



Social Media

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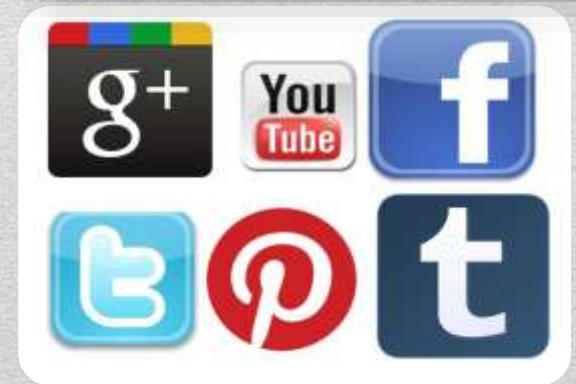
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What is Social Media ?

- **Social media** refers to interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.^[1]
 - “**Social**” – refers to instinctual needs humans have to connect with other humans
 - “**Media**” – what we use to make connections with other humans
 - “**Social Media**” – Media used for social interaction
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Popular Social Media Tools And Websites

- Whatsapp
- Twitter
- Facebook
- Instagram
- Youtube
- Google+
- Pinterest
- Blogging Platforms [Tumblr, Blogger]

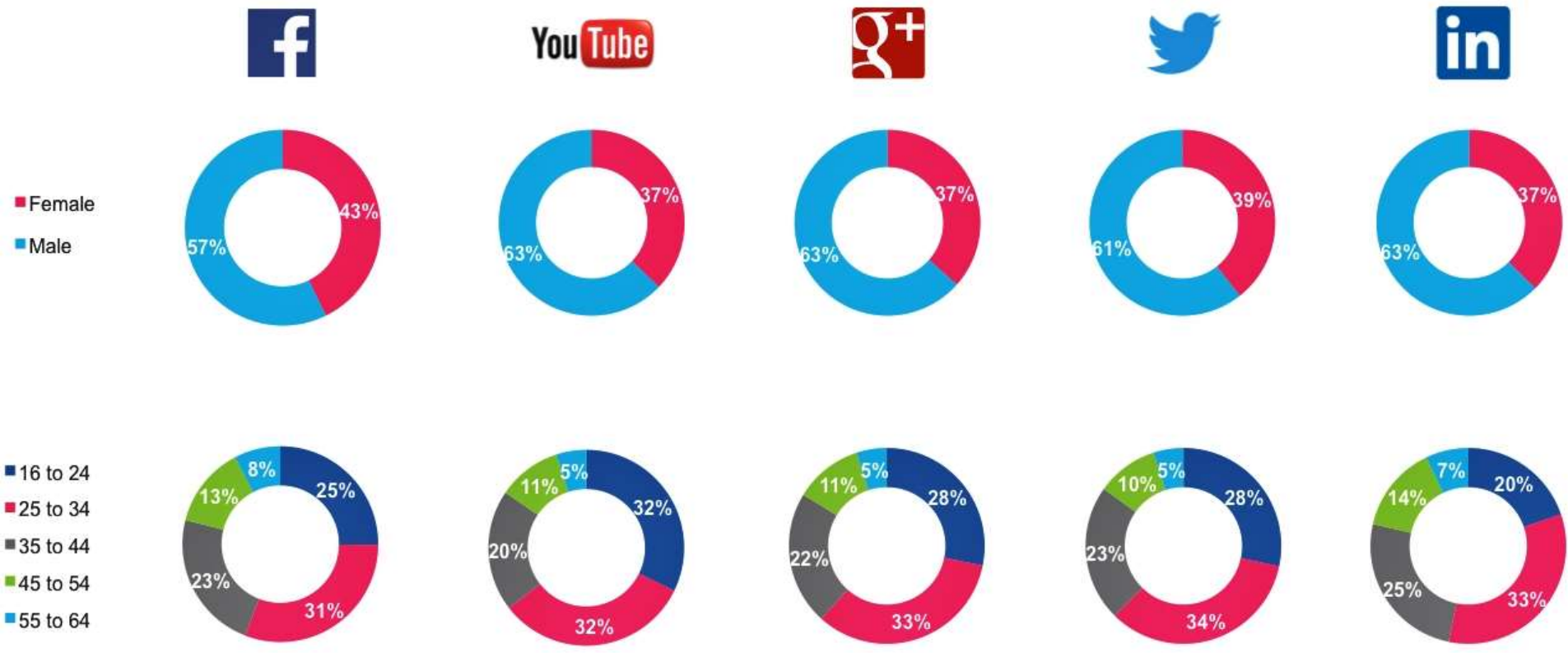


Founders of Popular Social Media websites.



- **Facebook.** (Mark Zuckerberg)
 - **Google.** (Larry Page & Sergey Brin)
 - **Whatsapp.** (Jan Koum & Brian Acton)
 - **Instagram.** (Kevin Systrom & Mike Krieger)
 - **Youtube.** (Chad Hurley , Steve Chen & Jawed Karim)
 - **Twitter.** (Evan Williams , Jack Dorsey , Noah Glass & Biz Stone)
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Statics of popular Social Media Platforms



Social Media Users

Statics 2016

- Facebook 1.6 Billion
- Youtube 1 Billion
- Google+ 440 Million
- Instagram 430 Million
- LinkedIn 429 Million
- Twitter 325 Million
- Tumblr 230 Million
- Pinterest 110 Million



Mobile Platform

- More than half of Pakistan's 19 crore population is under 35 years of age and is at the forefront of mobile phone revolution.
 - More than 50% of youth in Pakistan prefers Whatsapp/WeChat over SMS.
 - Increased irrational use, prank calls, unwanted message/interaction.
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Some Facts

- Pakistan has 30 million Internet users, on an average, Pakistani web users spend 26 minutes online each day.
 - 15 million users experience Internet on their smart phones and this number is expected to grow to 45 million by 2020.
 - Age group of 15-24 are the highest number of social media users, on an average Facebook is visited at least thrice a day.
 - 67 percent of the teenagers are friends with strangers!!
 - Cases of Cyber bullying, Fake Profiles are increased in a huge number.
 - Thoughts of the youth are being manipulated with increase in use of websites.
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Negative Effects

- Teens who use Facebook more may have psychological disorders, including antisocial behaviors, mania and aggressive tendencies.
 - Can be Distractive. People check Facebook/Whatsapp very frequently.
 - The Desire to Compare: We compare ourselves to others in terms of looks, travelled destinations, shopping sprees, friends and so on.
 - Radiation: Phone calls, internet over phone, even idle phone has a lot of radiation around it.
 - Eye Problems: Prolonged use of display screens may weaken eye sight.
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Negative Effects

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- Addiction: Internet shopping, online chatting can be addictive.
 - Effect on health: Sitting all day in front of laptops/computers may disturb body metabolism.
 - Reduction in physical activities.
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Positive Effects

- Helps in conversation around the world.
 - Data, information can be exchanged easily.
 - Money over SMS can be saved by using whatsapp.
 - Information can be directly sent to large number of people easily.
 - Helps in avoiding boredom.
 - A local businessperson may expand his business over websites.
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Positive Effects

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- Helps in making friends and meeting new people.
 - Helps in seeking new job offers.
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References

1. Reference 1 : www.internetlifestats.com
 2. Reference 2 : www.tribune.com.pk
 3. Reference 3 : www.twittistaan.com
 4. Reference 4 : www.techjuice.pk
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Any
Questions...???

Thank You.



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