# A Review of Use of Social Media and its Significance

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**ABSTRACT:** Recently, Social media has been a trending topic which are frequently discussed by the researchers. People love to use social media frequently for acquiring gratification and satisfaction in their daily life. Social media has a tendency to spread any kind of information within few seconds and also used for sharing their knowledge with others. This has become a popular medium for communication and interaction within the individuals. The way of using social media differs from a person to person, it can have both good and bad consequences, as sharing wrong information can significantly affect the society. This paper demonstrates the significance of the social media for establishing advertisements of various products and services, improving the knowledge, maintaining the relations with friends and families and role of social networking sites in student's adjustment in the college at the beginning of first semester.

**KEYWORDS:** Social media, Information, Knowledge, Pleasure, Advertisements, Marketing, Students, Social networking sites.

## I. INTRODUCTION

Nowadays, use of social media by the people has been significantly increased. People are addicted to social media as it is used frequently. Social media provides pleasure and satisfaction to the people in the form of any kind of social information, wherein an individual can be able to share the information, opinion and knowledge to others conveniently. It can be also used as a tool for entertainment wherein the user can be able to play games, watch movies, serials, etc. Social media also plays an important role in marketing, as people can be able to share any advertisements of product, business or any kind of new emerging organization on the social media easily. As people had a habit to use social media frequently, the advertisement sill be noticed easily by the people and they will share that particular advertisement with their friends, colleagues and family members. This chain of sharing the advertisements will remain extending [1].

Consumers can be able to contact the owner of the products or the marketers easily with the help of the social medial. A theory related to the gratifications and the uses has been introduced in the literature of the communication which has proved to be beneficial for the marketers to grow their business in this competitive environment. It has been concluded from the theory that, for acquiring the pleasure, people use social media which can fulfil their needs. But the theory does not provide much importance to the literature of social media and marketing. The reason behind the frequent use of social media and pleasure acquiring due to its can be identified by implementing the theory of gratification and the uses of social media.

Various systems were introduced to define the gratification and the uses of the social media, wherein the system comprises of several subject matters such as relaxation, convenience utility, communicatory utility, information seeking, passing time, social interaction and entertainment which are further described in detail.

**Relaxation:** Many people use social media for the purpose of relaxation. More specifically to reduce the mental stress generated due to the daily routine of their respective work. Most of the times, people use to watch the TV shows, movies or serials on television to acquire pleasure that is helpful to refresh their mind. Based on certain theories proposed by the researchers it was found that relaxation and entertainment are two different terms, wherein the entertainment relates to enjoyment and relaxation gives relief from stress [2].

**Convenience utility:** Social media provides pleasure and satisfaction to the people in the form of any kind of social information, wherein an individual can be able to share the information, opinion and knowledge to others conveniently. Hence, any advertisement can be shared among the group of individual conveniently within less

amount of time. Any activities of shopping can be pursued conveniently with the help of the internet websites offering the products which can be purchased online [3].

**Communicatory utility:** The social media provide the facility of communicating with the individuals and sharing the information with them. Several websites associated with the social media were termed as important module used for sharing the information and sending the messages to each other with the help of the internet. The researchers describes the usefulness of the social media in the form of conversational value [4].

**Information seeking:** Whenever an individual is unaware of certain information, social media proved to be useful for fetching such kind of required information immediately with the help of the internet within less period of time which also enhances the education of that particular individual. Researchers describe the way of gathering information through the internet for the people who are seeking for self-education [3].

**Passing time:** The theory of gratification and the uses can be describing as use of social media to relieve boredom and to keep oneself busy apart from the work. "Passing time" this title was decided on the basis of gratification and uses for watching television. Researchers have come across this factors in their proposed theory of gratification and uses of the social media and states that "use the internet when one has nothing better to do."

**Social interaction:** The word "Social interaction" itself describes the use of social media for communicating with each other among the individuals, wherein an individual can meet any other individual of their interest and "keep up with what is going on". This title has emerged from the study on the duration of the website and motivation of social interaction.

**Entertainment:** "Entertainment" is termed as the most common use of the social media where people acquire immense pleasure from it, as it provides enjoyment to them. According to the researchers, the relevant factor for the use of internet is known as "escapism", it can be also described as enjoyable, fun and pleasurable.

**Social media support for the student's adjustment in college:** Social media has proved to be essential for the enhancement of the student's adjustment in the college at the beginning of the first semester. Social network helps a lot to make the student comfortable in the college during the beginning of the first semester, as there is lack of lack of efficacy and preparedness related to their future achievements at the college. Social media can provide the platform to the students, where they can actively in each and every activities by asking and answering the questions. This will definitely enhance the potential ability and confidence of each students in college at the beginning of their first semester [5].

Many such programs were adopted by the universities which are performed in the college campus to make the newly arrived students comfortable and increase their confidence. As soon as the social media has been emerged, it provided an opportunities for organizing a "peer-support" networks before the students arrives into the campus, implementing in different ways which was not possible before without the influence of the social media.

Various websites of the social media network have been established by the students and faculty staffs of the university which have been distributed in the campus. Researchers have found that the social network sites especially Facebook has proved to be effective to share the links of their newly established website and share among the newly arrived students in the campus. Students acquire social benefits from the sites such as Facebook. There exists certain kinds of the social capital that are associated with the use of Facebook, wherein the "social capital" is termed as the effective resources that enhances the relationship with the others.

Having the newly arrived students connected with the students already studying in the college at the social networking sites can help the students entering in the college at the beginning [6]. "Facebook" is the most essential form of social networking site that will help the students to enter in an environment which is not familiar to them. Researchers have argued that "Facebook" has "become a significant site for the informal, culture learning of 'being' a student, with the experiences accessing the roles to be learned and with online interaction, identities shaped and values understood." The college's socializations can be promoted by using this social networking sites [7].

But that doesn't mean that increase in the use of this kind of "social networking sites" will leads to positive outcomes. Some of the college students will post their activities on the social networking sites which consists of the photos of excess deinking behaviour which are not good for the newly entered students in the college, they will have bad influence on it. The Students should be able to live in a healthy and positive environment.

Web logs, blogs, and online personal journals, these kind of additional social networking sites can also help the students to develop their educational knowledge. So the researchers suggest the students to follow such kinds of the networking sites so they can feel comfortable in the classrooms. "Blogs" can be beneficial for maintaining good relations with the friends and the family members. It can be also used in the student's academic curricula to

make the students work together and enhance the thinking capability of the students. Some researchers states that "Blogging may function as a safe space where people seek out others for mutual feedback and support, fostering a sense of help and security". Recently, many such websites like WhatsApp, Instagram, snapchat, etc. have been emerged which provide more convenient facilities for sharing the information and communicating with others.

## II. LITERATURE SURVEY

The term "Social media" can be described in many form, wherein one of its popular definition is "a group of internet-based applications that create technical and ideological foundations of Web 2.0, and that allow the creation and exchange of user generated content." Consultants and the marketers of various companies are seeking for an effective way to acquire profit from the business by using the tools of social media such as YouTube, twitter and Facebook. The researchers have described the basics of the social media and its benefits in the industrial growth [8].

Many kinds of information have been provided by the social medial to the users, wherein the users can be able to share the information, opinion and knowledge with other conveniently. This information may also be regarding the new emerging services, brands and products launched in the market. As the sites associated with the social media are not much expensive, it can be used at free of cost, such available sites are Twitter (which are to be termed as blogging sites), Facebook (which is to be termed as social networking sites), YouTube (which is a site used for sharing the videos), Flickr (which is a site used for sharing the photos) and so on [9].

The advertisements which are generated by the consumers are termed as challenging aspects for the consumers, as these advertisement comprises of the online content which is generated by the user. Certain analysis were conducted between the consumer's and the viewer's response towards the advertisement which are generated by the consumer, this analysis is pursued with the help of the conversations on each web-page of the advertisement generated by the consumer. This conventional methods have found to be more convenient for understanding the opinions regarding the advertisement generated by the consumer [10].

The network associated with the social media can be termed as the "communication mechanism" that enable the user to communicate with billions of people located around the world. In the today's world of Internet there exist great importance of social media which ae very useful for the marketers, as the content regarding the services or the product has been shared easily among the individuals with the help of the world-wide web. This literature study demonstrates the behaviour of the college students by collecting their opinions regarding the identification of active innovators in marketing environment [11].

Certain systems or methods were introduced to describe the gratification and the uses of the social media acquired by the people with the help of the internet. Wherein the system comprises of several subject matters such as relaxation, convenience utility, communicatory utility, information seeking, passing time, entertainment and social interaction [12].

## III. CONCLUSION

Social media plays a very important role in the life of the people, people rely on the social media for acquiring the pleasure and for reliving the mental stresses generated due to daily work routine. It has also proved to be beneficial in marketing and advertisements of any newly emerged product and services. It provides a convenient facility to the user to fetch and share any kind of required information within less period of time. The social networking sites Facebook have proved to be very useful for the students at the beginning of their first semester. Web logs, blogs, and online personal journals, these kind of additional social networking sites can also help the students to develop their educational knowledge and for maintaining god relations with the family members and friends.

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