Chapter-11

SOCIAL MEDIA COMMUNICATION: NETWORKING VS SATISFACTION AND ECONOMIC GROWTH

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INTRODUCTION

Social Media and People show a vital motive in the Economic Growth for any State or Country. Here, it is important to understand that people can maximise their potential when they actually feel connected and have psychological satisfaction. All over the world there is a wave about "Social Media & Connectivity" but there is a need to go beyond and see the extent of this connectivity, satisfaction, and isolation. Social media has brought a paradigm shift in lifestyle and culture across the world. Specifically, its use by the youth has increased dramatically in contemporary times, and the numerous hours spent in front of social media screens now outnumber time spent in face-to-face communication and contacts. This directly impacts family life and the life of the individual and indirectly affects the economic growth of the states because for growth 'Healthy mind in a healthy body' is a prerequisite. The use of social media is meant for seeking connectivity with others and its usage is rising leaps and bounds. One of the important aspects that has drawn the attention of the researchers is, how these apps will affect users' social interactions and mental satisfaction. Whether social media interaction predicts psychological well-being over time, is a big question mark. This research investigates the tangent between social media and health.consumption and connectivity and the findings reveal that It helps in expanding networks but lacks in emotional bonding and psychological satisfaction, while face-to-face contact helps people avoid social exclusion and breeds the feeling of connectedness.

What exactly does it mean to be engaged, and why is it so crucial? We all want to be a part of doing something, and we frequently find that something in each other. People are increasingly using online media sites like Facebook, Twitter, Insta, and SnapChat to communicate with one another. Individuals and families are having less interpersonal encounters and feeling less connected as a result of the rising usage of social media platforms.

According to a recent study, "internet use at home was adversely related with family time". Furthermore, family usage of social media might result in less physical interaction and a killing of family relationships.

Spending quality time together is essential for a family's survival and integrity, as well as for families to feel linked together. Many families, on the other hand, may be oblivious of the potential output of family members' media use on family cohesion.

Due to the rising usage of smartphones with internet connections and social media applications, the mobile internet, or accessing the internet via a mobile phone, has emerged as a popular way to explore social networks on the fixed web.

Nowadays, mobile technologies are commonly used to consume social networks and produce content, and there are a slew of mobile apps and services intended expressly to let mobile phone users update, browse, and produce content.

For the past decade, social media has focused on the lives of children, teens and adults alike. Almost everyone uses this form of communication with friends, family, coworkers, and organizations, and the vast majority of people do. The lives of young people socially revolve around social media and online forums (Nielsen Wire, 2010; Smith & Anderson, 2018). The distinctive features of social networks and internet communication bring benefits to many young people and young adults compared to conventional communication methods: their convenience, flexibility, and accessibility contribute to the intellectual and social growth of users (Wells & Mitchell, 2008). A major concern of teachers and psychologists is whether the presence of young people in the real world is one of the best ways to be in a group and to reduce the loneliness that many young people face. Is there a connection between social media and the business? The fact that the use of social media (SM) has reached the highest level in the world has inspired our research. As shown by the percentage of people who use social media to learn, share information, and access technology, social media is becoming a new channel for people to collect and innovate. The impact of social media platforms has been enormous! A very obvious example is a marketing strategy at the heart of how social media platforms work. Companies had to pay for unbiased ads until the social media platform started hoping that someone who participated in their product or service would happen everywhere and see it. posts, which makes the sales engine of the service economy more efficient.

LITERATURE REVIEW

Families must spend quality time together in order to sustain their integrity, as well as to feel connected to one another, yet many families are unaware of the possible impact of family members' social media use on family cohesion. There are a few studies that look at the influence of social media during the quality family. For the purposes of this study, online research manuals and the use of social media for families, high family time, and the relationship between the two were reviewed. Because the family is our first social centre, communication and communication between family members are essential to the growth of society. Proper family communication provides teens with a "healthy way to socialise". Spending quality time with family members can also help to strengthen and improve relationships. A good time includes dialogue or interaction, as well as "complete and indivisible attention" to each other.Face-to-face connection is

critical for the quality of their relationship, and the amount of time married people spend together is typically connected to their quality of life.

Intrapersonal Communication

Social media has emerged as a powerful instrument for self-expression and self-promotion. We are transmitting to others whatever we believe is significant. Birthday parties, wedding ceremonies, trips, meals, and even shopping are all possibilities. This need to project a positive image in the eyes of others leads to narcissism.

Future of Social Media

The same thing might happen on other websites.Facebook is sometimes regarded as a societal burden instead of a successful social networking platform. Facebook is seen by young people as more of a social obligation than a preferred social networking site. As an output of the extensive use of new media to seek interactions, readers are able to offer unauthentic content on significant academic themes.

Defining the Idea of Connectivity and its Domains

Despite the fact that communication building is increasingly used in models and studies used by many scholars and researchers, it is really difficult to use the terms used to describe them which include communication, binding, sense of ownership, sense of stability, sense of connection, and attachment, for a review and working description of the school connection. Despite differences in the definitions used throughout the study and the variability of the variables used to evaluate the connection depending on the area under investigation, the definition of structural definitions reveals the basic trends in the situation or process that the connection should reflect.

Many definitions of parental or familial connection emphasise the relationship's property or character, emphasising both the quality of the adolescent's bond and the reciprocity and reciprocity inside the connection. For these descriptions, which consider connection as a dyadic or family concept, the kind and quality of specific characteristics (interactions, trust, gestures of love) of personal communication are typically measured.

STUDY PREDICTIONS

1. How closely do satisfaction and closeness resemble one another? Studies have found moderate to strong links between connectivity and happiness, showing that causal links between the two may build over time. Moderate concurrent relationships were also expected.

2. How stable are feelings of belonging and pleasure throughout time? We expected both conceptions to be relatively constant over the period of a year, allowing reciprocal links to be proved.

3. Is it true that a path coefficient with pass pathways connecting connectivity and well-being more accurately explains empirical data than just a system with co - relational paths but still no pass? We made an assumption that the relativist paradigm can be abandoned in favour of the multi-language model, with significant consequences.

Support the idea that connectivity and happiness have reciprocal, maybe causal consequences throughout time.

Introduction of Social Media

People can use social media to trade photos and videos, post news and stories, write blogs, and participate in online forums. Individuals, companies, organisations, governments, and lawmakers may all use social media to interact with large numbers of people. There are around 4.5 billion active social media users.

Economic Upliftment

Economical increment, in the lowest form, refers to a hike in an economy's overall production. Significantly higher marginal product of labour is typically, but not always, connected with increased aggregate production. As a result, wages grow, encouraging customers to hand over their money and spend extra, resulting in a higher standard of living.

The Economic Effect of Social Media

Social media has had a huge impact on the structure of the economy! The most notable difference lies in the advertising strategy behind the way social media works. Until social media became mainstream, businesses had to pay for random advertisements in the hopes that someone using their services or products would stumble upon and recognize them. Social media platforms can now use data collected from likes and posts to connect advertisers with interested customers to make advertising, the engine of consumer society, more effective.

RESEARCH METHODOLOGY

For this research work,we have taken secondary data from published research papers, internet articles, online dictionaries, web research.

FINDINGS

Social networking sites appear to be effective tools for increasing social capital. Facebook, for example, was designed to allow students to interact and connect with others, and was based on the concept of a private "network".The word cyberostracism to characterise the phenomena that happens when internet surfers feel alienated or show a lower side of input from other colleagues of the online community.The online racism in a more intimate online gaming context, even when other participants are entirely unaware of the other participant in a research of 1,486 internet users from 62 nations. Ostracised people had lower feelings of belonging, control, and beneficial effect.

Observing the same findings in respect to FB's use in Australia. In a computer lab, the researchers assembled 79 undergraduates and asked them to create groups of 3 to seven. Students were encouraged to invent a fresh Fb account and post a facebook status on anything interesting that had recently occurred for the purpose of the research. They were also told to read and comment on the statuses of other pupils in their group.According to the findings, people who update their status but did not receive a response from the other respondents feel excluded and develop lesser feelings of continuing. These research suggest that cyberostracism diminishes one's online sense of community, that is another potential social media disadvantage.

SOLITUDE

As per a research on digital media activity among socially more anxious persons, teens who used Fb to cover up for their actual interaction skill deficiencies instead hiked their alone time. Teens who used Fb to supplement their real life social networking sites (i.e. making new acquaintances) went through less alone time, according to the same study. Overall, these findings suggest that the feeling of decreasing or hiking isolation through digital networking utilise is linked to the motivation for using the site and the qualities of those who use it.

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