

Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media

*Short Term
Internship*

Project report

Team Members :

**KUNA SIVA MANI KANTA RAJU
KOVIRI TANUJA SRIVALLI
LANKA SAI KUMAR
MADDA SIRI VARSHINI
MADDILA EKAVARDAN**

Social Media :-

Introduction :- Social media refers to the means of interactions among people in which they create, share, exchange information and ideas in virtual communities and networks. In other words social media refers to a variety of technologies that facilitate the sharing of ideas and information among their users. From Facebook and Instagram to X(Twitter) and YouTube, more than 4.7 billion people use social media which is equal to roughly 60% of the world's population.

In early 2023, 94.8% of users accessed chat and messaging apps and websites, and followed closely by social platforms with 94.6% of users.

The most popular social media platforms worldwide are :-

- * Facebook
- * Snapchat
- * YouTube
- * TikTok
- * WhatsApp
- * Telegram
- * Instagram
- * Wechat
- * X(Twitter)
- * Pinterest



Overview of Social Media :-

Social media are nothing but web 2.0 internet based interactive apps. The lifeblood of social media is user created content, which includes written postings or comments, digital photographs or videos and data generated through all online interactions. And users build profiles for the website or app that are particular to the service and are created, updated, and managed by the social media company. By linking a user's profile with those of other people or groups, social media aids in the growth of online social networks.

Purpose of Social Media :-

People are using social media for a variety of purposes. The four main uses of social media are :-

1. Sharing :- With social media, you can share information and ideas in a variety of ways. Different outlets allow you to publish your own ideas in writing, with pictures, or through videos.

and voice recordings. And you can also hyperlink your audience to interesting articles, pictures, and videos.

2. Learning :- Social media can also serve as personal learning tools. You can get updates about your friends and family, or learn about what's happening in your community and around the world. Today, breaking news is often broadcast via social media before traditional media like TV and newspapers are able to cover it in detail.

3. Interacting :- Maybe the most powerful element of social media is their interactive nature. Social media break the traditional barriers of time and distance between people. With video chat technologies like Skype, WhatsApp, you can talk to people face to face anywhere in the world. On Facebook, Instagram and Twitter, you can chat digitally and even allows you to interact with media and celebrities.

4. Marketing :- Most of the social media are being used for marketing purposes. Businesses use social media to promote themselves and promote their products. Nonprofit organizations raise funds and promote charity events. And you can use social media to promote ideas and events that are important to you.

Literature Survey :-

We have watched rapid developments for branding in social media in the last couple of years. And the use of these platforms is stronger than ever these days, reaching audiences worldwide through multipurpose social media branding strategies. And we also observed the negative side of the social media. Although the technology is updated by many people facing prob problems in social media either personally or professionally.

Existing problems in social media :- As mentioned above social media has become an essential part of modern society. However there are many problems in social media which has negative effects on society. Some of the problems are :-

1. Spread of misinformation :-

Social media has become a breeding ground for spreading false information. People often misguided, leading to confusion and chaos due to these fake news and rumors easily. It is not good for public.



2. Cyberbullying: Social media has enabled individuals to harass and bully others online. With the anonymity that social media provides, cyberbullies can harass people without facing any consequences. The victims of cyberbullying experience severe emotional stress, low self-esteem, and in some cases, even suicide.



3. Addiction: Social media addiction is a real problem that many people are facing. With easy access to social media apps and platforms, people tend to spend a lot of time online, often ignoring their real-life responsibilities. This addiction can lead to a lack of productivity, depression and anxiety.

4. Social isolation: Social media can make it easy for people to connect with others, but it can also lead to social isolation. People tend to spend more time online than in person, leading to feelings of loneliness and social disconnection.

5. Decrease in privacy: Social media platforms collect vast amounts of personal data, which can be sold to third-party companies or used for targeting advertising. This can lead to a decrease in privacy, and people's personal information can be misused.

Proposed Solution :-

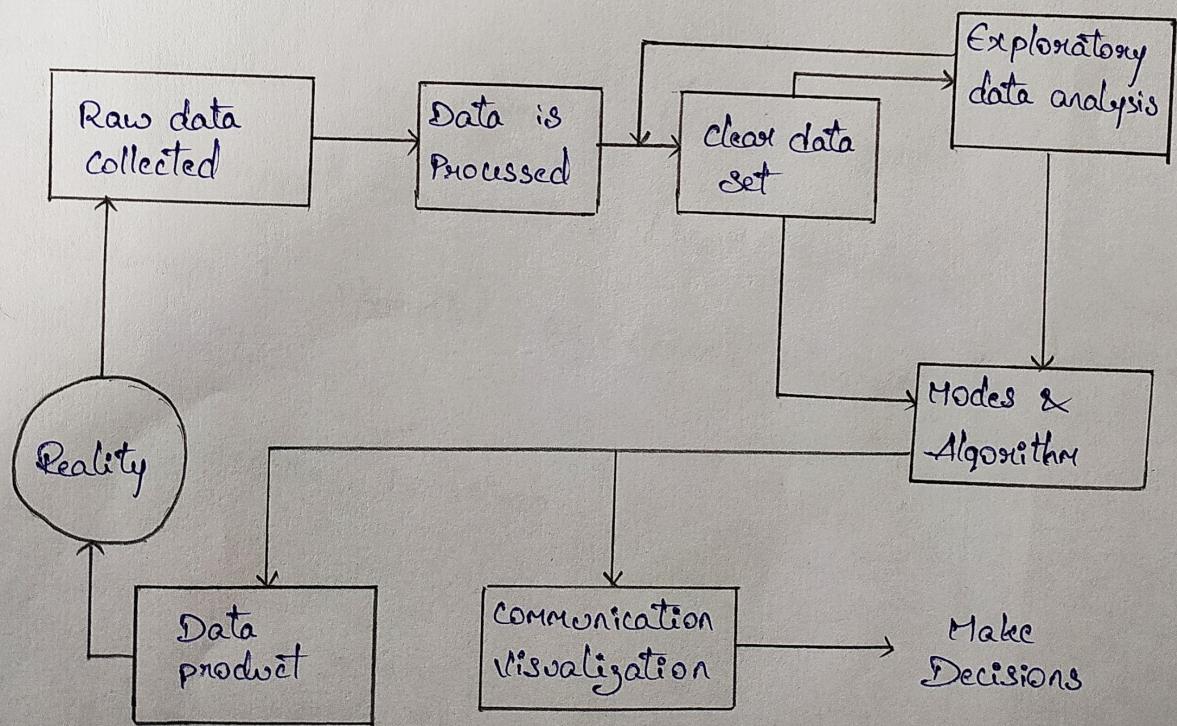
The main focus of this survey report will be social media problems and their solutions. These are some of the solutions suggested by our team to decrease the problems in social media.

- * Encouraging open communication with an individual that's being bullied is important as they feel alone in this matter. Comfort and support is important as well for all challenges.
- * keep your personal information to yourself and do not distribute it to anyone and be careful of the requests of money and personal details from the fake profile. This helps to avoid being scammed.
- * Limit your time spent on social media and engage yourself in other activities. You need to learn how to filter out social media noise to focus on something else.
- * Customize the content according to your requirement. Add banners, themes, layout, designs and more to make it visible and noticeable to everyone.
These are some effective solutions to avoid social media problems and utilize social media for own use.

Theoretical Analysis :-

Block Diagram :-

This is an exploratory data analysis in which firstly raw data is collected and the data is processed then we create a data model & we clear the data set with unwanted matter & create relationship to the tables dataset & apply models & algorithm and then we make the visualization like bar graph, bubble plot, scatter plot, tree map, word cloud, pie chart etc by using the data set modified & filtered and then final data product will be obtained.



Hardware / Software designing :-

The project assigned to us is about social media. In which we need to provide overall information related to the social media and show the information in the form of dashboard, story and report. For this we need both hardware and software requirements for the project.

- * Hardware we used for this project is laptop and desktop.
- * Software we used for this project are
 - Windows operating system
 - Development environment requirement : Notebook, Google
 - Operating environment requirement : Linux, windows
 - API requirement : Streamlit an external interface requirement function
 - Python, spider, Vscode, bootstrap .

Tab 1

The number of likes sized by time 21:09 by the year 30-06-2020

time (Count distin...
1 272

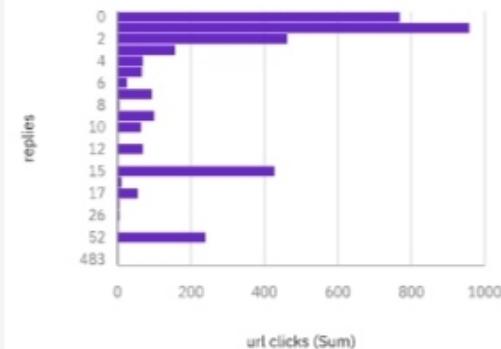


The average of hashtag clicks compared to time

307 ↓

hashtag clicks
1.15K (-73.21%)
time

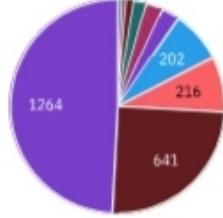
The number of replies are given by using URL clicks in the year 2021



Tweets retweeted by user profile clicks

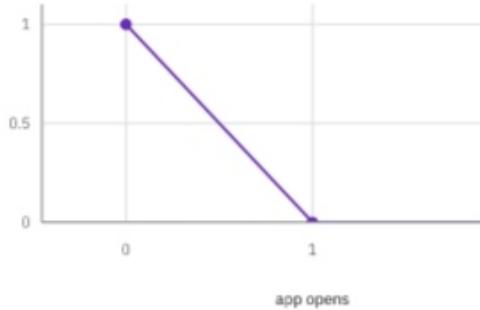
retweets

402	49	40	22	18
16	16	41	(no value)	12
9	9	8	15	7



app installs by app opens

app installs (Sum)



SOCIAL MEDIA



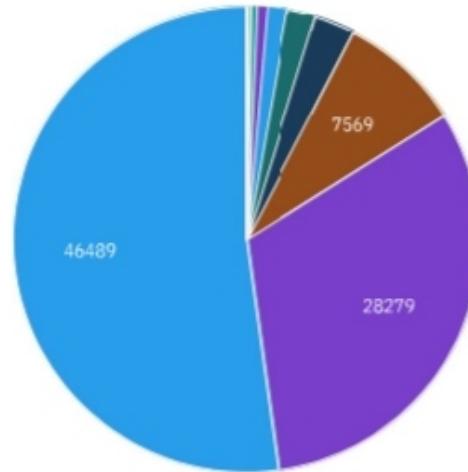
RETWEETS TO MEDIA VIEWS

- This is pie chart represent retweets to media views
- For media views, the most significant values of retweets are 165 and 0 , whose respective media views values add up to almost 75 thousand, or 83.9% of the total

media views by retweets

retweets

15	402	(no value)	8	9	7	6	4	5	2
3	1	0	165	12	49	40	22	18	16
41									



Url clicks compared to time

- This is KPI
- The overall number of result for time is over a thousand.

url clicks compared to time

3570 ↑

url clicks

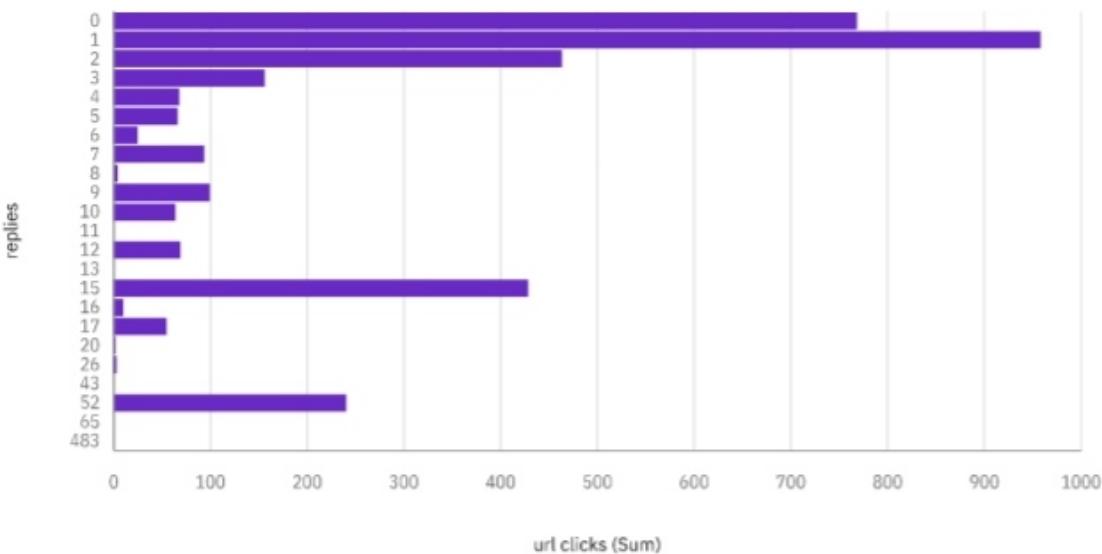
1.15K (+211.52%)

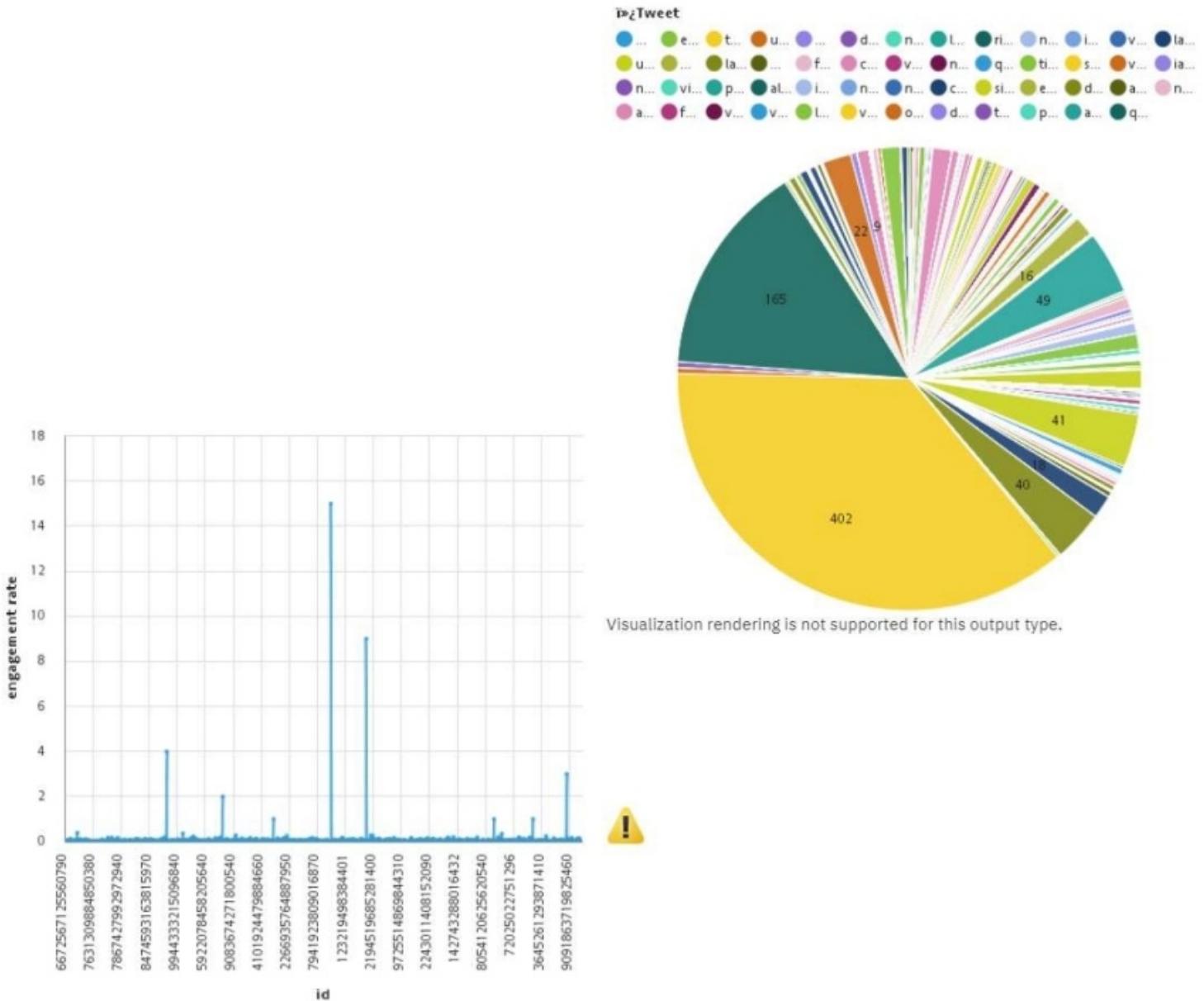
time

REPLIES BY URL

- This is Bar graph represents the replies by url
- For url clicks, the most significant values of replies are 1 and 0, whose respective url clicks values add up to over 1500, or 48.3 % of the total

The number of replies are given by using URL clicks in the year 2021





Advantages Of Social Media :-

1. A place for noble causes and practices
2. Use of social media for promotions and advertisings
3. People can connect through social media
4. Social media is a good source of up-to-date information.
5. Social Media is ~~begin~~ beneficial to education
6. Use social media to drive traffic to your website
7. Social media assists in the formation of people's communities
8. Social media can reach large audiences
9. Government benefits from social media
10. Entertainment with social media
11. Social media helps to build or join communities
12. Speeds up innovation and development of new products.

Disadvantages of Social Media :-

1. Cyberbullying
2. Hacking on social media
3. Reduces face-to-face communication skills
4. Fake news on social medias
5. People's addiction to social media
6. Social Media is harmful to one's health
7. Spending time on social media is a waste of time
8. Social media causes sleep issues
9. Social Media causes depression and loneliness
10. Social Media causes disturbance
11. Social Media has negative effects on a person's productivity
12. Some content on social media is not appropriate for children.

Applications :-

Every web-based application that supports information publishing and sharing (text, video, audio, photo), the building of personal profiles, connecting to a community and searching within the community is considered as a social media application. The major applications of social media which are using world wide are :-

- Facebook (2.96 billion users)
- YouTube (2.51 billion users)
- WhatsApp (2 billion users)
- Instagram (2 billion users)
- We chat (1.31 billion users)
- Tik Tok (1.05 billion users)
- Facebook Messenger (931 million users)
- Telegram (700 million users)
- Snapchat (635 million users)

Conclusion :-

Social Media has plenty of good uses as it allows stories or events that began locally to gain a global or worldwide attention. This allows to become an amazing platform to make the world connect and spread information faster than ever in the history of mankind. It is one of the best ways to stay inform about current events increase marketing exposure and stay connected with friends and family. This global phenomenon of technology spreading worldwide makes it easy for people to communicate faster and easily promote their business to massive amount of people in a short time and its very inexpensive. Social media might have disadvantages, but it has many advantages especially can be useful to humans in accessing information to become better day by day.

Future Scope:

- * The major challenge for social media will be their ability to adapt and remain relevant overtime. This ability of social media will help it to reach more users in future. It is not just about facebook, twitter, whatsapp and whatever other platforms which use this type of features will gain more attraction towards its in future.
- * Social media will be more integrated into personal, social, and business lives without realizing it, these platforms will be a natural part of our everyday activities and work.
- * Social media will have longer term implications for individuals as a result of a life lived in public. Also it reach very high and all mankind should rely on social media in future.