

## Review

# Role of Social Media on Development

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### Abstract

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Development cannot happen in isolation whether it may be in micro or macro level. So there is a need for a strong tool to connect people instantly so that the knowledge transfer is never ending and instant. Media for development uses to convey messages on issues such as health care, poverty reduction, good governance, environmental protection and community development, socio-economic and cultural development. Today the world is becoming a small place to live in and share knowledge, ideas and passing over valuable culture to the next generation, all the above said things is possible through social networking and media. Every aspect in the society has positive and negative externalities so we need to see how these negative externalities can be balanced and surpassed through positive externalities to reach development in all dimensions. For the study, survey was conducted with 100 samples as primary data.

**Keywords:** Development, Social Network, Externalities, Culture, Media

## INTRODUCTION

Social media comprise platforms to create and exchange user-generated content. Sometimes social media are called consumer-generated media (CGM). Social media are different from traditional media, such as newspaper, books and television, in that almost anyone can publish and access information inexpensively using social media. But social media and traditional media are not absolutely distinct. For example, major news channels have official accounts on Twitter and Facebook.

Social media has some or all of these seven function blocks: identity, conversations, sharing, presence, relationships, reputation and groups. Different forms of social media have different points of focus. For example, collaborative projects such as Wikipedia mostly care about sharing and reputation. Social networking service is a set of online sites and applications, which at least consist of three parts: users, social links, and interactive communications. In fact, SNS is a subset of social media, which include the social network.

On SNS, communication is interactive. The user's major motivations could be recording one's daily life, providing commentary and opinions, expressing feeling and emotion, demonstrating ideas via text and keeping

community. All SNS providers have two core focuses: social relations and user-generated contents. In terms of social relations, they might reflect the social network of persons in real life, build new social connections based upon interests and activities or both. For user-generated contents, they provide an easy way to create, share, rank and exchange information.

### Objectives of the study

The specific objective of the study is to know the efficacy and effectiveness of social media in the web of society and its influence on various developmental organizations. The objectives of the study are as follows,  
1) To identify the social media role in development.  
2) To analyze the impact of social media on development.

### Hypothesis

H<sub>0</sub>: There is an impact of social media on Development.  
H<sub>1</sub>: There is no impact of social media on Development.

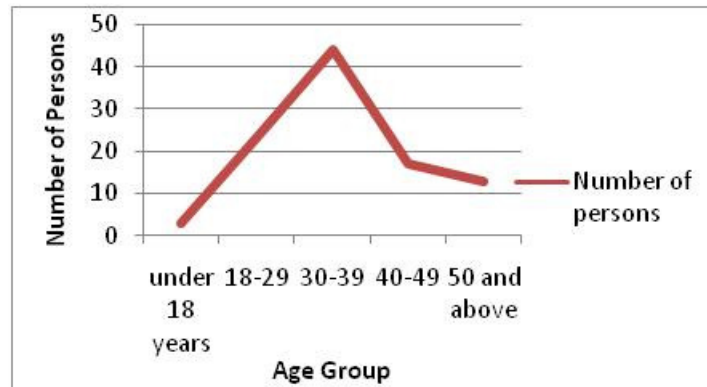


Figure 1. Number of persons using social networks (age wise)

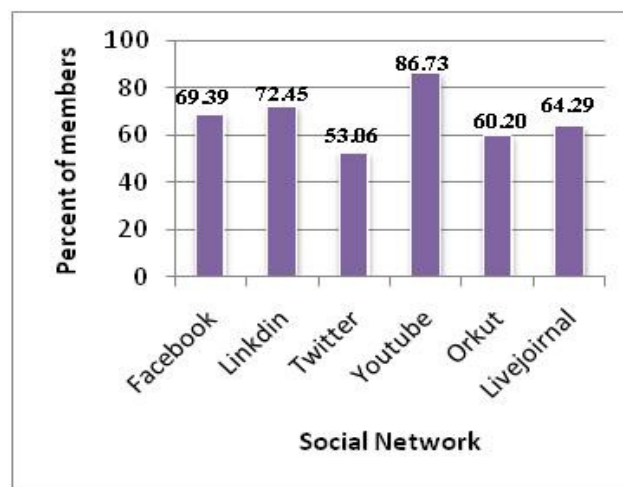


Figure 2. Percent of persons using different Social Networks

## METHODOLOGY

To investigate the hypotheses and research questions, a survey was conducted in multiple directions which cover 100 samples in different aspects with 52 females and 48 males respectively. Respondents were selected randomly with different ages to avoid a bias in the study. Among 100 samples 2 persons were not using social networking sites; therefore sample size is reduced to 98. Out of 98 samples, 49 respondents belongs corporate sector, 49 respondents belongs to educational sector (students). Correlation and regression analysis was conducted with different variables to know the role and impact of social media in development sector.

## Review of literature

A.P.J. Abdul Kalam (2006) it is very important for the media to be a partner in national missions. They should highlight the positive aspects and provide solutions to

difficult aspects through nationwide consultations. FROM NOW to the year 2020 is a very important period for the nation. The national presses definitely have to get transformed into a media of a billion people; above all, they have to play a vital role as partners in India's economic development.

India Together (2005) The UNDP, the Central Government's Department of Personnel and Training, the Women's Feature Service and the Indian Institute of Management-Bangalore are jointly organizing a capacity building workshop for journalists and civil servants on March 3 and 4 at Bangalore. The central themes of the workshop are the United Nations' Millennium Development Goals and access to information. At the workshop, India Together is leading a session on the role of Media in strengthening civil society involvement in development.

World Bank (2002) Other attempts to conceptualize media development, such as work done for UNESCO, serve to stress particular indices of the media's development such as access and independence that

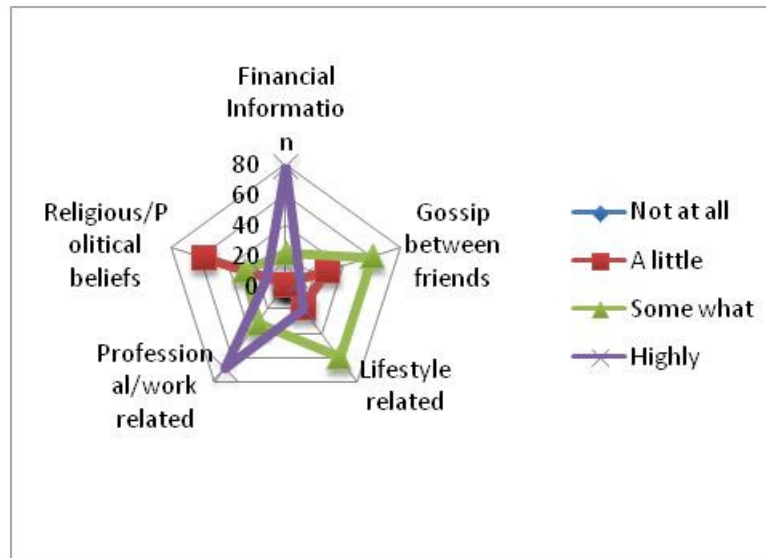


Figure 1. Representation of Purpose of using Social Network

need to be achieved to ensure a broad range of objectives.

### Situation analysis

From the survey it is found that age group between 29-39 were constantly using social networking, followed by 22-28 year age group.

From the analysis it is found that Out of 98 samples, 86.73% of persons visiting/using YouTube, followed by 72.45% in LinkedIn, followed by 69.39% in Facebook, followed by 64.29% in Live Journal, followed by 60.20% in Orkut and 53.06% in Twitter which is an indication of development in regard to professional and educational sectors which indirectly helps to improving the country economy.

Among above mentioned social networking, 42.86% & 39.80% of peoples having more than 100 and more than 200 connections respectively, followed by 17.35% of people with 50-99 connections. And it is found that 56.12% of people were joined up to 10 communities, 39.80% of people were joined 11-50 communities and 4.08% of people were not joined in any communities.

It is clearly found that 20.41% of people used often to find out the information, 71.1% of people use rarely to get opinions, 74.49% of people use rarely to entertain themselves, 75.5% of people use rarely for socialize purpose, 81.63% of people use rarely to stay with friends, 70.41% of people used to share their experience and 60.20% of people quite rarely use to get freebies. 38.78% of people fairly often using to talk with close friends, 26.5% of people fairly often using to talk with co-workers, 48.98% of people using rarely to talk with families, 53.06% of people fairly often using with

friends, 46.94% of people using to talk with the people who lives faraway. 68.37% of people are highly confidential in professional or work related information and 57.14% of people are a little confidential about Religious or Political beliefs.

### People Intensions to use social networks

From the analysis it is found that 44.90% of peoples are joining a community with the intension of getting new connections to build professional networks and 30.61% of people intension is to know latest updates or news regarding the community. 54.08% of people participating in professional communities to watch communities updates and 26.53% of peoples are reader than a commenter, and 14.29% of peoples are actively participating in the discussions. 45.92% of peoples are visiting to the communities for updates and discussions several times a week. 83.67% of peoples are noticing advertisements on social networks in last three visits and 16.33% of peoples did not noticed due to the advertisement are irrelevant to their interest. 62.24% of peoples are visiting the ads to recognize the brand/company/product which will be helpful to build professional network to develop their carrier.

From the above analysis it is found that majority of the peoples are using social media to build professional contacts and to get information's about new innovative things which helps to improve the carrier growth and regarding financial information regarding business etc.

To check the significance, student-t test is used. Student t-test is used for the social network which is used by people and reason to use the networks. From test it is found that p-value (0.067) greater than the level of

significance ( $\alpha=0.05$ ). So it is directly said that to accept a null hypothesis that there is an impact of social media on development.

Correlation analysis was conducted to know the association between the intensions of the people to use social network, it is found that the association between professional network and financial statement is highly and positively correlated i.e., 0.978. So it shows that the people who are all using the social network is highly concentrated on professional carrier.

Regression analysis was conducted to know the functional relationship between the age group and the intensions to use social network. Here also it is found that the p-value (0.087) is greater than the level of significance ( $\alpha=0.05$ ). So it is directly said that to accept a null hypothesis that there is an impact of social media on development.

### **SUGGESTION AND CONCLUSIONS**

From the analysis it is clearly found that social media is boon to development of economy in building professional networks, increasing knowledge by utilizing the information related to innovative things in social networks.

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