

JIGNASA STUDENT STUDY PROJECT

TITLE: SOCIAL MEDIA

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DECLARATION

We do hereby declare that the work presented in this study project entitled “**SOCIAL MEDIA**” is an original one and has been carried out by us in the Department of Computers G D C Peddapalli, Dist: Peddapalli and has not been submitted either in part or in full for the award of any Degree or Diploma of any University earlier.

Date: 15th

December 2021

Place: Peddapalli

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CERTIFICATE

This is to certify that the JIGNASA-Students' Study Project entitled "**SOCIAL MEDIA**" is an original one and has been carried out by **T.JYOTHI -BCOM III YEAR , CH.RAMYA -BSC MPCS III YEAR, G.SOUMYA-BCOM -II YEAR , T.ARUN KUMAR-BSC MPCS II YEAR and K.AJAY-BSC BZC -I - YEAR** in the Department of COMPUTERS, GOVERNMENT DEGREE COLLEGE ,PEDDAPALLI Dist.: PEDDAPALLI, Telangana and completed under my supervision. It is a bonafide work done by them and has not been submitted elsewhere for the award of any Degree or Diploma or Competition. This study project is of the standard expected and I strongly recommend that it may be sent for evaluation.

Date: 15th December 2021

Place: Peddapalli.

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Abstract:

Social media has become an indispensable tool these days. The following students have gathered the information and continued the project with a focus on social media and its impact.

The project has given us the opportunity to learn about social media, its various types, and its applications. The introduction part contains a definition of social media and its impact.

It concludes with the negative impacts of social media.

I. INTRODUCTION

WHAT IS SOCIAL MEDIA?

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration.

II. IMPACT OF SOCIAL MEDIA

Social media is a powerful revolution that has changed our lives *all* round; it has changed the way that we socialise, conduct our businesses, engage in political affairs, build professions and set job recruitments.



1. SOCIALIZATION

With the use of platforms like Facebook, Twitter and Instagram, how people socialize has been *greatly* revolutionized. It has made it easy to connect to our family members, friends and relatives on a real-time basis.

With social media, people can share pictures and videos and communicate with their close ones. This has strengthened relationships and it is bringing families together in a way that was not possible in the past.

Families, friends, relatives and businesses have the opportunity to share skills and improve on different proficiencies. Additionally, people get to make and meet new friends.



2. BUSINESS

Businesses have greatly been impacted by social media — from marketing to interacting with customers on a timely basis. A business that has embraced the use of social has a definite edge over its competitors.

The online platforms are a less expensive way for businesses to advertise their offerings on a real-time basis and to attract more customers. It has made it easy for businesses to reach out to a wider customer base and improve customer loyalty through different programmes.

Easy access to customers gives businesses the leverage to retain existing customers *as well as* to attract more. This leads to great market share and greater profit margins and some good bucks for businesses.

Through interaction and feedbacks by businesses to their customers, they can understand the market quickly and adopt new strategies, as well as conform to the dynamic customer's tastes and demands.



3. POLITICS

Social media has impacted politics in **many** ways. Nowadays, it is where most people get their news; in some cases, this is *before* the media houses do. It is the medium that gives the easiest access to political and other news.

These online platforms also allow people to air out their political grievances to their political leaders and demand for actions to be taken. It is also a medium where political campaigns are carried out and even political unrests are most felt.



4. JOB HIRING

Social media has impacted job recruitments significantly. The majority of companies make their hiring decisions based on one's social portfolio. Recruiters also use online networks to post job vacancies through which they get their ideal candidates.

It has also made it easy for job seekers to get access to job posts. This is evident on platforms like LinkedIn, where job seekers can create their profile containing their skills and see what job opportunities recruiters are posting.



5. EDUCATION

Many professions and skills have been built and learned through social media. There is a **massive** increase in online learning where one can easily learn a skill and build a strong profession around it. The existence of social media has led to an increase in the number of people undertaking distance learning, as well as academic offerings such as writing services.



III. TYPES OF SOCIAL MEDIA

With so many social media channels out on the World Wide Web, it can be difficult to choose what works best for your business. Should you be on all of them? Do you have the budget and the resources needed to operate on several channels? Which types of social media sites are in alignment with your marketing goals? What type of social media users are you trying to reach?

1. Social Networks - Connect with people
2. Messaging Apps - Message privately
3. Photo/Media Sharing - Share photos, videos and more
4. Blogging & Publishing Networks - Long format content
5. Interactive Apps - Connect, create and share content
6. Discussion Forums - Share knowledge, news and ideas
7. Bookmarking & Content Curation - Discover, save and share content
8. Review Network - View and publish reviews
9. Social Shopping Networks - Shop online
10. Interest Based Networks - Explore hobbies and interests
11. Sharing economy networks - Trade goods and services
12. Audio only apps - Join discussions, share ideas and knowledge on audio
13. Anonymous Social Networks - Post anonymously

1. Social Networks

The primary goal of social networks is to help you connect with people, build communities and groups, share ideas, interests, and information. What started as simple services, have now become a mandatory part of any social media marketing strategy. The benefits of using social networks are to increase awareness, relationship building, market research, lead generation etc.

A. Facebook:

This social media giant requires no introduction. With more than 2 billion active users, Facebook lets you connect with people and brands, create or join groups, share photos, videos, and links, go live and find events nearby. It also has a marketplace that lets you buy and sell locally as well. Since Facebook was primarily created to connect people, brands have a tough time with visibility. But that can be compensated for if you have a good marketing budget as Facebook gives you the opportunity to create great ad campaigns.



B. Twitter

Twitter is a type of social media that lets you share text-based content, videos and images. Over the years, it has become a source to get the latest updates on any current topic including news, entertainment, sports and even politics. The real advantage of Twitter is that it lets you share content in real time. One drawback is the 280 character limit unlike most other sites that do not have this limit but it lets you keep your message short and crisp.

Twitter has currently become the go-to for customer service as you find people directly messaging brands for quick online resolutions. It's a great way to build your brand image and show your consumers that you care.



C. LinkedIn

It is not all about searching for a job or uploading your resume for prospective job hunters. This professional social media site lets you share content in the form of text, links, photos or videos, network by connecting with users and businesses, build your brand and position yourself as a thought leader and authority in your industry.

What Makes LinkedIn
So Popular in India?



2. Messaging Apps

With features for calling, creating groups, broadcasting messages to multiple users, exchanging money and the option of creating chatbots, messaging apps could help your business in more ways than one.



3. Photo & Media Sharing Apps

A. Instagram

What started out as just a picture sharing site has now culminated into a media sharing giant. Through Instagram, you can share photos, videos, and stories with a myriad of different filters which you can save as Highlights under your bio. You can also publish 30 second vertical videos called Reels, post on IGTV for long format video content and even go live!

It also lets you connect your account to Facebook, Twitter and other social media apps and cross share your content directly. You can even connect privately with other users through direct messaging.

As a brand, you can create an Instagram Business analytics for your posts to improve your marketing strategy. You can even advertise and promote your posts via Facebook Business Manager or boost posts directly through the app.



B. Imgur

Launched in 2009, Imgur (pronounced image-ur) is an image and GIF sharing media network that lets you create and browse visual content that mainly consists of memes. There are no 'friends' or 'followers' on Imgur, just users, and the content on Imgur is promoted via up votes by its users. Content that is found to be of little value, is down voted. This democratic approach to content is what makes Imgur a very niche community.



C. YouTube

While not officially a search engine, after Google, the second most number of searches happens on YouTube. Their statistics speak for themselves. YouTube hosts a variety of video content ranging from TV shows, to commercials - if it is in a video format, you will find it on YouTube. Creating and sharing your video content is easy and you have the option of going live too. As a business, YouTube offers you excellent SEO and provides all the analytics you need - all for free. More so, you can even advertise on YouTube to increase your reach.

The key to winning on YouTube is either providing value to your subscribers or entertaining them.



Depending on what your business does, you can create tutorials, plan a product launch and publish the video as a premier while uploading videos, plan live sessions or create interesting videos around your product. The creative possibilities of using YouTube to leverage your business are endless.

D. Vimeo

Vimeo is a video sharing platform that provides businesses with tools they need to create, share and market high-quality videos. It offers you a more community driven audience that prefers quality and shares valuable inputs. You also don't have to worry about pre-roll ads because Vimeo doesn't allow it. It has great customizable options and good audio-video quality. By subscribing for their paid packages, you can access premium features that include technical support, using a custom player logo, powerful analytics et al.

If you're new to video marketing and have little expertise, a paid Vimeo account can offer you personalized support from their team. It also offers you very specific privacy options which can be quite useful if you want to embed your video on just one site, password protect it or adjust viewer permissions. If you have videos that are very specific to your brand like introductions, explainers, product videos or testimonials, Vimeo is the way to go, given the quality and customizations it offers.



4. Blogging & Publishing Networks

If your business does not have a blog, you might want to consider getting one. Having a tight content marketing strategy enables you to establish yourself as a thought leader by carving out a niche of readers who find value in your content. More so, it can help you with SEO, increase awareness about your business by sharing insights and knowledge as well as generate content you can cross-promote on other social media channels such as Facebook and LinkedIn. A blog can become the backbone of your content marketing strategy.

For instance, the Etsy Blog publishes the success stories of its users among other content that ties back to their store. It's a brilliant way to attract more users and meet your business objective.

If you choose to host on your website, WordPress and Hub Spot is your best option. You can build a truly customized website that speaks your brand language. With the option of various plugins, you can drive the engagement you want without worrying too much about server management and the tedious backend checks.

If you choose to host your blog independently, then Tumblr and Medium are definitely the types of social media you should go for. Tumblr is a microblogging website that lets you post multimedia and other content such as text, quotes, links, chats and even audio to a short-form blog that other users can discover and share. Posts here can be liked, commented on and re shared. Tumblr is a great website if you're looking to publish less wordy, entertaining content that appeals to a younger audience.



5. Interactive Apps

These types of social media allow users to share photos and videos with a variety of experimental features that include AR/VR filters, music overlays and other interactive features.

A. Snapchat

Snapchat was responsible for popularizing the stories format when it launched. It lets you share pics and short videos known as 'snaps', with the peers you've added, using multiple filters. A snap you share to your stories is viewable for 24 hours. Within private messages, your snaps disappear after the person you've sent it to has viewed them.

Snapchat has an interesting feature called Discover where you can view your friends' stories, Our Stories - which is a collection of Snapchats submitted by different users, Publisher stories by Snapchat's media partners and Shows which are stories by TV Network partners. VICE was one of the first users to partner with Snapchat and be featured on their Discover page. Currently with more than 8m subscribers, they share news, documentaries and utilize the quiz feature within Snapchat too.



Snapchat also offers you powerful advertising tools which can help you drive sales get leads or reach a wider audience. All you need is a Snapchat Ad Account. This tutorial can help you get started on your first Snapchat ad.

B. TikTok

In just a few years, TikTok has established itself as one of the biggest social media platforms that hosts over 1 billion active users. You can use TikTok to create and share less than 60 second videos which can range from lip-syncing, dancing, fitness, voice overs and the ability to collaborate with or comment on other users' content.

TikTok is versatile, authentic, appeals to local audiences and is short and concise. Plus, cashing in on the latest trends is a good way to improve visibility on the platform.



6. Discussion Forums

Discussion forums are one of the earliest types of social media. These websites aren't very welcoming of direct advertising, but can become a valuable space to gather market research, build a community, get honest customer feedback, build trust and generate leads. You will not find brand pages here like you do on other types of social media. You create individual accounts with basic information.

Discussion forums like Quora and Reddit follow a simple Q&A format where answers that are of value to the community get up voted while unfavorable ones are down voted. You can also opt for paid ads on these platforms. But, it does get a little tricky for brands as promotional content can get down voted.

A. Reddit

If you are new to Reddit, a user account is represented as u/"username" and then there are subreddits which are represented as r/"topic". Subreddits are communities generally dedicated to a single topic, issue or query. As an active contributor in these communities, you will earn Karma Points when you comment, share links and get down voted or up voted. Karma Points are like scorecards for Redditors.



From Netflix's user profile, you can see how many Karma Points and Awards they've received from the Reddit community for being active contributors.

B. Quora

Quora follows the same Q&A mechanisms as Reddit. You can use Quora to build your brand image. The trick here is to follow Topics that are related to your business.

Once you're following topics, you can search for the right questions to answer. You need to be careful about not sounding too promotional or else you will get down voted. Since there are no brand profiles on Quora, you will have to get your employees or preferably someone in the top management or an industry expert to answer the questions you pick. The answers can be followed up with a CTA to direct them to your website. Give out as much information as possible without any fluff to get your answers up voted. More up votes means more visibility.



7. Bookmarking & Content Curation

These types of social media networks help you discover save and share content and can easily become your go-to channels for ideas, news, hot topics and trends.

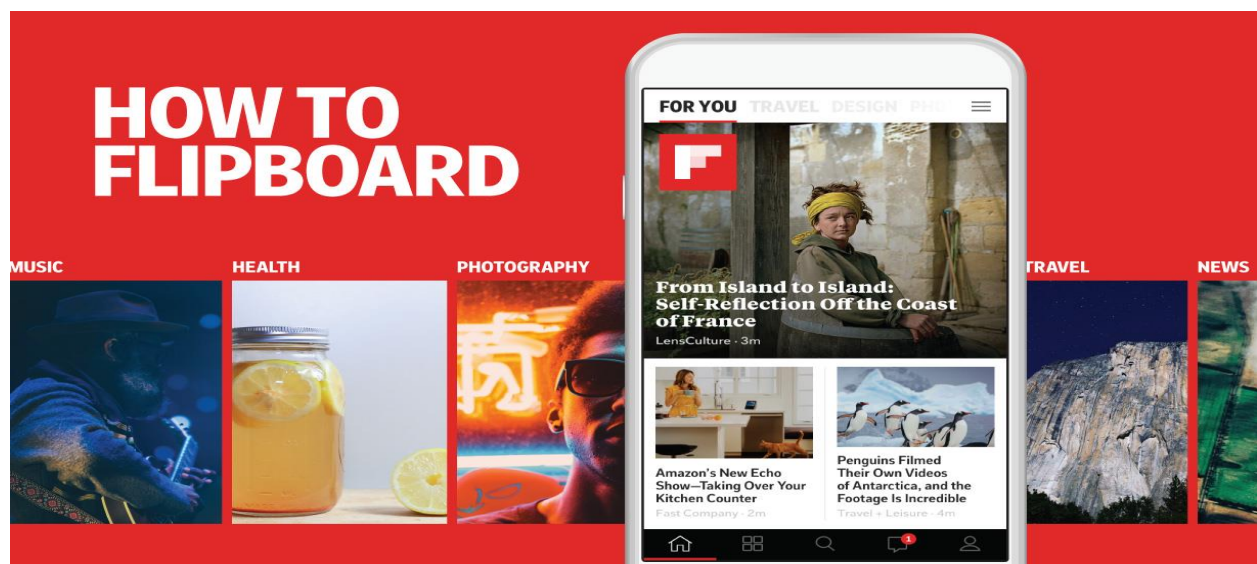
A. Pinterest

One of the world's leading platforms to share ideas and find inspiration, Pinterest functions as a visual search engine. With an interesting UI, Pinterest functions using "Pins" that are essentially visual bookmarks that you collect on "Boards". A Pin could contain an image, a video, an infographic or could link back to a source. You can create a collection of Pins, from another source, on a specific Board, which essentially functions as a category of items or ideas. Boards help you organize your pins and as a business, it makes it easier to help your audience find what they are looking for.

B. Flipboard

Founded in 2010, around the same time as Pinterest, Flipboard is a content curation website that allows you to pick topics that interest you, ranging from news, entertainment, tech, design, etc. and flip them into a magazine. A magazine is a customized collection of the stories you pick and helps you access/organize them in one place. You can have multiple magazines for each of your interests.

As a platform that is driven by news, information sharing and hot topics, it is a little less about visual appeal, unlike Pinterest. By creating and curating content that is current and relevant to your industry, you can establish yourself as an expert and drive more traffic to your website by sharing links.



10. Interest Based Networks

Unlike other types of social media that cater to a wide variety of topics, interest based networks focus solely on a single area of interest, be it books, music or home design. If you have a very specific niche, interest based networks can help you specifically target the right audience.

If you have a very specific target audience, an interest based network can help you connect with an audience looking specifically for your service as well as keep up with current trends.



11. Sharing Economy Networks

People don't want to own things anymore sharing services. It's a perfect tech enabled online solution for those wanting to save money and those wanting to make it. For this sharing economy networks solve that issue. It enables individuals to save money by connects drivers to users who need a ride, all from the convenience of a mobile app. You even have the option to share feedback on your ride by providing ratings.

Like interest based networks, sharing economy networks also cater to specific niches. So venturing into these types of social media is only possible if you fit into those specific industries.

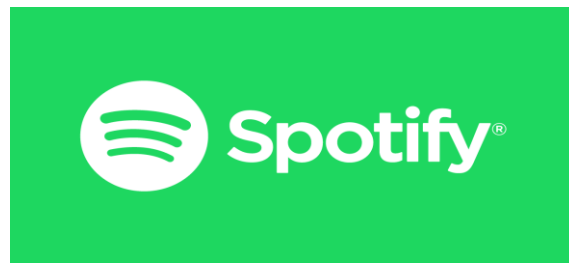


12. Audio Only Apps

There are many people out there who listen to podcasts regularly. You might be one of them too! As the name of this category suggests, it is audio only. Apart from your profile picture, your content does the talking for you - literally!

By creating a room or joining a club, you can stay up-to-date with what's happening, listen to experts, find people with the skills you need, give free advice and probably even get new business! The possibilities are endless.

- Ex: clubhouse , Spotify



13. Anonymous Social Networks

If you're looking for new potential spaces or social media networks or users, these are the kind of networks where you won't find them. As the name suggests, anonymous social networks let you post anonymously. Sites like Whisper and 4chan are prime examples.

As these sites allow you to post anonymously, there is no accountability for the user and these networks can easily become sites for cyberbullying, to vent, gossip or snoop - all of which don't do much for any business or brand.

- Ex: Whisper and 4chan



THE NEGATIVE IMPACTS OF SOCIAL MEDIA

There are, however, negative impacts caused by social media. Despite it being a platform through which we socialize, run our business and understand political affairs, here are some negative results to take into consideration:

- Through sharing personal information, one's privacy is at risk of impersonations, theft and stalking — among other vices. Nowadays, companies use social media to gauge job seekers. Posting anything abusive or embarrassing could make you lose that job opportunities, because 'the internet never forgets'.
- Online social platforms are *addictive* and this has drastically reduced productivity at workplaces. It impacts negatively on companies as they incur losses.
- In some instances, it has made some people — especially the introverts — to rely too much on the virtual world as opposed to the real world.
- Cyber bullying is another worrying impact of social media. Results of cyber bullying have seen victims falling into depression and, in more radical cases, has cost them their lives.
- Since information travels faster online, a piece of false information could quickly reach a big number of people and cause great panic among the recipients.

IV.CONCLUSION:

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration.

Social media is a powerful revolution that has changed our lives *all* round; it has changed the way that we socialize, conduct our businesses, engage in political affairs, build professions and set job recruitments.

There are innumerable types of social media available at present. It is up to the individual to decide and use the most suitable means to propagate and execute once ideas and plans.