СОЦИАЛНИ МЕДИИ: КОНЦЕПЦИИ, ПРОБЛЕМИ И ПОСЛЕДИЦИ

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Резюме: Тази статия изследва социалните медии, техните концепции и как се отразяват на хората. Докладът подчертава ключовите проблеми и предизвикателствата на социалните медии като се фокусира върху това колко социалните медии са повлияли на нашия начин на живот и всичко около нас.

Ключови думи: социална медия, методология

SOCIAL MEDIA: CONCEPTS, ISSUES AND IMPLICATIONS

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Resume: This paper studies social media; its concepts, and how people are been affected by it. It highlights the key issues, and challenges of social media. And focuses on how much social media has affected our lifestyles, and everything around us.

Key words: Social media, methodology

INTRODUCTION

In today's society, the use of social media has become a necessary daily activity. Social media is typically used for social interaction and access to news and information, and decision making. It is a valuable communication tool with others locally and worldwide, as well as to share, creates, and spread information.

One of the most common terms we come across these days is; social media. Somehow, it has become an integral part of our daily lives and in fact many people in the world today as just obsessed with it.

Nowadays, social media is a trend. All businesses are using social media, in order to grow up, and let their customers engage more within their products and services.

Social media are Internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others.

This paper, aims to seek the opinion of audience about social media on various aspects and studies, the way, these audiences, interact.

A VARIANT OF DATA COLLECTION METHODOLOGY

This part of the paper describes the methodology of the study. The thesis is based on information collected from primary and secondary sources.

The main reason for this study is to bring out some results that show the importance of social media, and how people are getting involved in this new era. Also, to find out if audiences are interested, and what do they think about this new chapter in their lives.

Mainly, research objectives are (1) to understand the effect of social media, (2) to explore the role of social media among businesses, and (3) to assess the benefits of social media.

The main research question arises as follow: What is the effect of social media, and how it affects everyone around?

The Tasks of this study could be as follows:

1. How audiences interact to social media?

2. Does social media affect the buying purchasing decision?

3. Does social media affect the image of any product and service?

The methodology could include research built on qualitative methods.

Qualitative research is considered to be particularly suitable for exploratory research. It is primarily used to discover and gain an in-depth understanding of individual experiences, thoughts, opinions, and trends, and to dig deeper into the problem at hand.

In-Depth interviews took place during this research. Interviews could be divided into two categories, individuals (one-on-one) and groups (focus groups). And the data is gathered in an audio recording, video recording, and written notes.

The results are connected with some expected hypothesis like as:

H1: Audiences interact to social media very smoothly and fluently

H2: Social media has a huge effect on the buying purchasing decision

H3: A link is connected between customers and what they see on social media that affects their point of view regarding their decisions

It is expected to have one set of respondents: the social media users, who will let us know more about how they are affected by social media, and what if they believe

everything they see. Also, we will know about how much time does social media take from anyone's time, and if has affected negatively on any.

We will observe how each individual will analyze the effect of social media from his/her own point of view, and from his/her own post.

It is important to know, that the results will be an outcome of interviews conducted with people all over a week, from all ages, that uses social media.

What is Social Media?

The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos.

According to Tuten and Solomon (2015), "Social media are the online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations enhanced by technological capabilities" (p. 4). Basically, it is the websites and applications people use every day to share content with other users. According to Tuten and Solomon (2015), social media is similar to traditional media because social media includes numerous channels. Within each of the channels, there are specific vehicles.

Jean Burgess, an editor of the "SAGE Handbook of Social Media" (Burgess & Poell 2017) provided a definition that will be included there: By social media technologies, we mean those digital platforms, services and apps built around the convergence of content sharing, public communication, and interpersonal connection.

Margetts et al. (2015: 5) offer: Internet-based platform that allows the creation and exchange of user-generated content, usually using either mobile or web-based technologies.

The most commonly used definition is by Ellison and Boyd (updated from their 2007 paper): A social network site is a *networked communication platform* in which participants 1) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system level data; 2) can *publicly articulate connections* that can be viewed and traversed by others; and 3) can consume, produce, and/or interact with *streams of user-generated content* provided by their connections on the site. (2013: 158; original emphasis)

Different opinions about social media; as of SHAW LOCAL News Network posted

"I think social media is a great tool to have access to. I love how convenient it makes it to stay in contact with friends and family. On the downside, I don't think people value face-to-face interactions as much anymore. I also think people can be much ruder/meaner when hiding behind a keyboard."

Laraina Wempe, Princeton

"I think social media is a great way to stay in touch with family and friends. There is no doubt it is entertaining. I also believe that social media is intrusive to relationships and may cause many to lose focus on projects that need to be accomplished."

Christie Lucas, Princeton

"Social media platforms allow us to share information and education to individuals in a great capacity and on a grand scale. However, when used for negative, social media can be extremely detrimental to our mental health and has been the trigger for increased anxiety and social problems in our world."

Stefanie Morris, Malden

"My opinion is that social media is a great way to stay in touch with family and friends who are far away. As a college student, it is a good way to stay in touch with some former teachers and friends from back home. My aunt from Chicago and my grandma from Colorado say they love keeping up with me on Facebook. It is a very quick medium to keep in touch with friends. On the other hand, it is very important to know that social media can be a dangerous place as well. We hear lots of stories about online predators, catfishing and other stories like that. It is important to know the dangers of social media and be wary of them. If used properly, social media can be a great thing."

Kiley Korey, Tiskilwa

"Social media can be such a fun and entertaining way to communicate, catch up, and keep in touch. Then on the other spectrum, it's becomes such a political, religious, gossip column that leads so many to take others' views, comments and opinions out of context that it becomes an almost evil entity. Not to mention that I feel certain subjects and info shouldn't be shared if it isn't their business to do so. Such as — where the latest emergency crews are being dispatched to and/or what, along with addresses and so forth."

Lana Hayes, DePue

Research results:

After being engaged within a week with people from all ages, asking about the benefits of social media, and if social media in general is a good idea or not- we have come up with few common points that will be posted below.

1.   Social media helps you connect always and at any time with your family and friends, wherever you are and whatever are you doing.

2.   Social media helps you show your talents and new hobbies; some social media platforms, helps you take videos of your talents, and hobbies, and let you share them with thousands of people around the world.

3.   Social media helps you find out new people of same interests. In some cases, it helps your find your soul mate.

4.   Social media helps you earn money. Such platforms, is Tictoc.

5.   Social media helps you learn new things, new skills, and get new information.

On the other hand;

1.   Not all information introduced on social media is right.

2.   You may face lots of fake accounts among social media.

3.   Once you get addicted, social media is not good anymore.

4.   You may get exposed to cyber bullying (famous people are more exposed to this kind).

5.   You may get exposed to hacking.

CONCLUSION

Social media seems to be one of the basics nowadays in our lives. No one can handle not to use it at least once per day.

No one can deny the necessity of the existence of social networking sites, as they facilitate a lot for us in our daily and social lives.

The more you know how to deal with social media well, the better and easier your life will be. And the more you use it for unhealthy and beneficial purposes, the more it will turn against you.

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