Social Media: The Technological Advancements

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ABSTRACT

Social media refers to websites that enable the formation of relationships between users of different backgrounds, based on a complex social structure. Inquiry and decision-making are aided by user-generated content. Due to the importance of social media to a variety of stakeholders, it has attracted the interest of researchers from a variety of domains, including information systems. There is no comprehensive assessment of the study of social media that incorporates and synthesises the findings. The majority of the studies evaluated here look at how people use social media, how reviews and suggestions work, and how it might be used for organisational objectives. In addition, many studies have looked into the effectiveness of online communities/social media as a promotional tool, while others have looked into various aspects of social media, such as the risks associated with its use, the value it creates, and the negative stigma associated with it in the workplace. Prior research has looked on the usage of social media for sharing of information during crucial events, as well as for seeking and/or rendering assistance. Political and public administrations are two other situations, as is the comparison of traditional and social media.

KEYWORD: Social Media.

INTRODUCTION

Social media develops relationship between users from different backgrounds, resulting to form an unshakeable social structure. The leading

output of this social structure is the generation of gigantic amount of information, offering users exceptional service value proposition. However, there is a drawback of such type of information because sometimes so many products are available on the social media which is unfit for the general public to choose the right product at the right time. People rely on social media for everything, from daily news and updates on critical events to entertainment, to connect with family and friends, to get reviews and recommendations on products/services and places, emotional needs fulfilment, workplace management, and keeping up with the latest in fashion trends etc. When we think of social media, we usually think of Facebook, Twitter, WhatsApp, YouTube, Instagram, Pinterest and LinkedIn. These apps are powered by user-generated content and have a huge impact on everything from buying and selling habits to entrepreneurship, political issues, and venture capital (Greenwood and Gopal 2015). With 1.97 billion monthly visitors as of April 2017, Facebook holds the enviable position of being the world's most popular social networking platform (Statista 2017). In addition to posts, social networking platforms are inundated with photo and video uploads; according to current figures, Snapchat receives approximately 400 million snaps every day, with around 9000 photos being uploaded every second (Lister 2017). Two million businesses use Facebook advertising, despite the fact that 50 million firms have Facebook business pages. According to reports, 88 percent of businesses utilise Twitter for marketing (Lister 2017). Wikis, blogs, microblogs, social networking sites, virtual worlds, and video-sharing sites, to name a few, have all been labelled as social media (Kaplan and Haenlein, 2010).

Social media encompasses a wide range of Information and Communication Technologies (ICT), but its common denominator is the ability to link people across traditional boundaries such as geography, time, and other factors. They "represent one of the most revolutionary effects of information technology on business, both inside and outside firm borders," according to the report (Aral *et al*., 2013). Digital technologies are transforming the structure of social relationships in both the consumer and business worlds through social media and social networking (Susarla *et al*., 2012).

For development and innovation, social media creates a much more complex and dynamic ecology (Gnyawali *et al*., 2010). Individuals might also connect through social media. KMS, whether organisational or technological tools, are methodologies and cost-effective software products that facilitate knowledge integration among people, processes, technology, and

organisational structure (e.g., brainstorming, document management system, content management, expert systems) (Centobelli *et al*., 2017; Fink and Ploder, 2009).

The GDSS is a collection of information systems that help management teams structure ill-defined problems, analyse them, and make group decisions. They help management teams make better decisions by giving them the technology they need to produce and organise ideas in a collaborative environment, identify priorities, and resolve conflicts (Wang and Reani, 2017). GDSS and KMS are tools that social media can utilise to build relationships and increase knowledge-related abilities because social media involves information, knowledge, and networking.

REVIEW OF LITERATURE

Kapoor, K.K. *et al.* (2018) examined that social media comprises communication websites that facilitate relationship forming between users from diverse backgrounds, resulting in a rich social structure. User generated content encourages inquiry and decision-making. Given the relevance of social media to various stakeholders, it has received significant attention from researchers of various fields, including information systems. There exists no comprehensive review that integrates and synthesises the findings of literature on social media.

Kaur, J. and Gupta, D. (2018) highlighted the importance of social media in the sphere of education, and hence in national development, was stressed. It has been investigated how to use social networking and other social media platforms to assist instructors in providing a balanced education. The findings revealed that different social media tools have deeper educational benefits. Educational institutions, on the other hand, have been hesitant to adopt new technology. It should be mentioned, however, that this is a pilot study in the relevant subject.

Woolley, S (2013) investigated the impact of technological advancements and the convenience of social media on the study abroad experience. It looked into whether smart phones and their capacity to access the internet remotely on the go had a beneficial or bad impact on the study abroad experience. The findings revealed that technological advancements have had a beneficial impact on the overseas experience due to the simplicity it provides users in communicating and accessing information when on the move. However, the pervasiveness of social media was shown to have a

detrimental impact on the study abroad experience; people often seem more interested in documenting an event for the internet than completely appreciating the moment while abroad, according to the study.

SYNTHESIS OF THE LITERATURE

Social media research is rapidly evolving. Various themes were found throughout the examination of the nominated articles based on the parallels observed across the subjects addressed in social media research.

1. Behaviours and Consequences of Social Media Use

Many researchers have looked at the behavioural aspects of social media, and some have discovered variables that prohibit users from continuing to use it.

According to a review of studies on this topic, IS researchers have been focusing on the dysfunctional influence of social media adoption since 2010, including addiction, stress, excessive workload, and others. The researchers looked at how people used platforms like Facebook, Twitter, MySpace, and Flickr. The research in this category have also looked at media content such as pictures, videos, and tweets.

2. Social Media Sites for Reviews and Recommendations

Product/service reviews and recommendations are a common feature of social media networks. People are starting to rely on the experiences of others before making purchases, visiting a location, or looking for a place to stay. These types of internet reviews are a great way to add to the knowledge on a product or service.

Overall, the studies show that a buyer's risk attitude often moderates the influence of review volume. Most researches show that combining a consumer's interest with available reviews aids consumers in selecting products/services that provide the best value.

3. The Impact of Social Media on Organizations

The role of community composition and structural patterns in using social media for marketing objectives is explored in this area. In the digital content sector with a growing user base, it is critical to successfully integrate social computing with content distribution for successful social media deployment. In most research, genuine consumer dialogues are regarded as a key feature of social media marketing. E-marketers can also target specific clients based on demographic trends and comparable interests by identifying groups of

customers across social media sites, such as users of a forum/group or organisation.

4. Participation in Online Communities and Social Media

The majority of the research in this area focuses on evaluating data from blogs. They stress the importance of word-of-mouth marketing, which is linked to user pleasure. These studies also show that within such online communities, user engagement and satisfaction play a parallel and mediating function.

5. The Dangers and Concerns of Using Social Media

Risks connected with social media use have a social contagion effect, according to the studies reviewed here. According to recent studies (2014–2016), audiences should be educated about the dangers of revealing too much personal information on social networking sites. They advise government entities to keep consumers aware, as well as social media sites to restrict some security aspects. Privacy settings must be defined and controlled across all of the existing social networks.

6. Stigmatization Associated with the Use of Social Media

These studies suggest that social networking enables workplace employees to speak in a common language and to trust one another. Another growing notion emphasises the need of policy and the use of socialisation and leadership-based procedures to address any issues that arise as a result of differing workplace values. Many of these studies are looking into the cognitive aspects of social bonds that help to foster social partnerships and innovation.

7. Help/Support via Social Media

The studies demonstrate that social media can be used to increase public participation and transparency. To obtain insights related to government transparency and political campaigns, the majority of these studies used methodological frameworks and modelling tools to identify communicative clusters and structures.

CONCLUSION

It is critical for strategic information systems research to probe into the competitive situation of dynamic social systems, as information systems are now moving beyond organisational outer fringes becoming a part of the larger societal context. Extrinsic rewards are being introduced into online communities that do not restrict individuals' inherent motives. The research of the interaction between extrinsic and intrinsic rewards in such

communities should be expanded, specifically in terms of their potential to develop and sustain members' intrinsic drives. From an organisational standpoint, social media research should focus on reimagining website visitors as an ecosystem of stakeholders, rather than the traditional dyadic understanding of the interaction between an internet community and a corporation.

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