



SOCIAL MEDIA AND CYBER WELLNESS

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Abstract: Social media uses web-based and mobile technologies on smart phones and tablet computers to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals. Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging field of technoself studies. Social media differs from paper-based or traditional electronic media such as TV broadcasting in many ways, including quality, reach, frequency, usability, immediacy, and permanence. Social media operates in a dialogic transmission system. Cyber wellness is a major concern in today's hyper connected society. The emergence of internet related crimes such as rape, theft and piracy have made our youth in particular a very vulnerable demographic. Many educators and parents are unaware of the approaches they can take in educating and protecting their students and children from these threats. Educational psychology and technological methods are included to help teachers deliver these lessons, be they in classrooms or via e-learning platforms. This paper presents about features of social media, social networking websites, how social media differs from other media, the advantages and disadvantages of social media. Also describe about the meaning of Cyber Wellness (CW), and how to handle the media within the limits by practicing some of the principles.

Keywords: Technoself, Social Networking Sites, Cyber Wellness.

INTRODUCTION:

The development of social media started off with simple platforms such as sixdegrees.com. Unlike instant messaging clients such as ICQ and AOL's AIM, or chat clients like IRC, iChat or Chat Television, sixdegrees.com was the first online business that was created for real people, using their real names. However, the first social networks were short-lived because their users lost interest. The Social Network Revolution has led to the rise of the networking sites. Research shows that the audience spends 22 percent of their time on social networking sites, thus proving how popular social media platforms have become. This increase is because of the smart phones that are now in the daily lives of most humans. Social media can help to improve individuals' sense of connectedness with real and/or online communities and social media can be an effective communications (or marketing) tool for corporations, entrepreneurs, non-profit organizations, including advocacy groups and political parties and governments. According to Nielsen, Internet users continue to spend more time on social media sites than on any other type of site. At the same time, the total time spent on social media sites in the U.S. across PCs as well as on mobile devices increased by 99 percent to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011

DEFINITION:

Social media are Computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via communities and networks.

FEATURES OF SOCIAL MEDIA:

1. Social Media is interactive Internet based applications.
2. Simple User Interface.
3. Prominent Search Functionality.
4. Personalized User Profile and Experience.
5. Notifications and Real time updates
6. The lifeblood of the social media orgasm is user-generated content such as text posts or comments, digital photos or videos and data generated through online interactions.
7. Users create service-specific profiles for the website or app.
8. Social media facilitates the development of online social networks by connecting a user's profile with the individuals and/or groups.

SOCIAL NETWORKING SITES ARE:

1. **Face book:** Face book is an online social networking site that allows users to create their personal profiles, share photos and videos, and communicate with other users.
2. **Twitter:** Twitter an internet service that allows users to post "tweets" for their followers to see updates in real-time.
3. **LinkedIn:** LinkedIn is a networking website for the business community that allows users to create professional profiles, post resumes, and communicate with other professionals and job-seekers.
4. **Pinterest:** Pinterest is an online community that allows users to display photos of items found on the web by "pinning" them and sharing ideas with others.
5. **Snapchat:** Snapchat is an app on mobile devices that allows users to send and share photos of themselves and their daily activities.
6. **Google+:** Google+ is a Google social project. The Google+ design team sought to replicate the way people interact offline more closely than is the case in other social networking services, such as Face book and Twitter. The project's slogan is "Real-life sharing rethought for the web."
7. **WhatsApp:** WhatsApps is a proprietary, cross-platform, encrypted instant client for smart phones. It uses the Internet to make voice calls, video calls; send text messages, documents, PDF files, images, GIF, videos, user location, audio files, phone contacts and voice notes to other users using standard cellular mobile.
8. **Facebook Messenger:** Facebook Messenger is an instant messaging service and software application which provides text and voice communication. Integrated with Facebook's web-based Chat feature and built on the open MQTT protocol, Messenger lets Facebook users chat with friends both on mobile and on the main website. On October 3, 2016, Facebook launched Facebook Messenger Lite to attract more users, particularly, that running Android operating system on 2G network. It skips notification sounds, voice calling and other features that increase the loading time.
9. **WeChat:** We Chat is a platform instant service developed by Tencent in China, first released in January 2011. It is one of the largest standalone messaging apps by monthly active users.
10. **Tumblr:** Tumblr is a micro blogging and networking website founded by David Karp in 2007, and owned by Yahoo! since 2013. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs. Bloggers can also make their blogs private. For bloggers, many of the website's features are accessed from a "dashboard" interface.
11. **Skype:** Skype is an application that provides video chat and voice call services. Users may exchange such digital documents as images, text, video and any others, and may transmit both text and video messages. Skype allows the creation of video conference calls. Skype is available for Microsoft Windows, Macintosh, or Linux, as well as Android, Blackberry, Apple and Windows smart phones and tablets. First released in August 2003, Skype was created by the Swede Niklas Zennström and the Dane Janus Friis.
12. **Viber:** Viber is a cross-platform instant messaging and Voice over IP (VoIP) app that was popularized by the Israeli company Viber Media. In addition to instant messaging, users can exchange images, video and audio media messages.
13. **Line:** Line is a proprietary application for instant communications on electronic devices such as smart phones, tablet computers and personal computers. Line users exchange texts, images, video and audio, and conduct free VoIP conversations and video conferences. Line was first launched in Japan in 2011. Line became Japan's largest social network in 2013.
14. **Instagram:** Instagram is an online mobile photo, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app.
15. **QQ:** Tencent QQ, popularly known as QQ, is an messaging software developed by a Chinese company named Tencent Holdings Limited. QQ also offers a variety of services, including online social games, music, shopping, micro blogging, movies, and group and voice chat. The logo and mascot is a small penguin wearing a red scarf.
16. **Qzone:** Qzone is a social networking website which was created by Tencent in 2005. It allows users to write blogs, keep diaries, send photos, listen to music, and watch videos. Users can set their Qzone background and select accessories based on their preferences.
17. **Reddit:** Reddit is a social news website and forum where stories are socially curated and promoted by site members. The site name is a play on the words "I read it".
18. **Wikipedia:** Wikipedia is a free, open content online encyclopaedia created through the collaborative effort of a community of users known as *Wikipedia's*. Anyone registered on the site can create an article for publication; registration is not required to edit articles. Jimmy Wales and Larry Sanger co-founded Wikipedia project in January 2001.

PROPERTIES THAT HELP TO DESCRIBE THE DIFFERENCES BETWEEN SOCIAL AND INDUSTRIAL MEDIA ARE:

1. **Quality:** In industrial (traditional) publishing—mediated by a publisher—the typical range of quality is substantially narrower than in niche, unmediated markets.

2. The main challenge posed by content in social media sites is the fact that the distribution of quality has high variance: from very high-quality items to low-quality, sometimes abusive content.
3. **Reach:** Both industrial and social media technologies provide scale and are capable of reaching a global audience. Industrial media, however, typically use a centralized framework for organization, production, and dissemination, whereas social media are by their very nature more decentralized, less hierarchical, and distinguished by multiple points of production and utility.
4. **Frequency:** The number of times an advertisement is displayed on social media platforms.
5. **Accessibility:** The means of production for industrial media are typically government and/or corporate (privately owned); social media tools are generally available to the public at little or no cost.
6. **Usability:** Industrial media production typically requires specialized skills and training. Conversely, most social media production requires only modest reinterpretation of existing skills; in theory, anyone with access can operate the means of social media production.
7. **Immediacy:** The time lag between communications produced by industrial media can be long (days, weeks, or even months) compared to social media (which can be capable of virtually instantaneous responses).
8. **Permanence:** Industrial media, once created, cannot be altered (once a magazine article is printed and distributed, changes cannot be made to that same article) whereas social media can be altered almost instantaneously by comments or editing.
9. **Recency:** The time lag between communications produced by industrial media is relatively long (days, weeks, or even months) compared to social media (which can be capable of virtually instantaneous responses).
10. **Two-way conversation:** Two-way communication involves feedback from the receiver to the sender. This allows the sender to know the message was received accurately by the receiver.
11. **Open system:** An open system is a system that has external interactions. Such interactions can take the form of information, energy, or material transfers into or out of the system boundary, depending on the discipline which defines the concept. Open system is a process that exchanges material, energy, people, capital and information with its environment.

ADVANTAGES OF SOCIAL MEDIA:

1. **Connectivity:** People from anywhere can connect with anyone. Regardless of the location and religion. The beauty of social media is that you can connect with anyone to learn and share your thoughts.
2. **Education:** Social media has a lot of benefits for the students and teachers. It is very easy to educate from others who are experts and professionals via the social media and enhance your knowledge about any field. Regardless of your location and education background you can educate yourself, without paying for it.
3. **Help:** You can share your issues with the community to get help and guidance. Whether it is helping in term of money or in term of advice, you can get it from the community you are connected with.
4. **Information and Updates:** You update yourself from the latest happenings around in the world. Most of the time, Television and print media these days are biased and does not convey the true message. With the help of social media you can get the facts and true information by doing some research.
5. **Promotion:** The business people can promote the business online to the largest audience. The whole world is open to all. This makes the businesses profitable and less expensive.
6. **Noble Cause:** Social media can also be used for the noble causes. People are using social media for donation for needy people and it can be a quick way to help such people.
7. **Awareness:** Social media also create awareness and innovate the way people live. Social media has helped people to discover new and innovative stuffs that can enhance personal lives. From farmers to teachers, students to lawyers every individual of the society can benefit from the social media.
8. **Helps Government and Agencies to Fight Crime:** Social media helps Governments and Security Agencies to spy and find out the criminals.
9. **Improves Business Reputation:** Positive comments and sharing about a company can help them with sales and goodwill. Since people are free to share whatever they want on the social media, it can impact positively when good words are shared.
10. **Helps in Building Communities:** Since our world has different religions and beliefs. Social media helps in building and participating in the community of own religion and believes to discuss and learn about it. Similarly, people of different communities can connect to discuss and share related stuffs.

DISADVANTAGES OF SOCIAL MEDIA:

1. **Cyber bullying:** Many children have become victims of the cyber bullying over the past. Since anyone can create a fake account and do anything without being traced, it has become quite easy for anyone to bully on the Internet.
2. **Hacking:** Personal data and privacy can be easily hacked and shared on the Internet. This makes financial losses and loss to personal life. Similarly, identity theft is another issue that can give financial losses to anyone by hacking their personal accounts.

3. **Addiction:** Addiction to social media disturbs personal life. The teenagers are the most affected people by the addiction of the social media. They get involved very extensively and are eventually cut off from the society. Due to this, a lot of time is wasted, which could be utilized for productive tasks and activities.
4. **Fraud and Scams:** Several examples are available where individuals have scammed and commit fraud through the social media.
5. **Security Issues:** Now a day's security agencies have access to people personal accounts. You never know when you are visited by any investigation officer regarding any issue that you mistakenly or unknowingly discussed over the internet.
6. **Reputation:** Social media can easily ruin someone's reputation just by creating a false story and spreading across the social media. Similarly businesses can also suffer losses due to bad reputation being conveyed over the social media.
7. **Cheating and Relationship Issues:** Most of the people have used the social media platform to marriage proposal. However, after some time turn to be wrong in their decision. Similarly, couples have cheated each other by showing the fake feelings and incorrect information.
8. **Health Issues:** The excess usage of social media can also have a negative impact on the health. Since exercise is the key to lose weight, most of the people get lazy, that results in bringing disorder in the routine life. Use of all the social media, affects the eyes and brain due more concentration and focus on to the monitor/screen.
9. **Social Media causes death:** Not just by using it, but by following the stunts and other crazy stuffs that are shared on the internet. For example bikers are doing the unnecessary stunts, people doing the jump over the trains and other life threatening stuffs.
10. **Glamorizes Drugs and Alcohol:** People start to follow others who are wealthy or drug addicted and share their views and videos on the web. This inspires others to follow the same and get addicted to the drugs and alcohol.

CYBER WELLNESS:

Cyber Wellness (CW) refers to the positive well-being of Internet users. It involves an understanding of online behaviour and awareness of how to protect oneself in cyberspace. The focus of Cyber wellness is about helping people to become responsible digital learners. When navigating cyberspace, people should demonstrate respect for self and others and practice safe and responsible use. The users also should be a positive peer influence by harnessing technology for collaboration, learning and productivity, as well as advocating positive use of technology for the good of the community.

Cyber Wellness Principles:

Some of the principles should be practiced while handling the social media. The three principles are

1. Respect for Self and Others
2. Safe and Responsible Use
3. Positive Peer Influence

When the principles are adhered to, will anchor to the people's well-being in cyberspace and will be a help to make careful and well-considered decisions.



Sense – Think – Act Process

Sense: Identify the possible risks of harmful behaviours online and learn how to protect oneself

Think: Analyse, evaluate and reflect on the online situation based on the three CW principles

Act: Translate understanding into actions so as to be safe and have a positive presence online

Respect for self and others:

- ✓ Uphold the dignity of people when online. That is, share appropriate content and participate in only legal online activities.
- ✓ respect other people online (e.g. put themselves in others' shoes, accept diverse views and opinions, give credit when using other people's work and seek permission where necessary, avoid sharing hurtful materials).

Safe and responsible use of social media:

- ✓ Have an understanding about harmful and illegal online behaviours.
- ✓ Take steps to protect themselves.
- ✓ Keep their personal information private.
- ✓ Verify the reliability of information using various sources.
- ✓ Take steps to avoid dangers they may encounter online.
- ✓ Maintain a healthy balance of their online and offline activities

Positive peer influence:

- ✓ Be a positive role model in online.
- ✓ Stand up for your peers online
- ✓ Share healthy and positive content.
- ✓ Harness the affordances of technology to do good for society

CONCLUSION:

Social media is the latest and fastest growing medium in India. Social media is a tool, which is amazing and powerful. Social media with advanced technology is changing people's lives more convenient and faster. Internet users will increase in future, because, it would be much cheaper and accessible. Also media is positive inspite of some negative things. Due to lack of trained persons for handling social media in India, misuse of social media is a challenge for the government. Ironically, the bigger social networking is, in people's lives, the more traditional values are important such as trust and transparency. According to me, we can have a healthy life including physical, psychological, social and moral values, when we embrace social media for learning purpose and getting knowledge.

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