

Social Media interface between policy makers and common man

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Abstract

Social media is a platform for public around the World to discuss their issues and opinions. Before knowing the actual aspects of social media people must have to know what does social media mean? Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas, images, videos and many more over the internet and in virtual communities. Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, MySpace, and Facebook, Orkut which has made the social media a vital aspect of their life. Social network is transforming the behavior in which youthful people relate with their parents, peers, as well as how they make use of technology. The effects of social networking are twofold. On the positive side, social networks can act as invaluable tools for professionals. They achieve this by assisting young professionals to market their skills and seek business opportunities. Social networking sites may also be used to network efficiently. On the negative side, the internet is laden with a number of risks associated with online communities. Cyber bullying, which means a type of harassment that is perpetrated using electronic technology, is one of the risks. In this paper we cover every aspect of social media with its positive and negative effects.

Electronic frameworks organization in authoritative issues is the best way in accomplishing thoughts to far reaching number of individuals inside a succinct navigate of time and a good technique to share the thought and facts in the manner in which others get it. What's more, most of the adolescent are at risk to Social media so these political messages contacted them without trouble and furthermore influences them. Mostly the respondents earnestly agree by favoring that Social media is the best dependable and adaptable strategy in the present pattern and situation through which political messages can read and comprehended as far as race battles, about a constituent hopeful, about the gatherings challenging in races and furthermore on the things occurring in our nation and over the globe as far as governmental issues and furthermore it is the best adaptable choice accessible to post our political perspectives and furthermore our as far as decision as the greater part of the people invested their energy in online life. Online life bolsters occurrence in legislative issues consequently making it progressively an imaginative alternative accessible for decisions.

Keywords: Social Media, Business, Society, Mobile Devices, Education, Cyber Bullying ,public policy.

Introduction

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The impact of social networks on young people is significant. It is becoming increasingly clear that social networks have become part of

people's lives. Many adolescent people are using their laptops, tablet computers and smart phones to check Tweets and status updates from their friends and family. Due to the advancement in technology, people are pressured to accept different lifestyles. Social networking sites can assist young people to become more socially capable. Social media is a web-based form of data communication.

Social media platforms allow users to have conversations, share information and create web content. Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections. On an individual level, social media allow us to communicate with our friends and relatives, gain knowledge of new things, develop your interests, and be entertained.

On a professional level, we can make use of social media to expand or broaden our knowledge in a particular field and build our professional network by connecting with other professionals in our industry. At the business level, social media allows us to have a conversation with our audience, gain customer feedback, and elevate your brand. Social Media is a innovative idea with a very brilliant opportunity with additional scope for advancements. With the advancement of social media many organizations are making use of this medium to better their practices. With the use of social networking we can advertise or communicate in a more efficient way. Likewise people don't have to rely on the media or TV to get their daily dose of news it can all be obtained from a social networking site. People can track or get information from all over the world.

The young take dynamic investment and moreover brings their voices up keeping in mind the tip goal to precise their sentiments and views on social problems being examined on these destinations. Romania Presidential election had two rounds where Victor Ponta who was the leader of the Romania won with 40% of the votes, while Klaus Iohannis his opponent, had best 30% of the votes. But the next round of elections was won by Klaus Iohannis who became the President finally. And the reason was later found to that utilization of online life contributed to these results. With regards to connection between government officials, online networking and open, recognized the capacities of Internet: Those who are in Politics advance their controlled discourse and would present their perspective without being prevented by columnist organize constraint. Benefit for government officials to post a possible political motivation using Social media. Methods for online networking, political gatherings or government officials can discuss issues in public. By utilizing the electronic long-range interpersonal communication instruments, lawmakers and political gatherings communicates obviously with all the more effectively by their supporters, the past institutional and from the bureaucratic people. The usage of online interpersonal interaction by Indians was first included amidst the 2008 Mumbai ambushed when the information was shared through Twitter and Flickr. "The second mass usage of electronic interpersonal interaction in India was the May 2009 national races, when, all of a sudden, online voter enlistment and straightforwardness campaigns started" and it is where the first political social occasions endeavored to associate with the voters through casual correspondence locales. Out of the principle political social affairs in India, all parties now have the first-class interest in digital administration. The current ruling party started using the online person to person communication even before 2009 general race, which it lost. Nevertheless, starting late, it has plunge promote into web-based systems administration.

Objective:

This paper is an attempt discern the relation between citizens and policy with Social media acting as the mediator, interface and interlocutor in policy making

Social Media Choice, interface for the public

The oldest and most powerful form of mass media is the word, both written and spoken; from catholic priests to traveling storytellers, the word has held credibility. A new platform, social media, has taken the power of the word to new levels, transforming companies, society communication. Platforms such as Twitter and Facebook are conduits for dialogues between many to many, held in a very visible format. This new format is altering the methods of advertising, merging both the advertiser and the advertised. If a company hopes to succeed in this new generation of technology they must embrace social media. Social networking sites are small virtual villages. Different people use different communication. Human beings express their nature by creating and recreating an organization which guides and controls their behaviour in many ways. This organization liberates and limits the activities of men, sets up standards for them to follow and maintain. Whatever the imperfections and tyrannies it has exhibited in human history, it is necessary condition of fulfillment of life. This organization which is responsible for fulfillment of life of every individual is called society. Man in every society has suffered from one or the other problems. Men in modern societies are also experiencing various problems and his behavior gets affected by many things, media is one of them.

Media is the plural of the word medium. Media are the vehicles or channels which are used to convey information, entertainment, news, education, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as television, radio, newspapers, billboards, mails, telephone, fax, internet etc (the main means of mass communication). The mass media occupy a high proportion of our leisure time: people spend, on average, 25 hours per week watching television, and they also find time for radio, cinema, magazines and newspapers. For children, watching television takes up a similar amount of time to that spent at school or with family and friends. While school, home and friends are all acknowledged as major socializing influences on children, a huge debate surrounds the possible effects of the mass media and findings both in favour and against effects are controversial. The question of effects is typically raised with an urgency deriving from a public rather than an academic agenda and with a simplicity which is inappropriate to the complexity of the issue (we do not ask of other social influences, what is the effect of parents on children or do schools have an effect which generalizes to the home or do friends have positive or negative effects).

The possibility of media effects is often seen to challenge individual respect and autonomy, as if a pro effects view presumes the public to be a gullible mass, cultural dopes, vulnerable to an ideological hypodermic needle, and as if television was being proposed as the sole cause of a range of social behaviours. Such a stereotyped view of research tends to pose an equally stereotyped alternative view of creative and informed viewers making rational choices about what to see. Overview articles often describe a history of progress over the past seventy years of research which alternates between these two extremes -- first we believed in powerful effects, then came the argument for null effects, then the return to strong effects etc. -- a history whose contradictions become apparent when old research is re-read with new eyes. Contemporary media studies sometimes define itself through its rejection of the language of effects research -- criticising the laboratory experiment, the logic of causal inference, and psychological reductionism.

POPULAR SOCIAL MEDIA SITES:**Facebook**

This is the largest social media network on the Internet, both in terms of total number of users and name recognition. Facebook came into existence on February 4, 2004, Facebook has within 12 years managed to collect more than 1.59 billion monthly active users and this automatically makes it one of the best mediums for connecting people from all over the world with your business. It is predictable that more than 1 million small and medium-sized businesses use the platform to advertise their business.

Twitter

We might be thinking that restrictive our posts to 140 characters is no way to advertise our business, but we will be shocked to know that this social media stage has more than 320 million active monthly users who can build use of the 140 character limit to pass on information.[3] Businesses can use Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences. Twitter was founded on March 21, 2006, and has its headquarters in San Francisco, California.

Google+

Google+ is one of the popular social media sites in these days. Its SEO value alone makes it a must-use tool for any small business. Google+ was propelled on December 15, 2011, and has joined the major alliances enlisting 418 dynamic million clients as of December 2015.

YouTube

YouTube : the biggest and most well known video-based online networking site — was established on February 14, 2005, by three previous PayPal workers. It was later purchased by Google in November 2006 for \$1.65 billion. YouTube has more than 1 billion site guests for every month and is the second most well known internet searcher behind Google.

Pinterest

Pinterest is commonly a beginner in the online networking field. This stage comprises of computerized announcement sheets where organizations can stick their substance. Pinterest reported September 2015 that it had obtained 100 million clients. Private ventures whose intended interest group is for the most part comprised of ladies should put resources into Pinterest as the greater parts of its guests are ladies.

Instagram

Instagram is a visual online networking stage. The site has more than 400 million dynamic clients and is possessed by Facebook. A significant number of its clients utilize it to post data about travel, form, sustenance, workmanship and comparable subjects. The stage is likewise recognized by its remarkable channels together with video and photograph altering highlights. Right around 95 percent of Instagram clients additionally utilize Facebook.

Tumblr

Tumblr is a standout amongst the most hard to utilize informal communication stages, but at the same time it's a standout amongst the most fascinating locales. The stage permits a few diverse post groups, including cite posts, talk posts, video and photograph posts and in addition sound posts, so you are never constrained in the kind of substance that you can share. Like Twitter, reblogging, which is more similar to retweeting, is speedy and simple. The long range informal communication site was established by David Karp in February 2007 and at present has more than 200 million sites.

Impact of violence portrayed in Social Media

A number of long-term studies were conducted to determine what, if any results, all that media violence was having on us. Following are major results came from these studies.

Catharsis Theory :

The first of these theories suggests that rather than be harmful violence in the media actually has a positive effect on society. The central assumption of the Catharsis Theory is that people, in course of daily life, build up frustrations. Vicarious participation in others' aggressions help release those tensions. In other words, every day we frustrations in us build up. Without a release valve we risk the chance of becoming violent, or at least aggressive. You do poorly on a test. You have to park to far away from the classroom. Some jerk cuts in front of you on the freeway. You get home and your significant other, or a child, starts demanding your attention. You snap back by yelling or hitting. That counts as violence as much as shooting someone. It is only a matter of degree. The Catharsis theorist would say that by watching violence in the media you release some of that tension and are less likely to be aggressive or violent. But can you say the same thing about sex in the media?

Aggressive Cues Theory :

Then there is the opposite view, that violence DOES have an impact. Probably most prevalent of these theories is the Aggressive Cues Theory that has as its central assumption this :

Exposure to aggressive stimuli will increase physiological and emotional arousal, which will increase the probability of violence. In other words, all that violence gets the adrenaline juices in us flowing and makes us more edgy, increasing the chance that we'll be more aggressive or more violent. Aggressive Cues theorists are quick to point out that watching violence does not mean we'll always be more aggressive or violent, but it increases the chances. And the way in which the violence is presented will have an impact on us, too. If we can relate to the protagonist committing the violence, or if the violence is presented in a justifiable way, we can be led to aggressive behavior. If a bratty kid gets spanked in a media portrayal clearly an aggressive and violent act-- it sends a message that corporal punishment is acceptable under the right circumstances. If steelworkers see a show where steelworkers drink and brawl after work every day, they are more likely to accept that drinking and brawling are normal behavior.

Observational Learning Theory :

The Observational Learning theorist would take the Aggressive Cues theory a step further. This theory says that people can learn by observing aggression in media portrayals and, under some conditions, model its behavior. If there are 50 ways to leave your lover, then there must be at least 49 ways to be violent or aggressive. And watching violent media portrayals will teach you new ways to be violent. Ever watch a whodunit, such as a Columbo episode, where you spot where the criminal makes the fatal mistake? Ever catch yourself saying, "If I ever committed a murder I would not make THAT mistake?" What? Are you suggesting there is a circumstance where you would kill someone? Or, how about this? Imagine walking down a dark alley and someone steps out in front of you and makes a threatening gesture. What would you do? Anyone think of some kung fu/karate moves you might make to defend yourself? That's a pretty aggressive/violent thought. And you learned it by watching a media portrayal. So the Observational Learning theorist says that not only would the media violence increase the probability of the viewer committing an aggression or violence, it teaches the viewer how to do it.

Reinforcement Theory :

One theory says that media violence decreases the probability of violence by the viewer. Two others say that it will increase the probability of violence. And then there is the Reinforcement Theory that debunks both. The central assumption of this theory is that media portrayals reinforce established behaviors viewers bring with them to the media situation. Violent portrayals will increase the likelihood of violent or aggressive behavior for those who accept violence and aggression as normal. It will decrease the likelihood of aggression and violence for those brought up to believe that violence is bad. Violence merely reinforces prior beliefs. Instead of looking for blame in a violent media portrayal, the Reinforcement theorist would say that if you want to predict an outcome, look at the viewer's background. Look at the person's cultural norms and views of social roles. If person grows up in a crime-ridden neighborhood, then violent portrayals are more likely to lead to violence. Obviously, selective perception (go back to the communication lecture) is going on here. But the Reinforcement theorist would point out that there is going to be the exception to the rule. You are going to run across the gentle old man who everyone believed would never hurt a fly who whacks his family into a thousand pieces one day. Or you are going to find the gang member who one day recognizes the futility of violence and turns to the priesthood.

Cultivation Theory :

A final theory on the effects of violence in the media has evolved out of more recent studies. It is the Cultivation Theory. Rather than predict that we will turn to or from violence, it looks at how we'll react to the violence. The central assumption of the theory is that in the symbolic world of media, particularly TV, shapes and maintains audience's conception of the real world. In other words, the media, especially TV, creates fantasy world that is mean spirited and dangerous. It also creates stereotypes of dominant/weak folk in society. For instance, imagine a bank robber who is big and mean. Is your imaginary bank robber of certain race? Are all people that look like this bank robber actually mean back robbers? Or how about this? You are starting to show some signs of age with gray hair and wrinkles around your eyes. If you are guy in the media, that is good. It shows a maturing. If you are woman, that is bad, it just shows that you are getting old and less vital. A male can be dominant and be looked up to.

Impact of social media on medical and health

The World Health Organization (WHO) defines mental health as, "a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community". This definition explains emotional well-being as the capacity to live a full and creative life, and the flexibility to deal with life's inevitable challenges. When the adolescent children begin to use social media, they unconsciously give importance to their self-disclosure and peer group interaction in all their transactions. (Dr. Neelamalar and P. Chitra, 2011). This happens because they are ingenuine search for self-identity and self-acceptance. Online spaces provide the children with unique and important opportunities to gain validating feedback from others. Human development occurs in a social context and is aided by feedback that helps individuals reconcile their self-conceptions with society's appraisals. Moreover, youth can test and receive feedback on different versions of themselves, such as their sexuality or unexplored aspects of their personality. If the feedback that they receive is positive, then they may feel more confident about integrating these versions into their offline identities. If the feedback is negative, then they have the chance to revise their identities as many times as possible. In this study out 120 respondents 68 of them (56.7%) have said that they are using face book and 93 of them (75.8%) said that they are suing face book for the main purpose of making friendship. Besides that, they all receive positive comments for the personal photos they have posted in the Face book.

At the same time social media provide Health Care Professionals with tools to share information and to promote health behaviors, to engage with the public, and to educate and interact with patients, students, and colleagues. HCPs can use social media to potentially improve health outcomes, develop a professional network, increase personal awareness of news and discoveries, motivate patients, and provide health information to the community. Physicians most frequently join online websites where they can read news articles, listen to experts, research medical advancements, discuss with colleagues concerning patient issues, and network. They can explore and share ideas.

Social Media : an indispensable tool for policy making

These days the majority of the officers are utilizing Social Media as they will bring out new voices and it's extraordinarily significant at the period of decisions as message, posts, chronicles, methods of insight known with battles will while not bottomless of a stretch contact individual thus it's monotonous individuals will particularly grasp by exhibiting their responses in help or against the chiefs through inclinations, comments, if content is decent they will even share the message to another person. These choices don't appear to be open in antiquated medium of advancing. Still some mood that Social media for political fight isn't a prevalent way as they lean toward the current theories and strategies. Here most of the individuals agree upon that Social Media is essential target stream concerning political trades since it is best flexible course for higher correspondences. more youthful age slant toward Social media for solidly run together with pioneers and may in like manner take Associate in Nursing enthusiasm for call campaigns and is most secure strategy in talking in regards to administrative issues than up close and personal and also it helps in knowing a political competitor higher. greater a piece of the officials invites Social media and is successfully drawn in with it. The adolescent's consented to the way that they have more excitement in tuning in and seeing through the message and reactions shared through Social Media identified with legislative issues

and these days web based life assumes an indispensable ob in choosing a legislator for a nation as the majority of the political interchanges are occurring through to the extent people are concerned it is an extremely adaptable and dependable strategy in thinking around an appointive applicant and furthermore about the points of interest of the gatherings challenging. Along these lines, for talking about and thinking about legislative issues online networking is a superior stage contrasted with conventional media.

What's more, the fundamental reason is that people invested most by far of their energy in the web basically in knowing things and this open door is utilized amid race battles through web-based life by dominant part of the gatherings and the principle reason is the reachability through web-based life is high. Web based life is most invited by people these days for talking about issues identified with governmental issues web-based life is the best stage it very well may be through offers, likes, remarks and posts on Facebook, tweets through twitter, pics through Instagram or Pinterest and correspondences through WhatsApp in this way depicting itself as the most versatile technique. Most by far the people consent to the way that political correspondences through web-based life is a win as they can undoubtedly share their perspectives identified with legislative issues, express their own particular advantages, and furthermore, they can post or offer their perspectives in help or against the exercises done by the policymakers anytime of time as they feel interchanges through internet-based life is more secure and furthermore can bring out new voices. Political interchanges through online life utilized adequately can help in supporting the voters.

Conclusion

Social media refers to the means of interactions among people in which they create share, exchange and comment contents among themselves in virtual communities and networks. Social media or "social networking" has almost become part of our daily lives and being tossed around over the past few years. It is like any other media such as newspaper, radio and television but it is far more than just about sharing information and ideas. Social networking tools like Twitter, Facebook, Flickr and Blogs have facilitated creation and exchange of ideas so quickly and widely than the conventional media. Human beings change with the changing new technologies. Internet based communication and interaction is one of the major contributions of latest digital technology to the human society. And social media which are part of internet-based communication have helped persons to have free and easy social interaction across nation and the globe. This facility has attracted the young adolescent children in a big scale. The use social media in itself is not harmful to the integral growth of the children. It has a myriad of benefits to the intellectual and psychological formation. If they are trained well to manipulate social media for constructive purposes, then they are on the safer side. If they become an addict to the use of social media beyond certain limit, they don't have time even to ponder and reflect on their personal lives. Then it obviously becomes harmful to their intellectual formation and psychological well-being.

We find that major chunk of youth is using social media networks more than 5 hours a day resulting in decreasing their general health in general and mental health in particular. We also found that media is playing both constructive as well as destructive roles on one hand it has lots of advantages but on the other hand it has lots of disadvantages and at the end it's upto the individual and society to decide which ones to use.

This paper considered advancement in governmental issues through web-based life, and addressed the flexibility in race battles with the help of social media and furthermore the influence of messages and reactions identified with legislative issues shared through internet-based life on youth's as far as political basic leadership. And furthermore, predominantly the changing styles in political battles from Traditional media to Social media. The future research would to be build up an adaptable, solid and creative technique to conduct election social media

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