International Journal of Information technology and Computer Engineering
ISSN: 2455-5290
Vol: 03, No. 01, Dec 2022-Jan 2023
http://journal.hmjournals.com/index.php/IJITC
DOI: https://doi.org/10.55529/ijitc.31.9.16

Social Networks in the Modern World

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Received: 13 September 2022 **Accepted:** 04 December 2022 **Published:** 08 January 2023

Abstract: In today's world, social networks are crucial. Information sharing is one of the key tasks carried out by this contemporary service. When I think back to the Arab uprising, I can remember how Twitter and Facebook were used to coordinate protests, notify participants of the date, time, and location, and emphasize the rallies' intended results. I've uncovered a lot of evidence to back up my claims, and I can now understand how Twitter and Facebook usage had a significant role in the emergence of the so-called Arab Spring. I came across the following quote while reading Huang's article "Facebook and Twitter vital to Arab Spring uprising: report": "Social networks played a critical role in mobilisation, empowering, sharing thoughts and influencing change".

Keywords: Social Networking, Mobalization, Twitter, Facebook, Arab Spring Upspring, Influencing.

1. INTRODUCTION

In today's environment, social networks are crucial. Information sharing is one of the key duties of this contemporary service. Because of this, people spend a lot of time online on social networking sites looking for information. as well as other information, the use of these social media platforms has significantly expanded. These websites are now more accessible because to the rise in the sales and use of smartphones and tablets. Investigation revealed that people are increasingly using mobile devices as opposed to more conventional methods of internet access. Why? This is partially caused by the pricing and the plans being more widely available and affordable. Additionally, it has been noted that mobile device accessibility

The benefits of social networking are:

- Staying connected with the world.
- Quick means of communication.
- Regular news updates are available.
- Establishing personal connection.
- Making new friends with similar interest.

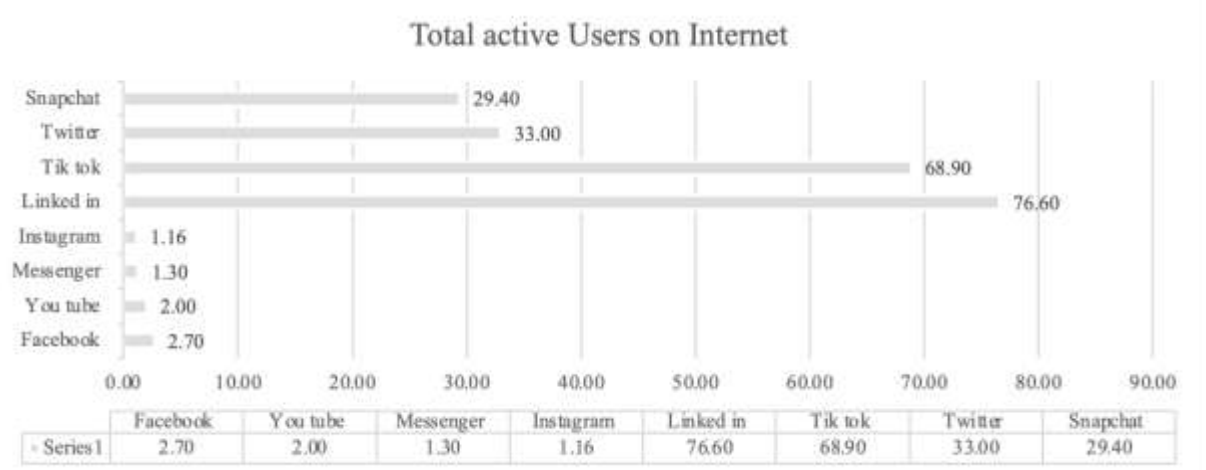
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- Brand marketing, free advertisement.

Total active Users on Internet

Sr.no	Social Media Platforms	Users in billion
1	Facebook	2.70
2	You tube	2.00
3	Messenger	1.30
4	Instagram	1.16
5	Linked in	76.60
6	Tik tok	68.90
7	Twitter	33.00
8	Snapchat	29.40



Source- Key Internet Statistics to Know in 2022 (Including Mobile) - BroadbandSearch

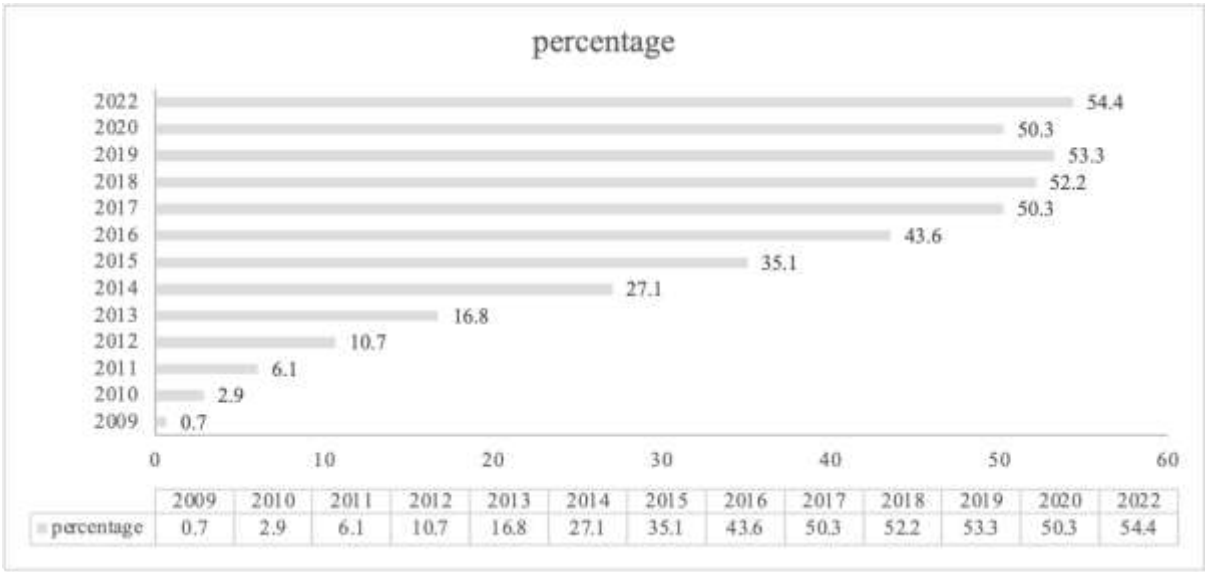
The graph up top demonstrates that the majority of users of social networking sites used LinkedIn. This indicates that roughly 76.6 billion individuals use LinkedIn to create social networks, which is a respectable amount, and that 6.7 million people blog on well-known blogging platforms like Tumblr, Word Press, etc. This leads to another number, which states that more than 1.92 billion people are currently online

Year	percentage
2009	0.7
2010	2.9
2011	6.1
2012	10.7
2013	16.8
2014	27.1
2015	35.1
2016	43.6

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2017	50.3
2018	52.2
2019	53.3
2020	50.3
2022	54.4



Source- Key Internet Statistics to Know in 2022 (Including Mobile) - BroadbandSearch

Literature Review

Scholars have traditionally emphasised that "communication is the essence of science" (**Garvey, 1979)** and that "there would be no science without communication**" (Lacy & Bush, 1983, p.193).** This implies that one of the fundamental tools of human science is communication.The increased use of Social Networking Websites has become a global phenomenon in the past few years. What started out as a hobby for some computer literate people has become a social norm and way of life for people around the globe **(Boyd, 2007)** Teenagers and young people, especially students, have embraced these sites as a method to communicate with old friends and meet new ones, exchange information and pictures from events like birthdays, among other things. While some just use it to chat with friends and post the most recent pictures of events they attended, many people, especially students, spend a lot of time creating profiles on this site, updating them, or conducting research related to their careers or academic work.

For example**, Young et al., 2009**, have examined their profiles to determine why and to what extent they are keen on posting their entire identity, sharing pictures and videos, and indicating their religious affiliations, marital status, and other personal information. These people communicate with one another, provide details about their hobbies, and start discussions concerning With the advent of social network it has become easy to get information on nearly every issue around the globe. Before now it is not easy getting information, you need to buy newspaper, stay close to your TV set or radio to get information. Internet has change everything and social network has made it more flexible

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(lewis. 2008). According to the questionnaire used for this project, everybody who answered the questionnaire has access to the internet, and they are connected to one social network.
In terms of how the health of a dyad's members is related, spouses are the relationship that has been examined the most. Numerous cross-sectional studies have demonstrated that married people experience significantly lower mortality than single people (Farr 1858, Gove 1973, Litwak et al. 1989, Hu & Goldman 1990). Inadequate data limited early attempts to distinguish between a true protective impact of marriage and an effect brought on by selection based on health into marriage (Goldman 1993, 1994). Recent research, however, indicates that, in addition to selection playing a role in the overall mortality benefit obtained by married people (Berkman & Breslow 1983, Welin et al. 1985, Schoenbach et al.

2. RESEARCH METHODOLOGY

Data from both primary and secondary sources are used to support this thesis. This study's data was gathered via surveys, questionnaires, books, and journals. Primary and secondary data were gathered from primary and secondary sources for this investigation. Descriptive research design was used for the study strategy, which is used to describe the characteristics of the population or phenomenon being studied.

Tools used

1) The project report was written using MS-WORD, and the charts and graphs were created using MS-EXCEL.
2) sources for gathering data
3) primary sources for gathering data
4) Questionnaires
5) Surveys

The questionnaire has been prepared based on advertisements pertaining to edible oil. The main goal of the questionnaire is to assess the impact of advertisements on edible oil sales. The questionnaire has been prepared by the investigator himself.

Secondary sources of data collection

1) Articles
2) Journals
3) Websites

Techniques of data collection

Data collection was done using the questionnaire approach. A questionnaire was created and distributed via email to 30 respondents using a random sampling method. Rows and columns were used to tabulate the data after it was received. In order to determine the effect of advertisements on the sale of edible oil, a percentage was then calculated for each question.

Method of data collection

- The collected responses were tabulated question-by-question, the percentage was then

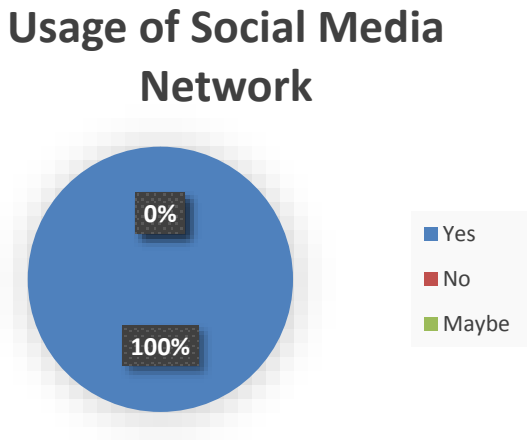
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calculated for each response, and the classification was done in tables and figures as necessary.

- Sampling approach
- The sample methodology that was used was based on convenience sampling.
- Sample size: 29 participants were randomly selected.
- Example age profile: 18 to 30; 30 to 55; and 55 and over

Yes	**100**
No	**0**
Maybe	**0**



Interpretation: This graph demonstrates the importance of using social networking sites and the benefits of having a strong social network in understanding what is happening in your immediate environment.

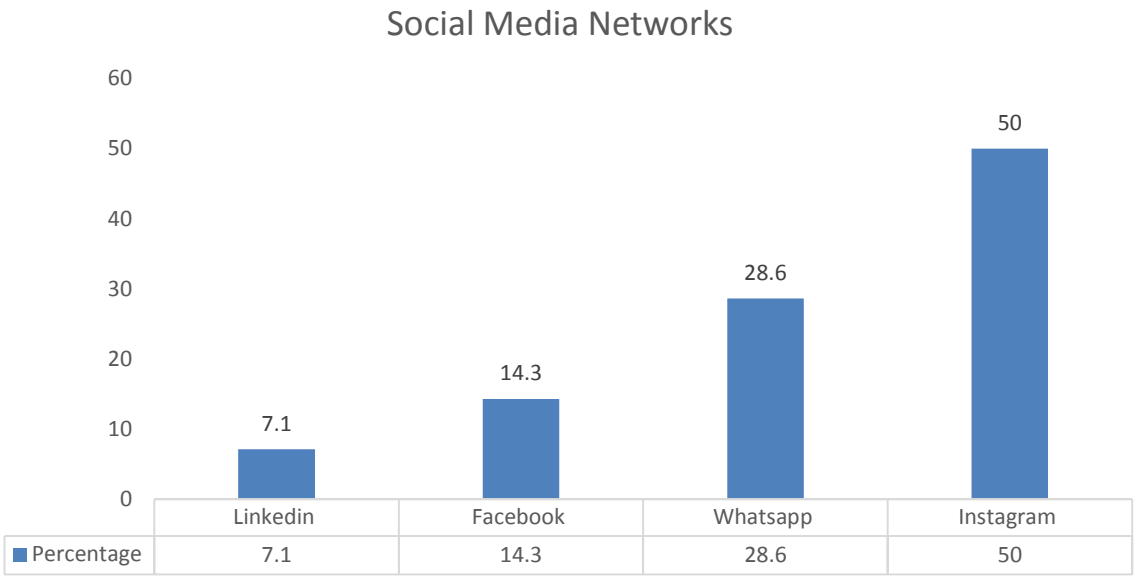
Table-2 Which Social Network do you use?

Name of the social Network	Percentage
LinkedIn	7.1
Facebook	14.3
Whatsapp	28.6

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Instagram	50



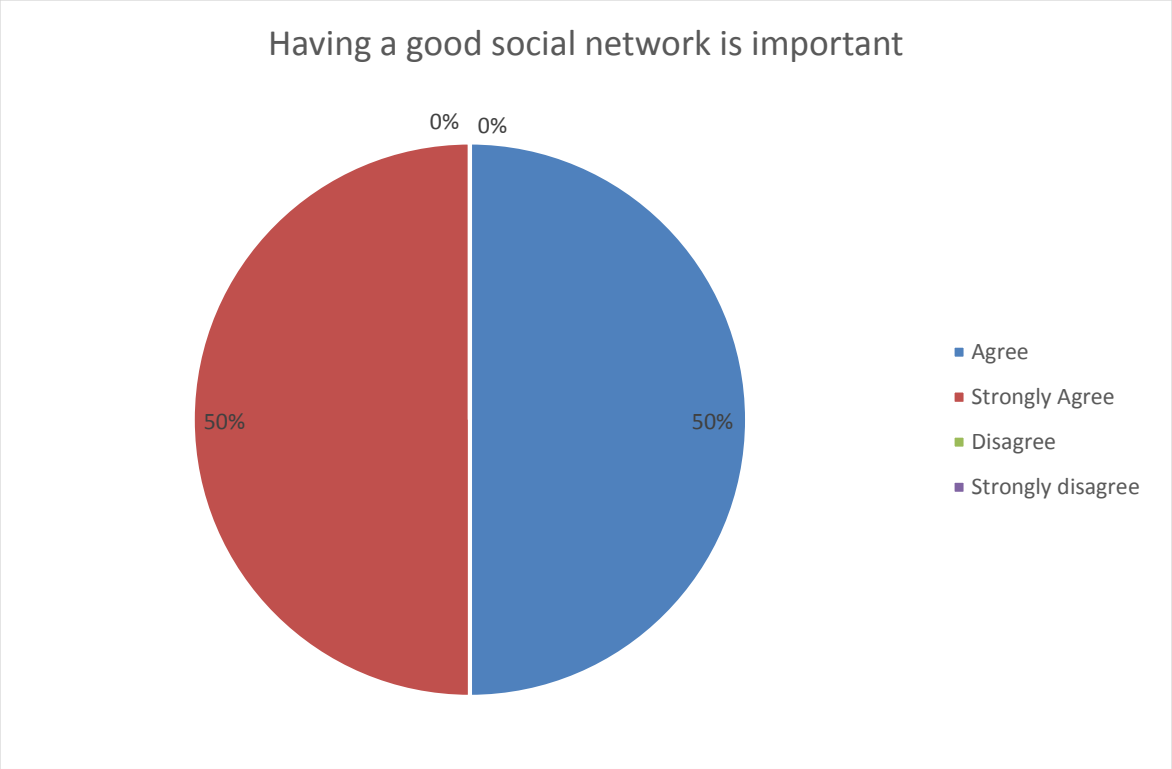
Interpretation: The various social networks that people use are shown in this graph. The response that was given was that the majority of individuals use Instagram as a social networking tool to communicate with one another and do business, among other things. Nearly 50% of people use Instagram as a kind of social networking, which is a fairly high rate.

Table-3 Having a good social network is important?

importance of social Network	Percentage
Agree	50
Strongly Agree	50
Disagree	0
Strongly disagree	0

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Interpretation: The given graph demonstrates how crucial it is to have a strong social network because it enables us to develop strong connections with our target market. In today's environment social networks are crucial. Information sharing is one of the key duties of this contemporary service.

3. CONCLUSION

- The data analysis presented above highlights the significance of developing a strong social network because it enables us to forge intimate connections with our target market. In the modern world, social networks are crucial. Information sharing is one of the key duties of this contemporary service.
- The value of social networks in comprehending what is happening in your immediate surroundings. The significance of using social networking sites.
- This graph displays the numerous social networks that individuals use. The response was that the majority of people use Instagram as a social networking tool for many purposes, including business and communication. Instagram is almost 50% of people's primary social media platform.
- Majority of users of social networking sites used LinkedIn. This indicates that roughly 76.6 billion individuals use LinkedIn to create social networks, which is a respectable amount, and that 6.7 million people blog on well-known blogging platforms like Tumblr, Word Press, etc. This leads to another number, which states that more than 1.92 billion people are currently online.

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