

EMERGING TRENDS IN SOCIAL MEDIA

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Abstract:

Social media have gained increasing popularity across the world, with a majority of their users being young individuals. This paper explores recent trends in social media. The initial section of the paper includes a general definition of social media, and then various recent trends such as infographic, location-based services, cinemagraphs, micro blogging, revenue-sharing-based social media, and anonymous social networking, which can provide applications based on social media more efficient, are discussed. The final section concludes with various advantages and drawbacks of social media.

Keywords — Micro Blogging, Anonymous Social Networking, Cinemagraphs, Infographic, Location-Based Services

I. INTRODUCTION TO SOCIAL MEDIA

Social media are the media for social interaction. Social media enable human relationships through technology. Social media consist of portals, websites, and applications that allow users to distribute content publically or privately with other web users. Social media have been defined in many ways by various researchers (Table I).

TABLE I DEFINITION OF SOCIAL MEDIA [[1]

Merriam Webster dictionary	“Forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content”
Kaplan and M. Heinlein	“A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content”
Moruru	“Social Media is the use of electronic and Internet tools for the purpose of sharing and discussing information and experiences with other human beings in more efficient ways.”
Jacka and Scott	Contend that it „can be said that social media is the set of web based broadcast technologies that enable the

	democratization of content, giving people the ability to emerge from consumers of content to publishers”.
Wikipedia	“Social media are media for social interaction, using highly accessible and scalable communication techniques. It is the use of web-based and mobile technologies to turn communication into interactive dialogue.”

With technological advances, social networking has become a newer, faster, and more efficient way to connect to other users distributed across the globe. The primary goal of each social media platform is to ease communication among different users by making use of various multimedia applications. Depending on the service strategy of the service provider, social media can also be used for commercial purposes such as digital marketing.

II. RECENT TRENDS IN SOCIAL MEDIA

Some of the recent trends in social media are now discussed. These trends can be incorporated into existing social media platforms to have them address modern requirements:

a) Anonymous Social Networking

Social networking is expected to become a more private user experience. This means that while sharing content on such platforms, the user's identity is not required, the location of the user is not accessed, and there are no followers, profiles, or friends [2]. The main objective of such social media is to make the user anonymous. It is like a public confession booth where the user's can publicly share his or her secrets without disclosing his or her identity. The most important benefit of such social media platforms is for people with disability or some serious disease. Such people can generally avoid revealing their identity because of the stigma, but networking sites with anonymous users can motivate them to share their views in an efficient manner. Free from the worry of being judged for their opinions being shared, teens can be more comfortable with such networking sites. Such media can act as entertaining platforms where users enjoy content shared by anonymous users.

b) No Turning of Users into Products

Users are like products on various sites where social networking is not the main focus but considered an advertising platform [3]. In the near future, there may be a social media platform whose main objectives are

- Measuring success as the number of ideas being shared, not the number of ads shown.
- Being a place where creativity dominates financial benefits.
- Being a place where inspiration is a tool for empowerment, not a place to deceive, coerce, or manipulate others.
- Being a place to connect, create, and celebrate life.

Benefits of such social media:

- No sales of ads or personal information to third parties.
- User can share their knowledge on social media without feeling unsafe on such sites.

c) Revenue-Sharing-Based Social Media

Free *social network media* can be developed to share revenues with users and those who are

invited [4]. New social networks can pay users a portion of advertising revenue from their updates. The royalty that users earn can be transferred to others, and it can be given in charities directly. Therefore, while enjoying social media, a user can earn from social networking sites. For the purpose of revenue sharing, the service provider can count the number of profile views, likes, followers, and friends, among others, for the beneficiary and can pay them accordingly.

d) More Visual Communication

Emojis are only instant-messaging networks [5]. Emojis represents one of the forerunners in the move away from text-based communication networks:

- They can react like a real human face.
- If negative feedback is given using positive emoticons, then it makes the reader feel good about the message, making the emoji soften the blow of assessment.
- They are correlated with real-life happiness.
- There is a strong link between emoticon use and social power such that powerful users tend to use emoticons more often.
- They make users more friendly and competent.

e) New Social Networks Are Offered on Mobile Networks First

The ease of accessing mobile devices makes an increasing number of applications related to social networking media deployed according to mobile requirements first, followed by the Web [5]. Various facilities for mobile computing that social media can benefit from include

- Location flexibility,
- Time savings,
- Enhanced productivity,
- Easy research,
- Entertainment,
- Smooth business processes.

f) Social Media with Cinemagraphs for Digital Marketing

Cinemagraphs are photographs incorporating looping video elements. When such photographs are shown to users, they provide more revealing effects than still images [6]. More liveliness comes into play using Cinemagraphs. Social media play a huge role in digital marketing. Digital marketing with cinemagraphs can help acquire more viewers than traditional still images. As a result, revenue for the service provider, brand owner, and the end user increases. Digital marketing for a variety of businesses such as food and beverage, jewellery, perfume, food, and real estate can be produced in an effective manner using cinemagraphs to catch the user's intention on social media. Different apps that can be used to create cinemagraphs include Fixel, Kinotopic, Pictoreo, Cinemagr. Am, and iCinegraph, among others.

g) Mobile Wallet Features as Part of Social Media

All users need to make use of internet banking services by corresponding banks. The provision of online transaction options within existing social media networking sites can help retain existing users of particular networking sites [2]. Overhead such as remembering different numbers of authentication techniques can decrease using the same login details for social sites and financial transactions. Assets can be easily shared between friends and followers. Although providing such facilities requires social media giants to make initial investment to make secure transactions and embed the same facility within the existing system, it can be easily compensated from retained users using digital marketing and from charging fees for money transfers between users, among others.

h) Infographic-Based Social Media

Data presented on social media can be done in an infographic manner. Infographics are *visual bookmarking tools* that help discover and save creative ideas. An infographic (information + graphic) is a representation of information in a graphic format designed to make data easily understandable. Social media techniques can make use of infographics to quickly communicate

a message, simplify the presentation of large amounts of data, see data patterns and relationships, and monitor changes in variables over time. Animations inside the infographic can help provide information in a more positive, professional, and realistic manner. A number of free tools are available for creating effective infographics, including Google Developers, Easel.ly, Piktochart, Infogr.am, and Visual.ly.

i) Microblogging Service-Based Social Media

Micro blogging is a web service in which a subscriber can broadcast short messages to different subscribers. Information in micro blogs can vary from a few hundred characters or less [7]. All users subscribed in the targeted group are instantly notified of a micro blog, which enables them to remain updated with concerned activities on a real-time basis. The benefits for social media through micro blogs include

- Easily publicizing organizations' web content by blogging out URLs.
- Tracking issues in the form of "social media listening."
- Easier access than email.
- Aggregating content into a website.
- Low-bandwidth conversations.
- Private micro blogging networks for communication only among specified users.

j) Social Media with People-Based Marketing

The way in which social media work for digital marketing is expected to change. Instead of the traditional way of digital marketing on social media in which all users are shown the same advertising information, content can be changed based on the user [8]. That is, depending on the type of searching by the user on search engines, given information can be collected, and based on this collected information, different advertisements can be shown to different users. This way of marketing is dynamic in nature and more result oriented. The brand advertiser can be more specific in terms of selecting specific customers. Moreover, based on the information available on the user's profile in terms of age,

gender, likes for particular brands, and information related to different occasions, among others, specific advertisements can be shown. Evaluation of the success rate of such advertisements can be done using *Urchin Traffic Monitors* (or Modules). UTMs are short coded text snippets attached to the end of URLs that track the success of a marketing strategy. An analytic program such as *Google Analytics* evaluate the UTM code to assist in determining how effective marketing campaigns are and whether they should be continued. Such advertisements should be ethical and require prior permission from the end user to collect his or her information. Advertising to real people across devices can deliver real results.

k) Live-Streaming in Social Media

Traditional social media are likely to be a place where people share only their best, most polished moments. Images are cropped, edited, and perfected before being uploaded [9]. Such information shared on social media with users can be tempered to be of better quality than the actual image but not be the original. As a result, the viewer can have different mid setups for a particular subject. On the other hand, live streaming does not allow for editing or “*cherry picking*” the best parts. What is seen is what is obtained, and there are no second chances. This concept enlightens what is shared on social media for a glimpse into what the user’s life is actually like. Some benefits of live streaming include

- Live streaming can generate a bigger audience by removing geographic and physical restrictions.
- Live-streaming internet videos can facilitate online interactions if the content is interesting and curious to users.
- Sharing breaking news as it happens.
- Sharing live events, hosting interviews, showcasing products, and going behind the scenes to help social media raise their revenue by embedding live streaming in social networking sites.

l) Location-Based and Real-Time Content on Social Media

Location-based services (LBSs) allow users to get a live feed of what people are saying around them [10]. This type of service combines the *GPS (global positioning system)* and *instant messaging techniques* to discover and share information about other users within a specific geographic area. Location-based photo sharing platforms allow users to create geo-tagged events and upload mobile photos on a real-time basis. Such social media are useful for college campuses, inter/intrdepartmental conversations within a given organization, and public places. Some LBS media facilities can be highlighted as follows:

- Student affairs professionals and administrators can get in touch with the latest issues so that proper actions can be taken on a timely basis.
- Facilitating campus-wide conversations, strengthening their sense of community, and allowing them greater social integration.
- With social integration, students can not only feel psychologically fit but perceive academic motivation.
- LBSs can increase business opportunities by providing free *word of mouth* from satisfied customers for a more efficient way to market products and services.
- Service providers can gain insights into consumers’ interests by making use of analytics from data provided by LBS media to monitor company objectives [11].
- Enhance event marketing and promotion.
- Improve search engine results.

III. CONCLUSIONS

The results suggest that continuous improvements in social media allow the user many useful applications for various tasks such as locating assistance, getting service referrals, getting in touch with like-minded persons, sharing political beliefs, accessing news on a real-time basis, getting employment opportunities, and helping digital marketing in different ways such as increased brand recognition, higher conversion rates, higher brand authority, decreased marketing costs, better search

engine rankings, and improved customer insights, among others. If used properly, social media can provide valuable outcomes in diverse ways, but things may not always work as expected. Taking into consideration the other side of the coin, social media can facilitate laziness, reduced family closeness, cyber bullying, crimes against children, the risk of fraud, and identity theft, among others. Therefore, proper checks must be there on the type of information that is being spread using social media. Only then social media can become a true social platform.

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