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# Efficiency and Deficiency of Social Media

**Prakash Tripathi***, **Amit Mishra**
Department of RDBM, Mahatma Gandhi Chitrakoot Gramoday University, Satna,
Madhya Pradesh, India

*Abstract— The whole world is surrounded by social media's applications. This social media is such a medium that anyone of this age is adopting social media's wine. Children, Youngster, Old and women all are adopting this sweet poison with very taste. This social media have made foundation of the people all universe that no one people can live without social media. This paper presents regarding the utilization and deficiency of Social Media Apps(applications) such as how many numbers of users are used social media apps for social networking. Generally there are a lot of social media apps such as WhatsApp, Facebook, Hike, Spyke, WeChat etc are available in the Google play store. Further we provide a comparative study on social media apps in India as well as USA, UK, Japan, South Korea on the basis of their use. The remaining of the paper provides pros and cons of social media apps.*

*Keywords— Social media apps, Cyber bullying, Target advertising, Global web index, Backlash.*

## I. INTRODUCTION

Most of the social media using as Facebook, Whatsapp, Hike, Spyke etc are million and million users that every moment user in online, thus before today twenty or thirty years before when this social media was not available, the people were passing own time with good books or good friends and in this way they got good opportunity in any subject or any important knowledge and they grow their intellectual status. In this vision our country's great Scientist and President of India whose we know as the name of **Missile man**   Dr. A.P.J.Abdul Kalaam says a good saying that -
**"***A good book just like one thousand good friends while a good friend like a library.***"**
But if we show in this time, probably who are internet users in this time they are pass their time in social media apps by which we do not get any kind of illegible knowing and in this way we waste our valuable time.
Eighty percent people of the world are using social media apps. The users of social media apps they open mostly facebook, whatsapp etc it no means that anyone online or not. In this way we can say this that today any kind of social media apps such as apps whatsapp, facebook etc somewhere all of the people have arrested by psychological sickness is found in teenagers.

## II. REVIEW LITRATURE

As of August, 2007, there were roughly 1200 Facebook communities advocating for cures for different diseases. The Canadian Cancer Society's Facebook community includes, as of the time of this writing, 14,730 members from around the world [2].Social media platforms are being studied by health researchers and mobilized for a variety of purposes: recruitment for clinical trials; professional development and training for clinicians; inter-professional communication and coordination; training simulations; health social networks and health and illness support groups; health advocacy and fundraising for health organizations; development of interactive, self-management tools and plugins to popular social media platforms; public health messaging; infectious disease monitoring[1]. Hesse et al (2009) argue that just as consumers now expect twenty-four hour access to information through online applications, they increasingly expect 24-hour customer service capabilities, including expanded self-serve options online. Consumers want to be able to bypass traditional gatekeepers of system information , whether they are booking flights or conducting bank transactions, expecting timely, transparent access to information they want, in the form they want it in, and as they need it. Information-seekers adapted to today's media environment put great store in the wisdom of the crowd, relying on other users' reviews for purchasing decisions and other patients' experiences for health related decisions [3].

## III. RESEARCH METHODOLOGY

As it is discussed that social media applications are an integral component of communications in the world. A recent study reported that more than 90% of African-American teens were online, spending some 26 hours a week on the Internet[4].
All engineering colleges and technical Institutions are provide WIFI, WIMAX and well equipped  internet facility. In this paper we use the data from primary data sources as well as secondary data source. In our Scenario we have surveyed on various Technical Institutions and engineering colleges in Chitrakoot Region though filling the Questionnaire  and found that probably 75 % scholars were addict to social media apps, and very less studied found to them and they mostly waste their time in useless content download only. They do not use internet to download their study related content.

### A. Number of Monthly active WhatsApp users worldwide from April 2013 to February 2016 (in millions):

WhatsApp is cross-platform instant messaging service for smart phones that relies on the internet for the transmission of messages. WhatsApp service handles more than 600 million photo and 64 billion overall messages every day. In United States, the daily engagement rate among Android WhatsApp users was 36 percent. WhatsApp is especially popular in markets outside the United States while facing strong competition from Asia-based social messenger apps such as WeChat, LINE, Kakaotalk. WhatsApp popularity in emerging mobile markets is not only based on their low cost business model but many of its features. In February 2014, Social Network Facebook acquired WhatsApp for 19 billion U.S. dollars.

This statistics show the amount of monthly active WhatsApp users worldwide as of February 2016. The mobile messaging app publically announced more than 1 billion monthly active users, up from over 700 million in January 2015. The WhatsApp social media app service is one of the most popular mobile apps worldwide.

### B. Number of Monthly active WhatsApp users worldwide from August 2013 to November 2014 (in millions):

70 million active user ships among Indian mobile audiences is as follows:

Table I comparison between monthly active whatsapp users worldwide

| Year | Apps | Rank | Percentage |
|------|------|------|------------|
| 2014 | WhatsApp | First | 64% |
| 2014 | Facebook | Second | 46% |
| 2014 | Skype | Third | 37% |

### C. Report of Android Phone Users in India:

98% of **Indian Android users** choose WhatsApp over other messaging apps ; 47% of their time is spent on communication. As of 2014 India had 140 million Smartphone users, which is expected to explode over 650 million by 2019. Ericsson Consumer lab surveyed 1,00,000 Smartphone users across 40 countries and 15 megacities to represent the views of 1.1 billion people. In India, 7500 Android users were selected for this survey, thereby representing close to 100 million Android users.

### D. Comparative Report of Android Phone Users in Five Countries:

The survey covered : India, Japan, South Korea, US, UK. As per report, the top five apps which are Android users in India increasingly use are as follows:
WhatsApp
Hike
Facebook Messenger
Google + Hangout
WeChat

Thus these are the apps which are being used at least once in a month by Indians. Among these, WhatsApp ranking is of 98%, Hike of 44%, Facebook Messenger of 37%, Google + Hangout of 32%, WeChat of 26%.

Table III comparative report on Android phone users in five countries

| Apps | Ranking | Percentage of usages |
|------|---------|----------------------|
| WhatsApp | First | 98% |
| Hike | Second | 44% |
| Facebook Messenger | Third | 37% |
| Google + Hangout | Fourth | 32% |
| WeChat | Fifth | 26% |

If 47% Indian respondents time is being consumed on using communication apps, then its 30% in UK and USA and 28% in South Korea. Japan is the country where majority of the Smartphone users is consumed in browsing ( 26% of their time ) Email, Messenger Apps are always on in their Smartphone's.

**"In** India 66% of the time is spent on Instant Messaging and Voice Calling ( WhatsApp ) by Android users, whereas only 11% of the time is being spent on social networking and measly 2% is spent on emails. Comparably, in USA 53% of the time is being spent on social networking meanwhile instant chat and voice call consume just 14% of the time. "

Besides India, UK also prefers WhatsApp. If 98% of the respondents admitted using WhatsApp in India ,then this figure is 54% in UK. In Japan, 62% of respondents use LINE, whereas 92% in South Korea use Kakaotalk.

Facebook Messenger is the top preference for USA users, as 37% of them rated it as the first choice for communication. Google + Hangout is at choice 2 with 24% share. WhatsApp is not even in the top 5 rank there.

## IV. PROS AND CONS OF SOCIAL MEDIA

Although this research paper is in favour of deficiencies social media apps but some kind of social media's advantages too. Mostly it has seen in large organization that some employees uses these social medias to less stress for some minutes and own mind fresh showers.

### A. Advantages of Social Networking:

*1).Worldwide Connectivity:*

No matter if you are searching for a former college roommate, your first grade teacher, or an international friend, no easier or faster way to make a connection exists than social media. Although Facebook, Twitter, LinkedIn and Pinterest are probably the most well-known social networking communities, new websites are popping up regularly that let people connect and interact over the Web.

With each of these sites, individuals can make new friends, build business connections or simply extend their personal base by connecting and interacting with friends of friends - which can have a multiplying effect [5].

*2).Commonality of Interest:*

When you opt to participate in a social network community, you can pick and choose individuals whose likes and dislikes are similar to yours and build your network around those commonalities. For instance, if you are a chess aficionado, a book lover or have a particular political leaning, you can find and interact with those who share your interest.

It can also be a great way to share tips and ideas. Sites like Pinterest have been very successful due to the ease in which a person can learn - and share - information about hobbies, crafts, cooking, gardening and other do-it-yourself activities. By pinning and sharing, you can attract like-minded individuals into your circle.

But, just as these virtual groups can help hobbyists exchange ideas and techniques, other social network groups offer solutions for more vexing, real-world problems. For example, social media groups can be lifelines for individuals suffering from a rare disease. Churches, synagogues and temples also use social media to reach out to members who may be unable to attend services [5].

*3). Real-Time Information Sharing:*

Many social networking sites incorporate an instant messaging feature, which lets people exchange information in real-time via a chat. This is a great feature for teachers to use to facilitate classroom discussions because it lets them utilize the vast store of information available on the Web. This can be a great time saver for the teacher - since students no longer need to visit a library to conduct research- and it can be a great way to engage distracted learners.

School is not the only setting where this type of real-time information sharing can be beneficial. Social networking can provide a tool for managers to utilize in team meetings, for conference organizers to use to update attendees and for business people to use as a means of interacting with clients or prospects. Some leaders are going so far as to include Tweets or other social media updates during presentations. This approach can make events more interactive and help the presenter reach a larger audience [5].

*4). Targeted Advertising:*

Whether you are non-profit organization that needs to get the word out about an upcoming fundraiser or a business owner marketing a new product or service, there's no better way than social media to get your message in front of millions of people 24/7.

Although social media can be used to spread a company's message for free, fee-based advertising options are also available. One of the best aspects of social networking is the ability to deliver your content only to those users with the most potential interest in your product or service. Each social platform offers an array of tools that enable a business to deliver specific content to a very specific target group. This approach can maximize targeted reach while minimizing waste [5].

*5). Increased News Cycle Speed:*

Undoubtedly, social networking has revolutionized the speed of the news cycle. Most news organizations now rely on social media sites to collect and share information. Social media - especially Twitter - is steadily becoming a mainstream source for breaking news. Today an individual can know, in real time, what is happening throughout the world. This has led to the development of a nearly instantaneous news cycle as everything from terrorist attacks to local car crashes get shared on social media, quickly alerting their intended audience of the event.

Part of the increase in the speed of news can be attributed to smart phones. The percentage of individuals accessing social media via their phone or mobile device continues to rise. A2014 Pew Center study states that 40 percent of smart phone users access social media from their phones - and 28 percent do it on a daily basis [5].

### B. Disadvantages of Social Networking:

*1). Backlash:*

A joke among friends is one thing but a joke with the world at-large is much different. When potentially offensive content is posted online, the amount of feedback can be excessive and is often brutal. This is particularly true with highly opinionated subjects like politics and religion. This backlash can also have a long-term impact on a person's future, especially in a world that has fallen prey to over-sharing. Even high school students are learning that comments they post on social media can influence whether a college approves their application for admission.

In an age where selfies are the norm, the over-sharing may even be altering our worldview by creating a more narcistic mindset [5].

*2). Cyber bullying and Crimes against Children*

Use of social networks may expose individuals to other forms of harassment or even inappropriate contact. This can be especially true for teens and younger children. Unless parents diligently filter the Web content their family views, children could be exposed to pornography or other inappropriate content [5].

Besides unleashing age-inappropriate content, the digital age also gave birth to a social phenomenon - cyber bullying. It is often levied more harshly against young females that males and, unlike traditional bullying, it is not limited to physical interaction. Cyber bullying can happen 24 hours a day, every day of the week. Adding to this realm of cyber abuse are the anonymous social media sites which can elevate the severity of the assault - under the false promise of privacy [5].

*3). Risks of Fraud or Identity Theft*

Whether you like it or not, the information you post on the Internet is available to almost anyone who is clever enough to access it. Most thieves need just a few vital pieces of personal information to make your life a nightmare. If they successfully steal your identity, it could cost you dearly. A report on Bank rate reveals Millennials are one of the fastest growing groups to be victims. This is linked to the group's comfort with sharing everything online - including personal information [5].

*4). Time Waster*

Business Insider reports that social media is the most popular use of the Internet - surpassing email - and smart phones and other mobile devices seem to be the driving force behind this trend since 60 percent of the traffic is from a mobile source. The Global Web Index poll shows that 28 percent of the time spent online is on social networks. With these types of numbers, some of the time spent on social media occurs at work. When these visits are for non-work related activity, it can cost companies money through lost productivity. A report on Forbes states that 89 percent of responders admitted to wasting time on social media while at work [5].

*5). Corporate Invasion of Privacy*

Social networking invites major corporations to invade your privacy and sell your personal information. Have you ever posted a comment on Facebook, only to notice an advertisement appear with content related to your post? Last year, Facebook earned an estimated $16 billion in ad revenue That's not bad for a free site.

If Facebook and other social networking sites don't charge their members, however, how do they make so much money? They do it by selling the ability to specifically target advertisements. On social networking sites, the website isn't the product - the users are. These sites run algorithms that search for keywords, web browsing habits, and other data stored on your computer or social networking profile and provide you with advertisements targeted specifically to you [5].

## V. RESULTS

The most frequent mainstream platforms studied were YouTube, Twitter, Facebook and whatsapp.. One consistent finding of these observational studies was an abundance of both informal health conversations related to public health issues and organized health-related activities on leading social media platforms such as YouTube, Twitter, and Facebook. Social media platforms also mine data and compile fine-grained user profiles based on online activity. This information is being used for targeted marketing of commercial products.

## VI. CONCLUSIONS

Thus, one of our chief findings for this report was a paucity of peer-reviewed studies testing the utility of social media communication interventions for desired outcomes (e.g., increased issue-awareness, changes in the public's health competency, or adoption of desired behaviours). Circumvention of advertising regulations through social media (e.g., Tobacco advertising, junk food advertising to children). Social media is currently utilized both as broadcasting platform to amplify messages from traditional media sources (e.g., radio, television, print media) to demographics who are abandoning traditional broadcast technologies (e.g., telephones, television) and as an entirely new way of collaborating and co-creating content with target audiences.

## ACKNOWLEDGMENT

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