivity, and access to a wealth of information and services at our fingertips.

4.2.5 Advantages of Social Media:

1. Global Connectivity:
2. Information Sharing and Awareness
3. Communication and Networking
4. Personal Expression and Creativity
5. Business and Marketing Opportunities
6. Educational Resources
7. Real-Time Communication:
8. Political and Social Activism
9. Customer Feedback and Support
10. Entertainment and Recreation

4.2.6 Disadvantages of Social Media:

1. Privacy Concerns
2. Misinformation and Fake News:
3. Cyberbullying and Harassment
4. Addiction and Time-Wasting:
5. Comparative Social Pressure
6. Security Risks
7. Impact on Mental Health
8. Loss of Face-to-Face Interaction:
9. Fake Profiles and Identity Theft

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