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Social Network and there Influence

Mhamunkar Rushikesh Rajesh

Keraleeya Samajam's Model College,Dombivali East,Mumbai,Maharastra,India,First Semester,Department of Information of Technology Unvercity of Mumbai, Mumbai
Email: Rushikeshmhamunkar2000.model@gmail.com

ABSTACT

People are progressively utilizing online services since communication technology has changed radically over the past twenty years. Specifically, in regards to social networks, people have entered a new generation of connectivity and 24/7 information society. In this paper, we investigate the influence of social networks on human behavior, we begin with a general understanding of social networks and media. We then explore the main streams in the field covering current research related to social networks as well as highlight some applications focusing on the unique advantages and drawbacks of these platforms on society. In the end, we present some future direction within the field and recommendations for future improvements.

INTRODUCTION

Researchers have argued for a long time that knowledge is an increasingly valuable resource that needs to be shared between people.With the help of the Internet and new communication technologies, this knowledge has become global in reach. Now, we have the ability to communicate with anyone in the world, anytime. Social networks became an essential part of our life. According to Danah and Nicole , a social network is a structure comprising of persons usually represented by nodes linked together with social relations, and the wight between two nodes is the communication frequency. Nowadays, things have shifted to new ways of computer-mediated communication (CMC), commonly known as social media, which refers to a group of technologies that allow people to easily post, share, and/or interact with other content creators. This new generation of communication is fostered in such technologies like wikis, RSS feeds, social tagging, innovation challenges, and electronic social networks . Social Networks made the information publicly visible through online platforms such as Twitter or Facebook, with billions of users sharing content every day. It is becoming harder to monitor the miss-leading feed. Furthermore, a number of researchers have given cause for caution in the use of social networks, with concern over cyber-bullying, and the potential to engage personality and behavioral characteristics, such as narcissism, envy, and depression

SOCIAL NETWORKS RESEARCH AND APPLICATIONS

Social Networks have been an important topic for the most part of the 21st century in computational social science that investigates questions using quantitative techniques like machine learning and complexity, as well as in big data mining and simulation modeling . When it comes to data, social networks hold the biggest,richest, and most active evidence of human behavior, giving new opportunities to understand society and improve upon individuals. Facebook users reached 1.44 billion per month in 2015, meaning that most of the people of the world have a stamp on social networking platforms which allow researchers and industry experts to deeply analyze this data and conduct world-leading researches. Social Networks applications are numerous and for illustration purposes, we will discuss two examples in this paper: health and business.

Social networks have a big impact on the mental and physical health of human beings due to their inherent tendencies of human behavior. In the health sector, patients use social networks to exchange information about similar problems, whereas doctors use them to share their experiences on successful treatment. As a result, improve the decisionmaking mechanism through health-related internet materials. Social networks are also used to monitor behavioral change by collecting data on a large group of people from the same diseases, such as tackling smoking and obesity, with the help of web sites news and blogs. In business, it has become imperative for every retail company – small or large – to include the concept of social networking as an integral component of their overall business strategy to increase reachability and connectedness and facilitate the spread of information and resources in networks. A good example of social networks in the business field would be chatbots that have revealed new ways in which business owners stay connected to their target market and satisfy their needs. In fact, the global chatbot is expected to reach a revenue of US$994.5 million by the last quarter of 2024 at a projected Compound Annual Growth Rate (CAGR) of 27.8% from 2016 to 2024 .

SOCIAL NETWORKS BENEFITS AND DRAWBACKS

A. Benefits

Social Networks can be very beneficial for business organizations because they pave a new way of interaction with users in order to promote products through online branding. Today, many small businesses have seen the light of success because they engage with their audiences through social media to bring traffic to their products. Another advantage is understanding your audience. In fact, these platforms are a gateway to gain more insight and information about consumers, and they are also less expensive than traditional methods like surveys. They can also be used to obtain important data about other business competitors by tracking market structure and consumer opinions. At the same time, users can benefit from social networks by reading reviews of a specific product they are interested in. On the other hand, reviews from consumers can significantly affect business organizations in both negative and

positive ways. Social networks can also be helpful for learning due to the effectiveness of online collaboration that facilitates communication among users. The availability of high-quality content of information transmitted across social networks has created a new learning ecosystem. In fact, these online platforms hold proactive approaches to learning through self-paced and user-designed study contents, a seamless connection between learners and teachers.

B. Drawbacks

While there are many benefits, social networks have been also blamed for promoting social problems like cyberbullying. Young people nowadays are eager to be popular in their communities. However, they are subject to social media bullying, people can misuse these platforms to share rumors, post videos aimed at destroying people's reputations, and to blackmail others because teenagers lack sufficient awareness about privacy and their inability to distinguish what must be published and what should not , they often share posts that can get them in trouble. According to a case study, 23% of young people reported that they had been blackmailed and 15% said they already had bullied someone on social networks platforms. Social Networks have made it very easy to post anything online, including miss-leading content. Specifically, when people spread fake news without them knowing. In fact, this specific information often becomes a hot topic for hungry media addicts because the more outrageous something is, the more likely it will be shared. Today, more and more fake news sites pop up, and it's becoming hard to distinguish between what is authentic and what is not. Reading just the headline is usually what most people do, they don't even bother to verify the content or read it that deep. It's always better to thinkbefore sharing any suspicious links on social media

FUTURE DIRECTIONS

The social networks of today have a profound impact on our society, they allow us to connect on multiple levels. In the near future, the experience will be more immersive with the rise and advances in augmented and virtual reality. With the concepts of the Internet of things, big data, and advances in chatbot technologies, social networks will be more integrated into everything.

- **Big data**

    Big data is a term that describes large, hard-to-manage volumes of data – both structured and unstructured – that inundate businesses on a day-to-day basis. ... Big data can be analyzed for insights that improve decisions and give confidence for making strategic business moves.

- **The internet of things**

    The Internet of Things (IoT) refers to a system of interrelated, internet-connected objects that are able to collect and transfer data over a wireless network without human intervention. The personal or business possibilities are endless. ... Businesses also are driven by a need for regulatory compliance.

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- **Chatbot technology**

    A chatbot is a computer program that simulates human conversation through voice commands or text chats or both. Chatbot, short for chatterbot, is an artificial intelligence (AI) feature that can be embedded and used through any major messaging applications.

CONCLUSION

Through this paper we reviewed some recent research on social networks as well as discussed two application aspects in health and business sectors. Beyond the positive aspects of information sharing, social networks enable people to create false identities, share rumors, post videos that harm people's reputations, and blackmail others. Finally, since social networks are still evolving and the impact studies done are also reasonably new, the experience will be more immersive with the rise of future technologies.