

TEMPORARY SOCIAL MEDIA

Chukwu Jeremiah

ICT/Research Centre, Ebonyi State University, Abakaliki, Nigeria

ABSTRACT - *Social Media has gain popularity in the last few years and have infiltrated mainstream of human endeavour such as businesses, academics environment, politics, industries, etc because of its relevance in social networking and the high rate of content shared across the platform. Even with the high rate of usage of this social media, sometimes people wish that some of the post on this platform vanishes as some are made out of error or emotional distress. This paper introduced the subject social media, describe what is social media, how to join the social media network such as Facebook, twitter, and mainstream of social media. Also discussed the advantages and disadvantages of social media and future of social media, where we stated that temporary social media holds great promises for the future users of social network sites.*

KEYWORDS— **Social Media, Facebook, Twitter, Temporary, network**

INTRODUCTION

Facebook is one of the major online social media networking platform that has gained a lot of publicity with more than 1.393 billion monthly active users as of February, 2015 with Canada having the highest active users. Instagram has rapidly moved from iOS application to a colossal social media/network with high Android and web presence having approximately 300 million active users as of October, 2014, followed by twitter with 284 million active users, Pinterest with 70 million users, etc. In all this different platforms, contents such as pictures, video, etc are being uploaded and shared across the social networking application.

According to Jitender Miglani (2015), it is expected that social media spending will increase from \$12.3 billion dollars in 2015 to \$27.4 billion dollars by 2020 as a result of the increase in numbers of active users and mobile devices that are embedding this application into their devices. The growth of the platform are not limited to teenagers, either is it limited to Generation Y, now 40 - 50 years old, have populated the ranks of joiners, spectators and critics. Hence, it is rational to state that social media has brought an innovative/revolutionary trend that have impacted the societies and the World at large.

Social media has exploded into what we call “cannot-do-without” because of the rising spread and competitiveness of mobile communication companies and cheap cost of electronic devices with internet capabilities such as Personal Digital Assistant (PDA), Computers, mobile phone device, etc. This is proven by large usage of social media such as LinkedIn, Twitter, facebook, Myspace, Bebo, Digg and listservs. Social media has presently cross wide range of human endeavour because of its simplicity, accessibility and also serve as fast-and-quick to reach medium of communication, where people can discuss their concern or views as regards their society, political leaders, technological advancement and even issues in entertainment industries (Asur and Huberman, 2010). Social media can be defined in terms of their application development usage.

For instance, Facebook is clearly patterned for social interactions while Flickr or YouTube is designed for content sharing such as video but also permits wide level of social communication (Aggarwal, 2011). Even with the publicity and wide use of the social media platform, there is need to look into the future where text message, chat message and post on the social media can vanish after sometime in order to protect private and some erroneous post on the online social networking application. This is called temporary social media.

In this paper, we introduced the subject social media, describe what is social media, how to join the social media network such as Facebook, twitter, and mainstream of social media. Also discussed the advantages and disadvantages of social media and future of social media, where we stated that temporary social media holds great promises for the future users of social network sites.

WHAT IS SOCIAL MEDIA?

Social media is defined as internet-based application services that allows people to create a profile within a bordered system, linked up and reconnect with family members, friends, co-workers, acquaintances and making new friends via the friends lists already existing in their profile and that of others, look at and navigate their catalog or lists of connections and those created by others within system (Ellison and Boyd, 2007). The term social media, social networking sites or social network site is often used interchangeably and the concept of social media is similar to computer networks, in which the computers on the network are linked together with each other via cable denoting the relationships between them.

Social media can also be referred to as web 2.0. It term to describe the convergence of human interaction and internet/web-based technologies such as mobile device in order to establish or create highly interactive platforms for sharing of information, ideas, and meet of new friends. Social media platforms have gained a lot press attention in the recent time and companies, non-governmental organization, and political parties are now employing editors, which the called "social media editors" charged with the responsibilities of editing organization social media information before being posted on their pages, reading of comment and advising the organization appropriately (Nolan, 2009; Catholic Press Association, 2010).

As of 2003, a lot of new Social media were introduced and majority of these sites are in profile form as the tries to duplicate the first social media site called Friender. While social network sites such as LinkedIn, Visible Path, and Xing (formerly openBC) were designed as a means of connecting business people and professionals in different discipline together. That is to say, LinkedIn are built as professional network platform. Other such as Dogster help foreigners' link on the ground of shared or common interests, Care2 encourages activists meeting, Couch-surfing links tourists to persons with couches, and MyChurch connects Christian churches and their associates or members. In addition, increasing growth of social media and content generated by use have made sites such Flickr, YouTube and Last.FM that was previously driven by media sharing to now began implementing the attribute of social media and also becoming Social Networking Sites themselves (Ellison and Boyd, 2007).

With this rise in online social networking, it seems that corporate/business communication has been democratized. The social media platforms has taken power or control from those in marketing and public relations by delivering it to individuals and communities that create profile, share, consume blogs, tweets, etc (Kietzmann, J.H. *et al.*, 2011). The platform allows information about brands happening to be broadcast with or without the consent of the organizations or firms. When these continue, it is up to the firms to decide if they want to get serious about social media and then participate actively in the communication or keep ignoring it. Both have a tremendous impact in either ways.

The societal impact of social media cannot be overemphasized as seen in the conflict between Dave Carroll and United Airline when his guitar was broken during the course of a flight (Carroll, 2009). According Tim Weber (2010), a BBC Business Editor, stated that in this present day, one witty tweet, one clever blog post, one devastating video forwarded to hundreds of friends at a click is capable of increasing/snowballing products or business and also have the tendency of killing a product or damaging a company's share price and long built legacy.

SOCIAL MEDIA METHOD

After logging in to any of the social media website of your choice, registration page containing an identification questions such as name, date of birth, location, area of interest and brief description about yourself is required to be filled out by new user while login page appears for existing user. Most of the websites provide additional functionalities such as uploading of picture, adding hypermedia content and other related contents. For instance, Facebook allows for the improving of profiles via applications modules. The visibility of a user profile differs from site to site. Secondly, the users are encouraged to find others in the system with whom they have a relationship existing in the real world or intend to hook-up with. The category for these associations such as friendship, acquaintance, family, etc varies subject to the site (Boyd, 2006). Once these have been established, the users start enjoying the features of the social media such as navigating through the friends list, viewing their profiles, leave messages (private or public message) and comments on their friends' profiles, sharing of photo and video (Ellison and Boyd, 2007).

THE ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA

The following are the advantages and disadvantages of social media (Gross and Acquisti, 2005; Zaidieh, A.J., 2012)

a. Advantages

- It enables secret-free interaction between parties.
- Allows individuals to comment, post news, ask questions, share ideas, photo and links
- It also provide chance to broaden professional and business contact
- It can act as tool for promoting services, products and business or websites

b. Disadvantages:

- Social media expose people to risk of identity theft and fraud because of high amount of information shared
- Information shared cannot be deleted and can serve as evidence for any illegal activities
- Online harassment (cyber-bullying) and stalking

TEMPORARY SOCIAL MEDIA

Social media such as Twitter, Facebook, Cyworld, Bebo, and Myspace have found way into the mainstream of our environment bringing together millions of users of all walks of life, and many have joined these websites into their day-to-day routines while others used it as a means of relaxation. But these same technology that look acceptable to everyone is facing the challenge of privacy and identity theft because of lack of integrity among friend and cyber-bullying as a result of language misuse. Consequently, people are realizing that their shared information are stored permanent in the cloud or somewhere unknown to them as they cannot retrieve or delete some of their posts, photo or video shared or vital information revealed about themselves. Hence, temporary social media is timely and one of the most promising emerging technologies for the future, when information communicated on the social media websites or internet will act as face to face conversation that disappears as vapour once not recorded as in the case of Snapchat mobile application, where the longevity of the information is determined by the user. In temporary social media, privacy of information is guaranteed and people are free to express themselves knowing that all their comments, photos uploaded and links shared are not for posterity (Jeffrey and Christine, 2013; Poltash, 2013).

CONCLUSION

It is a well-known fact that everything nowadays is about social Media. This is because of the substantial and universal changes in way of communication between people (Individual), groups/communities, and organization introduced by these technologies. These have brought about enormous challenge for firms, and all other participates. For firms or companies, it allow them to engage actively in timely and direct chat with their customers at moderately low cost while achieving higher levels of efficiency than could have been achieved using the traditional methodology. Although the advantages of social media are enormous, but it is challenged by high rate of theft, falsification of identity and lack of privacy. We should understand that despite the fact that people share these information, yet this does not mean they do not show concern about how it being used especially ones done out of error or desperation. There is an urgent need for the introduction of temporary social media in the future as it will ease the current challenges facing social media, thereby given people more confidence and emotional relief (feel freer) knowing that any of their posts on the social media will be deleted or disappear after sometimes even when shared among friends, firm and business partners. Therefore, temporary social media holds a great promise in the future of online social networking.

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