A Picturesque Study of Internet Media Tools Leveraging Global Social Changes

Verma Rooble[1], Verma Priyanka[2] and Shrivastava Vibha[3]
[1] School of Studies in English, Vikram University, Ujjain, MP, INDIA
[2] Department of Management Studies, Maulana Azad National Institute of Technology, Bhopal, MP, INDIA
[3] Christu Jyoti Higher Secondary School, Ujjain, MP, INDIA

Abstract

Today it is almost impossible to imagine a life without media. Media has developed a very unique position for itself in our lives. If we just look around then we would find that there is no aspect of our life which is not touched and affected by media. Be it our work, relationships, education or entertainment, media is seen everywhere. And there is no denial that we can not live without media. There is no doubt that media is playing a very significant role in making the world smaller. Through various mediums of media whether it is radio, television, newspaper or internet, today we are able to connect with large number of people around us. Especially internet has truly become the need of every individual both for our work and to connect with our friends and well wishers. Twitter, Blog, Facebook, My Space and You Tube have occupied such special place in our lives that if we are not a part of it, then there is something really important that we are missing .Media not only connects with our friends but it also informs us about the events in the world. In this way media is like a mirror of the society which reflect each and everything about the society to us. Media is not just confined to informing us about the happenings and serving a means to connect with people, in fact it also affects out thinking patterns and compel us to think on various matters. The way we think and perceive various issues about the world is also shaped up by media. Today everyone especially youth is growing so aware about his responsibilities towards society is because of media. Campaign such as Teach India and Jaago Grahak Jaago helps in spreading awareness about human rights and duties. In this way the changes that we see in the society is largely due to the wide range of concerns that media is able to cover in the society.Keywords: Physicochemical, microbial, pollution, Tamil Nadu

Keywords: Media, blog, bloggers, social change

Introduction

Media is, undoubtedly, an exceptional means of communication -whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth. Individuals and communities are bombarded constantly with messages from these multitudes of media sources. These various media tools are instrumental in generating messages to promote not only products, but moods, attitudes, and a sense of what is and is not important. In this way the role of the media is influential in social change and social innovation processes. It is high time to see media ethics from social scientific, philosophical and vocational perspectives[1]**.**

There can be diversified roles that media can play, it can play either a progressive or conservative role in social change. Without the slightest of any doubt mass media is the most effective and influential tool for making information available to people at a cheaper and convenient method[2]. Media has the power to support the renewal of society by introducing innovative, new, constructive perspective and new information. Media has the power to question prevailing functioning models and paradigms. The media could take a more active role in promoting social reform without compromising their journalistic principles. There are indeed various challenges that media has to face and fight in the process of its role in social change. Thus, involvement in social change does require solid competence on behalf of the media.

In today's globalized scenario the phenomenal growth in mass media channels have led to an expansion of the roles it could play in various areas apart from performing the functions of providing information, influencing public opinion and social attitudes, entertainment and bringing about greater social integration. In contemporary times, the media plays an important role in providing information through news reports and analysis, which is beneficial in assessing political performance.

India has a rich history of press media playing a powerful role in motivating people to participate in the freedom struggle during the pre-independence era. After independence, with the passage of time and development in the world of media, the press has been joined by the more powerful electronic media, radio and television in communicating information to the people. A few

decades ago the press was the main mass media channel which reported on social, economic and political conditions prevailing in the country. But today such information is dominant on the national television channel as well as the satellite channels and even internet. All these media channels compete with one another to bring people closer to the social, economic and political processes, important issues linked to them and their probable effects on society. In this way mass media has become an agent of social control or social change[3].

The world seems to have shrunk into a small village because of connectivity developed between countries through IT revolution. Any issue of social interest immediately gets responses from across the world in virtually no time. In this way no issues can be confined to a particular community or territory, it gets global dimension and attention causing great social change both in attitude and approach. Today media can play unbelievable roles in brining about great change in the society by connecting people through its various mediums and tools. With the advancement of science new instruments have been invented which have become handy tools from their communication advantage point of view. It is sure that online medium will change journalism for the better[4].

Media Tools Leveraging Social Changes: A Picturesque View
Twitter: Twitter is a mini-blogging platform that one can use to send messages of 140 characters or less to family, friends, or just the general Web community at large, popularly appears as shown in F**igure-1.**

Figure-1
Twitter Logo

One can also choose to follow other Twitter community members' posts, either by navigating directly to the Twitter site, subscribing to that particular Twitter RSS feed (they are the subscribers who use your feed to read the articles5), or getting Twitter posts sent to the mobile device (text messaging fees will apply for this option ; check with your provider). Twitter today

has become the buzz word amongst all to express one's opinion in an opinion in an independent fashion.

Uses of Twitter: There are many different uses for Twitter. Some of the most common are: i. Instant updates. For instance, the Los Angeles Fire Department uses Twitter to keep the community apprised of fire emergences (LAFD). ii. News. One can get up to the minute news updates from many news agencies. iii. Friends and family. The majority of Twitter users use it to keep friends and family apprised of what they're doing at any given moment. It's a great way to fire off a quick jolt of news if one doesn't have a lot of time to write anything more substantial.

Blog: A blog is basically a type of website, like a forum or a social bookmarking site. Many successful bloggers round the globe earn very good income from their blog (this expression is reflected in figure-2 As such it is defined by the technical aspects and features around it, and not by the content published inside it.
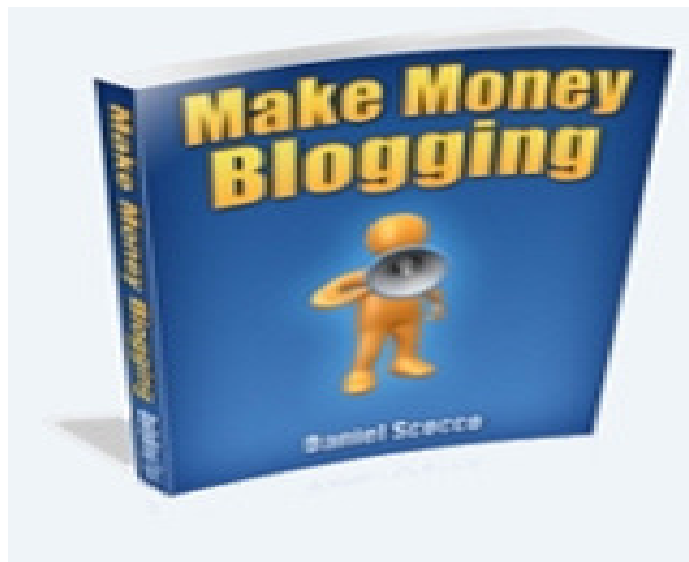

Figure-2
Benefits of Blog

The features that make blogs different from other websites are: i. Content is published in a chronological fashion, ii. Content is updated regularly. iii. Readers have the possibility to leave comments. iv. Other blog authors can interact via trackbacks and pingbacks.

A blog is a type of website or part of a website. Blogs--or weblogs--are a huge phenomenon on the internet[6]. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. Blog can also be used as a verb, meaning to maintain or add content to a blog. Most blogs are interactive, allowing visitors to leave comments and even message each

other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (art blog), photographs (photoblog), videos (video blogging), music (MP3 blog), and audio (podcasting). Microblogging is another type of blogging, featuring very short posts.

Types of Blogs: There are many different types of blogs, differing not only in the type of content, but also in the way that content is delivered or written.

Personal blogs: The personal blog, an ongoing diary or commentary by an individual, is the traditional, most common blog. Personal bloggers usually take pride in their blog posts, even if their blog is never read. Blogs often become more than a way to just communicate; they become a way to reflect on life, or works of art. Blogging can have a sentimental quality. Few personal blogs rise to fame and the mainstream, but some personal blogs quickly garner an extensive following.

Corporate and organizational blogs: A blog can be private, as in most cases, or it can be for business purposes. Blogs used internally to enhance the communication and culture in a corporation or externally for marketing, branding or public relations purposes are called corporate blogs. Similar blogs for clubs and societies are called club blogs, group blogs, or by similar names; typical use is to inform members and other interested parties of club and member activities.

By Genre: Some blogs focus on a particular subject, such as political blogs, travel blogs (also known as *travelogs*), house blogs, fashion blogs, project blogs, education blogs, niche blogs, classical music blogs, quizzing blogs and legal blogs (often referred to as a blawgs) or dreamlogs. Two common types of genre blogs are art blogs and music blogs. A blog featuring discussions especially about home and family is not uncommonly called a mom blog. While not a legitimate type of blog, one used for the sole purpose of spamming is known as a Splog.

By Media Type: A blog comprising videos is called a vlog, one comprising links is called a linklog, a site containing a portfolio of sketches is called a sketchblog or one comprising photos is called a photoblog. Blogs with shorter posts and mixed media types are called tumblelogs. Blogs that are written on typewriters and then scanned are called typecast or typecast blogs; see typecasting (blogging). A rare type of blog hosted on the Gopher Protocol is known as a Phlog.

By Device: Blogs can also be defined by which type of device is used to compose it. A blog written by a mobile device like a mobile phone or PDA could be called a moblog. One early blog was Wearable Wireless Webcam, an online shared diary of a person's personal life combining text, video, and pictures transmitted live from a wearable computer and EyeTap device to a web site. This practice of semi-automated blogging with live video together with text was referred to as sousveillance. Such journals have been used as evidence in legal matters.

Facebook: Facebook is a social network service and website launched in February 2004 that is operated and privately owned by Facebook, Inc. i.e. figure-3.

Figure-3
Facebook Inc.

As of July 2010 Facebook has more than 500 million active users. Facebook is a perfect example of the ways one technological development has influenced our daily lives[7]. Users may create a personal profile, add other users as friends and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common interest user groups, organized by workplace, school, or college, or other characteristics. The name of the service stems from the colloquial name for the book given to students at the start of the academic year by university administrations in the US with the intention of helping students to get to know each other better. Facebook allows anyone who declares themselves to be at least 13 years old to become a registered user of the website.

A January 2009 compete.com study ranked Facebook as the most used social network by worldwide monthly active users, followed by MySpace. Entertainment weekly put it on its end-of-the-decade "best-of" list, saying, "How on earth did we stalk our exes, remember our co-workers' birthdays, bug our friends, and play a rousing game of Scrabulous before Facebook?" Facebook is a social networking website intended to connect friends, family, and business associates. It is the largest of the networking sites, with the runner up being MySpace. It began as a college networking website and has expanded to include anyone and everyone. Facebook was founded by 2004 by

Harvard student Mark Zuckerberg and originally called the facebook. It was quickly successful on campus and expanded beyond Harvard into other Ivy League schools. With the phenomenon growing in popularity, Zuckerberg enlisted two other students, Duston Moskovitz and Chris Hughes, to assist. Within months, the facebook became a nationwide college networking website. Zuckerberg and Moskovitz left Harvard to run the facebook full time shortly after taking the site national. In August of 2005, the facebook was renamed Facebook, and the domain was purchased for a reported $200,000 US Dollars. At that time, it was only available to schools, universities, organizations, and companies within english speaking countries, but has since expanded to include anyone.

Facebook users create a profile page that shows their friends and networks information about themselves. The profile typically includes the following: information, status, friends, friends in other networks, photos, notes, groups, and the wall. users are able to search for friends and acquaintances by e-mail address, school, university, or just by typing in a name or location for search. When people become friends, they are able to see all of each others' profiles including contact information. E-mail notifications let users know when new friends have chosen to add them to their list or when someone has sent a message to them within the system. A popular feature on Facebook is the ability to share photographs uploaded from a phone, camera, or hard drive. As with other private information, users have the option to allow only friends to see their pictures or anyone. There is an unlimited amount of storage available, which is a major advantage of Facebook's photograph sharing capabilities.Groups can be created by users. These can include anything from grade school connections to hobbies and interests. Groups can be public and available to everyone or private, meaning only those invited can join and view discussions. Similarly, the events feature allows friends to organize parties, concerts, and other get togethers in the real world. Users can also become fans of everything such as people, organizations, television shows, movies, and musicians.

There are countless applications available to add to a profile. They range from a list of top friends to movie compatibility with others, and maps of where users have traveled. These applications are created by individuals outside of Facebook's employment who are known as developers. Users of Facebook can share news stories, video, and other files with friends. Most news and video websites have buttons that can be clicked to automatically share the story or video on a feed. The person sharing can make comments about the shared item that their friends will see. Personal notes can also be written and shared with friends.

Advantages of Facebook: i. Facebook makes it easy to find and join groups with similar interest and dislikes. ii. It is easier to find old friends or new friends as almost everyone is on Facebook. iii. Facebook makes it easy to approach and meet new people Facebook can be used to meet business contacts and for networking purposes.

MY Space: Myspace stylized My_____ and previously MySpace, is a social networking website. Popular logo is shown in the figure-4 Its headquarters are in Beverly Hills, California where it shares an office building with its immediate owner, news corp. digital media, owned by news corporation. It embraces both publishing and socializing tools.[8]

Figure-4
Logo of myspace.com

Myspace became the most popular social networking site in the United States in June 2006. According to comScore, Myspace was overtaken internationally by its main competitor, Facebook, in April 2008, based on monthly unique visitors. Myspace employs 1,000 employees, after laying off 30 percent of its workforce in June 2009; the company does not disclose revenues or profits separately from news corporation. Quantcast estimates MySpace's monthly U.S. unique visitors at 43.2 million. The 100 millionth account was created on August 9, 2006, in the Netherlands.

MySpace is a free online community composed of personal profiles aimed foremostly at a younger membership. A MySpace profile typically includes a digital photo and in-depth information about personal interests. The amount of detail included in the profile is up to the user and submitted voluntarily. MySpace policy requires users be at least 14 years of age to join. Members routinely send each other messages and "network" or socialize within the MySpace community. It is an important testimony to the fact that how overpowering and influential these social sites have become.[9]

The format of MySpace makes it easy for anyone to submit profile information, even if they have little online experience. Though the domain has proved incredibly popular, reportedly hosting over 60 million profiles, it has also come under fire. The concern is that the vast majority of MySpace members may be

too inexperienced to realize the potential danger of posting personal information online. Some profiles contain not only a picture, but the user's first and last name, location, and details like favorite music and foods. This information enables a predator to easily target and befriend a victim.

Bolstered by a plethora of personal information, the predator can easily manipulate the potential victim into a false sense of security and familiarity while misrepresenting himself entirely through his own false profile. Though forbidden by MySpace, false profiles are all but impossible to prevent within the framework. Due to growing concerns, in April 2006, MySpace announced it would begin serving public information ads geared towards educating its users. The banner ads are part of a larger campaign that began in 2004, initiated by the National Center for Missing and Exploited Children. Additionally, as of 1 May 2006, Hemanshu Nigan, a former federal prosecutor specializing in child exploitation, began overseeing the safety division of MySpace. Nigan previously worked for Microsoft corporation, developing computer strategies designed to better protect children.

YouTube: YouTube is a video-sharing website on which users can upload, share, and view videos. Three former PayPal employees created YouTube in February 2005.

The company is based in San Bruno, California, as shown in the figure-5 and uses Adobe Flash Video technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging and short original videos. Most of the content on YouTube has been uploaded by individuals, although media corporations including CBS, BBC, Vevo and other organizations offer some of their material via the site, as part of the YouTube partnership program. According to comScore Video Metrix, 149.3 million Americans watched an average of 104 You Tube videos during 15 to 16 sessions in June 2011 for a total of 324.1 minutes. [10]

Figure-5
YouTube's current headquarters in San Bruno, California

Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos as shown in the figure-6. Videos that are considered to contain potentially offensive content are available only to the registered users.

Figure-6
YouTube's Broadcasting of Videos

18 and older. In November 2006, YouTube, LLC was bought by Google Inc. for $1.65 billion, and now operates as a subsidiary of Google. YouTube was founded by Chad Hurley, Steve Chen and Jawed Jawed Karim, who were all early employees of Pay Pal Hurley had studied design at Indiana University of Pennsylvania, while Chen and Karim studied computer sceince together at the University of Illinois at Urbana-Champaign. According to a story that has often been repeated in the media, Hurley and Chen developed the idea for YouTube during the early months of 2005, after they had experienced difficulty sharing videos that had been shot at a dinner party at Chen's apartment in San Francisco. Karim did not attend the party and denied that it had occurred, while Hurley commented that the idea that YouTube was founded after a dinner party "was probably very strengthened by marketing ideas around creating a story that was very digestible." Before the launch of YouTube in 2005, there were few easy methods available for ordinary computer users who wanted to post videos online. With its simple interface, YouTube made it possible for anyone with an Internet connection to post a video that a worldwide audience could watch within a few minutes. The wide range of topics covered by YouTube has turned video sharing into one of the most important parts of Internet culture.

An early example of the social impact of YouTube was the success of The Bus Uncle video in 2006. It shows a heated conversation between a youth and an older man on a bus in Hong Kong, and was discussed widely in the mainstream media. Charlie Bit My Finger (as shown in the figure-7) is a viral video famous for formerly being the most viewed YouTube video of all time. It had over 245 million hits as of November 2010. The clip features the younger of two English brothers, Charlie (aged one) biting the finger of his older brother Harry, aged three. In

their list of YouTube's 50 greatest viral videos of all time, *Time* ranked "Charlie Bit My Finger" at number one.
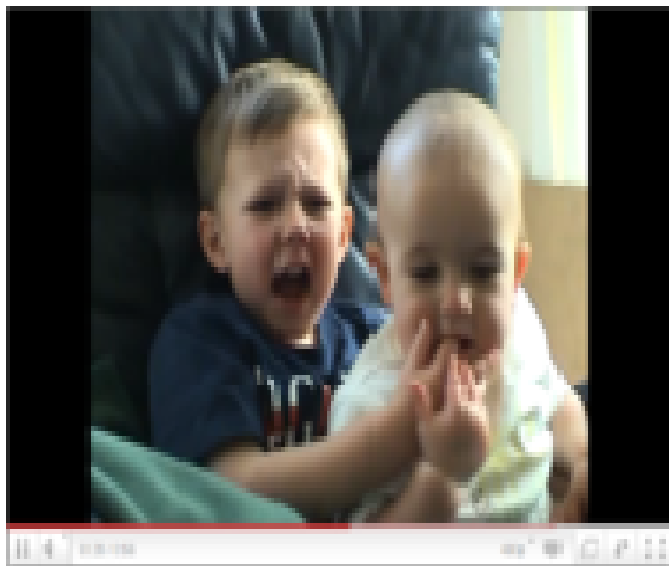

Figure-7
Charlie Bit My Finger- One of YouTube's most-viewed videos

YouTube was awarded a 2008 Peabody Award and cited for being "a 'Speakers' Corner' that both embodies and promotes democracy." *Entertainment Weekly* put it on its end-of-the-decade "best-of" list. It said: "Providing a safe home for piano-playing cats, celeb goof-ups, and overzealous lip-synchers since 2005." YouTube is a site where one can watch about any type of video imaginable[11]. The simplicity of the technology has aided its popularity. YouTube uses the popular Macromedia FlashPlayer 7 and the Sorenson Spark H.263 codec - which offers the combined quality of Windows Media Player and Apple's QuickTime without the need to download additional browser plug-ins.

Conclusion

There is not an iota of doubt in the fact that with IT revolution the world has shrunk into a small village. The various internet media tools have made everyone in the world know everything and every event in the world. Today we are more informed than any time in the past and the credit goes to these media tools. The fast growing awareness about one's rights is largely due to these media tools. With the advancements in the world of Information Technology it can be comfortably concluded that our future generations would be more aware, informed and secured.

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