

ROLE OF SOCIAL MEDIA FOR ACADEMIC SOCIETY

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Abstract :

This paper focuses on top 26 social media sites & platforms in the world, historical perspective of top 26 social media sites, its growth, chronological emergence, company wise, country wise of social media sites & platforms, and major finding.

Key Word: Social Media, Society

Introduction :

The social media platform is playing significance role in vibrant society in which platform, useful information on field of education, field of engineering and technology, field of health and care clinics, social, political, religious, economical, national and international news are available in various medias form for vibrant society. The social media refers to interact among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.

Popular Social Media Sites :

Facebook:

The face book is one of the best social media and connecting its users from worldwide to you and is the largest social media network in terms of total number of users and name recognition, face book came into existence on 4th February 2004 and in less time more than 3.05 billion monthly active users are using it.

WhatsApp:

The whatsapp was launched in 2009, this app is owned by meta company based in USA. Whatsapp messenger is a cross-platform instant messaging social media platform. Presently more than 2.78 billion people are involved in it and are the second largest social media platform in the world.

YouTube: The largest and most popular video-based online networking site, it come into existence in 14th February 2005 produced by three former PayPal employees. It was later purchased by Google for \$1.65 billion in November 2006. YouTube has more than 2.70 billion site visitors for everyone month and is the second most famous internet search engine.

Instagram:

Instagram is the platform based on visual online networking social media and it followed maximum by the young generation. It has more than 2.35 billion dynamic clients and a large number of customers use it.

Objective of the Study :

Followings are the objectives as



1. To find out the year wise distribution top social media sites & platforms;
2. To find out the company wise distribution top social media sites & platforms; and
3. To find out the country wise distribution top social media sites & platforms.

Scope and Limitations of the Study :

The scope of the present study is confined the social medias platform in which top most world widely 26 social media sites & platforms are considered for the present study.

Research Methodology :

The social media network is spread world widely from which data is gathered to analyze for the present study. Relevant data is collected from top most 26 social media sites & platforms, accomplished from the sources i.e. blogs, websites and other sources available on internet.

Hypothesis of the Study :

The hypothesis formulated for the study as

1. Meta products as Messenger, WhatsApp, Instagram and Facebook are most popular social media sites and platform; and
2. USA developed more popular social media sites and platform.

Table no.1: Year wise distribution: Top social media sites & platforms

Year of Launched	Name of Social Media	No. of Social Media (n=26)
2001	Viber	1(3.85)
2003	Tieba	1(3.85)
2003	LinkedIn	1(3.85)
2004	Facebook	1(3.85)
2005	YouTube	4(15.38)
	Qzone	
	Reddit	
	imo	
2006	X(Formerly Twitter)	1(3.85)
2009	WhatsApp	1(3.85)
2009	Weibo	4(15.38)
	Pinterest	
	Quora	
	Stack Exchange	
2010	Instagram	1(3.85)
2011	Wechat	7(26.92)
	Messenger	
	Kuaishou	
	Snapchat	

	LINE	
	Picsart	
	Twitch	
2013	Telegram	1(3.85)
2015	Discord	1(3.85)
2016	TikTok	2(7.69)
	Douyin	

From the above table, year wise distribution top 26 social media sites and platform during the period of 2001 to 2016 in which, the year 2011 was the most launching year, this year launched 7(26.92%) social media sites and platform, followed by the year 2005 and 2009 launched 4(15.38%) social media sites and platform, and year 2016 launched 2(7.69%) social media sites and platform.

Table no. 2: Company wise distribution: Top social media sites & platforms

Name of Company	Name of Social Media	No. of Social Media (n=26)
Alphabet	YouTube	1(3.85)
Amazon	Twitch	1(3.85)
Baidu	Tieba	1(3.85)
ByteDance	TikTok	2(7.69)
	Douyin	
Discord	Discord	1(3.85)
Kuaishou	Kuaishou	1(3.85)
Meta	Messenger	4(15.38)
	WhatsApp	
	Instagram	
	Facebook	
Microsoft	LinkedIn	1(3.85)
Naver	LINE	1(3.85)
PageBites	imo	1(3.85)
Picsart	Picsart	1(3.85)
Pinterest	Pinterest	1(3.85)
Quora	Quora	1(3.85)
Rakuten	Viber	1(3.85)
Reddit	Reddit	1(3.85)
Sina	Weibo	1(3.85)
Snap	Snapchat	1(3.85)
Stack Exchange	Stack Exchange	1(3.85)
Telegram	Telegram	1(3.85)
Tencent	Qzone	2(7.69)
	WeChat	
X Corp.	X (Formerly Twitter)	1(3.85)

From the above table, company wise distribution top 26 social media sites and platform during the period of 2001 to 2016 in which, the Meta Company launched the 4(15.38%) social medias namely Messenger, WhatsApp, Instagram, and Facebook etc, followed by ByteDance company, and Tencent company. Hence, this indicates that that **“Meta products as Messenger, WhatsApp, Instagram and Facebook are most popular social media sites and platform”** (Hypothesis no. 1) is valid.

Table no. 3: Country wise distribution: Top social media sites & platforms

Name of Country	Name of Social Media	No. of Social Media (n=26)
China	WeChat	07(26.92)
	TikTok	
	Douyin	
	Weibo	
	Kuaishou	
	Qzone	
	Tieba	
Dubai	Telegram	1(3.85)
South Korea	LINE	1(3.85)
Japan	Viber	1(3.85)
USA	Messenger	16(61.53)
	WhatsApp	
	Instagram	
	Facebook	
	YouTube	
	Snapchat	
	Pinterest	
	X (Formerly Twitter)	
	Reddit	
	LinkedIn	
	Quora	
	Stack Exchange	
	imo	
	Picsart	
Discard		
Twitch		

From the above table, country wise distribution top 26 social media sites and platform during the period of 2001 to 2016 in which, the USA country was the most launching country, this country launched 16(61.53%) social media sites and platform, followed by the China launched 7(26.92%) social media sites and platform. Hence, this indicates that that **“USA developed more popular social media sites and platform”** (Hypothesis no. 2) is valid.

Findings



1. In the context of year wise distribution top 26 social media sites and platform during the period of 2001 to 2016, the year 2011 was the most launching year, this year launched 7(26.92%) social media sites and platform, followed by the year 2005 and 2009 launched 4(15.38%) social media sites and platform, and year 2016 launched 2(7.69%) social media sites and platform. (Table no. 1)
2. In the context of company wise distribution top 26 social media sites and platform during the period of 2001 to 2016, the Meta Company launched the 4(15.38%) social medias namely Messenger, WhatsApp, Instagram, and Facebook etc, followed by ByteDance company, and Tencent company. Hence, this indicates that that **“Meta products as Messenger, WhatsApp, Instagram and Facebook are most popular social media sites and platform” (Hypothesis no. 1)** is valid. (Table no. 2)
3. In the context of country wise distribution top 26 social media sites and platform during the period of 2001to 2016, the USA country was the most launching country, this country launched 16(61.53%) social media sites and platform, followed by the China launched 7(26.92%) social media sites and platform. Hence, this indicates that that **“USA developed more popular social media sites and platform” (Hypothesis no. 2)** is valid. (Table no. 3)

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