

MODERN WORLD, HIGH TECHNOLOGY, EXTREME MESSAGE: THE FUTURE OF SOCIAL MEDIA

Prof. Dr. Sedat CERECI

Hatay Mustafa Kemal University, Faculty of Communication

31061 Hatay/Turkey, scereci@mku.edu.tr. Orcid: 0000-0002-3763-6483

ABSTRACT

In this study, the future state of the effects of social media, which sometimes reaches a dangerous level, is considered as a problem. In this study, the quality of social media was evaluated, its role in people's lives was discussed, and theories about the future state of social media depending on its role in life were put forward. The development of technique, which started with the first people to think, progressed as the needs and desires increased, it went beyond meeting the needs and reached fantastic dimensions. People who first organize and use the language in order to give and receive messages, gradually developed the means of communication, and in the last stage they introduced the mass communication tools called media. Starting with newspapers, the first modern media, all mass media have changed people's lives and the world. People have attributed such important roles to the media in their lives that the media has become the main actor of life. The media, on the one hand, brought the knowledge of the world to people, on the other hand, led to new approaches with new thoughts and opinions. Social media, which has entered the lives of people in the last 50 years, has changed the whole life. People have started to meet their need to communicate and participate in social media largely through social media. Free posts in the social media environment, ego satisfaction experienced with the likes of the posts, free criticism and even the environment of questioning have changed people's lives. A large audience in the world uses social media and shares on social media. In a way, social media has become people's daily routine. Under these conditions, it is discussed how far the social media technology and its use will go. Social media, which people love and some of them depend on, constantly attracts people with new possibilities and applications. Social media, which is sometimes used as a criminal tool, continues to exist as the most common media of the modern age despite everything. However, the idea that there is a serious control mechanism and that social media works as a tool that does not harm people is becoming widespread. The uncontrolled use of social media sometimes causes legal problems or problems regarding social and moral values are experienced. It makes many people think about the effects of social media in the future. Considering the conjuncture of the world and the development of technology, it seems that the dominance of social media will continue by growing stronger in the future.

Keywords: Social Media, High Technology, Tool, Message, Future.

INTRODUCTION

Social media is the fastest growing and most used communication technology for the last 50 years. Social media is a concept emerging in recent years. It is a newly online interactive media granting users extremely participating space. The types of social media includes bloggers, wikis, podcasts, tribunes, social networks, instant messengers, and content communities, etc. Social media changes the one-to-many communicating means into the many-to-many interacting mode (Jiao et, 2013: 1096). Social networking services offer friends a space where they can maintain their relationships, chat with each other and share information. Moreover, they offer the opportunity to build new relationships through existing friends. On the first use of the system, users are required to submit a profile containing personal information such as their name, date of birth, and a photo. The personal information is made available to other users of the system, and is used to identify friends on the network and to add them to a list of contacts (Rohani and Ow, 2009: 42). Social media is a technology that provides effective opportunities for communication, message transfer and sharing.

“The presence of the social media is currently seen in the various ways and means of communication. For example, television, radio and press have created profiles in the social networks in order to remind of their existence, to inform about the latest news regarding the pro-gram or content, as well as to represent themselves. The symbols f, t, y have become the signs of digital activity of the media. It means that a significant amount of energy, resources, and effort is invested in and dedicated to the communication in the Internet environment” (Gaile, 2013: 44). Social media is, in a way, a technology that conveys all the news and events of the world to people and enables them to participate in these developments.

Information and communication technology materialize social network platforms, which allows people to easily establish an identity and share values in the virtual community. Through intensive interaction and knowledge sharing in cyber space, community members can build close relationships with each other thereby strengthening their relationship with the brand, product and company (McAlexander et al., 2002). With more and more companies establishing online brand communities to deepen customer relationships and enhance brand equity, this study reveals and endorses the positive marketing value of online brand community management (Chou, 2014: 136). Social media is effective in all areas of life, especially politics, economy and daily life.

Social media have become a bigger part of people’s private and professional life. They create making new possibilities in different activities. The popularity of the social media sites is phenomenal in recent years (Hysa et., 2015: 55). People try to find intimate human relationships in traditional life, traditional entertainment in the social media environment. In a way, they try to comfort and be happy themselves on social media.

Features of Social Media

Social media is now becoming the basic dynamic of the economy all over the world. Everything about the economy, from advertising to sales through the Internet, is included in social media (Fuchs, 2015: 63). A large number of people around the world are now shopping through social media (Appel and others, 2019: 11). In the future, social media develops primarily as the basic dynamics of the economy and then as the main building block of life.

Although social networking has gone through many phases, it has ultimately improved enough for the benefit of all its users. General audiences are just starting to realize its value, even though its potentials are still being researched and discovered. Early trends of social networking were free web hosting services that included interactive features and the creation of a social network between personal profiles. However, the most notable shifts from early trends to current trends were that the social network had become a platform and that dynamic content became the overall main feature (Baatarjav and Dantu, 2011: 1385). Social media attracts and influences people with different elements in its content.

The attractiveness and impact of social media seems to continue in the coming years. The world and life are shaped around social media (Korenich and others, 2013: 246). People think, dress and live with the inspiration they get from social media (Pillow and others, 2014: 29). Social media conveys messages on everything from daily life information to art and sports events. But the most effective opportunity of social media is online interviews and interaction (Abbas and others, 2019: 23). Throughout the day, people communicate with people they know through social media.

The possibilities of interaction of social media will surely carry it to the future. Because social media provides the fastest and easiest interaction opportunities (Alcott and others, 2019: 42). Managers' choices, new brands, songs, movies, products on the market and much more are shared on social media. The basic elements of life carry social media to the future. In a sense, the technology of the modern age necessitates social media in the future (Wirtz, 2016: 112). The future is based on social media with all its elements.

Social networks has great impact on the society, in both benefits and challenges. The advantages are massive, especially for marketers for their next generation campaigns, and general public for a level medium for airing their views. As discussed above, there are benefits for education field as well, though not all possibilities are researched and studied to a great depth. Coming to the challenges and issues, there are several questions when we think about the negative impact of SNS. What does it take to manage online privacy in an ethical manner? How do online social media facilitate ethical thinking about privacy? Youngsters who share personal experiences online taking steps to protect their own and others' identities, but are these steps sufficient? Who is responsible, when an unintended audience can read a person's revealing blog or post? It is essential that we should focus on the ethical use of these social networks so that it serves our society in a right way and the youth can play an important role in this. From the perspective of general public, social networks, on one hand, it provides a way to communicate with the world, and connect our dear ones; while on the other side it gives a platform that can be dangerous for local heritages and cultures (Mathews and George, 2013: 3183). Despite all its risks and dangers, social media is spreading rapidly all over the world.

Social media platforms are integral to a rapidly changing global communication environment. Such platforms shape and organize communication, so are essential sites of, and objects for, social research on climate change. However, these platforms also shape and organize research, providing hugely variable volumes of data depending on the business models, social pressures and whims of a small number of global media companies such as Facebook, Google, and Twitter. Whatever future paths climate change social media researchers take, it is imperative that they are aware of these roles and collect the data necessary to answer the key questions in the field, such as those connected to climate imaginaries, rather than being unduly attracted toward those platforms where data is easiest to access. The literature to date, while insightful, is hugely biased toward Twitter studies. Researching other social media platforms may prove more resource-intensive and less amenable to “big data” studies, particularly as access to platforms such as Facebook and Instagram becomes more restricted. However, it is essential that the academic community overcomes such hurdles if it is to provide a more balanced and insightful knowledge base about climate change communication on social media (Pearce and others, 2018). It is understood that social media is related to every subject and every area of life.

Current trends in social media embody two different directions. On the one hand, social media go “back to the roots” of the internet’s beginnings, a world that was ruled by individuals instead of big corporations. On the other hand, they go “back to the future” by exploring new and futuristic phenomena such as the amalgam of virtual and real but also the consumers’ (over-) sharing of information with all its opportunities and threats. One can be curious, impatient, maybe even worried where the social media adventure will carry consumers as well as corporations in the next couple of years. One thing, however, is clear: Social media offer an unprecedented opportunity for researchers to analyze and decrypt new types of data, to communicate and interact with consumers, and to help organizations to be prepared for this new era of internet and mobile applications (Kaplan and Haenlein, 2012: 103). Since almost everyone is a consumer in the modern world, social media is used by everyone.

In reviewing the social media ecosystem and considering where it is heading in the context of consumers and marketing practice, it has been concluded that this is an area that is very much still in a state of flux. The future of social media in marketing is exciting, but also uncertain. If nothing else, it is vitally important that everybody better understands social media since it has become highly culturally relevant, a dominant form of communication and expression, a major media type used by companies for advertising and other forms of communication, and even has geopolitical ramifications (Appel and others, 2019). Besides the economic use, the political use of social media is getting stronger.

In the spirit of encouraging and orienting future research, the following suggestions are offered. First, there is a need for continued empirical work. Studies of social media surveillance, in particular, are generally theoretical and speculative, accentuating its potentialities, both good and bad, or drawing on exemplary and idiosyncratic cases. The dearth of systematic studies, whether in the form of participant observation or rigorous comparisons, limits knowledge on social media's actually existing affordances, impediments, and effects. Second, work on social media and organizational communication could benefit from deeper consideration of reception and empirical engagement with how official narratives are perceived, negotiated, and processed by publics. Third, rather than treating them in isolation, scholarship could assess the

interrelations and potential trade-offs between different forms of social media use. For instance, are intrusive, technical, and expert-based enforcement efforts corrosive of legitimacy and public relations—the very objectives of image work? Fourth, scholarship should broaden the focus to consider social media use by a plurality of policing agents, whether private security firms, international institutions (e.g., Interpol), or, through autonomous and often extra-legal efforts, private citizens and cyber-vigilantes. In relation to grassroots monitoring and activism, existing work has overwhelmingly privileged dissenting voices. Consequently, in developing a more nuanced view of the polarizing landscape of digital environments, future studies should consider how social media are used to document positive interactions with citizens, contest claims of abuse, express support for officers, and disseminate other forms of pro-police content (Walsh and O'Connor, 2018). It is seen that social media will develop in the future, which will become more widespread.

Future of Social Media

Social media is being used by more and more people. As the usage increases, the applications and possibilities of social media increase and become more attractive. Especially in the free environment of social media, sharing messages and providing ego satisfaction with sharing attracts people very much (Peters, 2015: 1007). Unless the basic human characteristics change, the appeal of social media seems to continue. Technology manufacturers also take advantage of this human feature (Fondevila-Gascón et, 2020: 1518). Technology encompasses human life and all parts of the world, and modern life is based on technology.

Technology producers now produce technology for the future. People are used to living with technology as addictive. Use of technology and addiction is associated with specific personality traits, disorders, and characteristics. Although the relationship between technological addictions and personality traits has been consistently identified by a large number of empirical studies, it is likely that the causal pathway between these two constructs may be bi-directional (i.e., one can potentiate the other) and not exclusively unidirectional (Hussain and Pontes, 2019: 58). As long as technology addiction continues, people will be introduced to many more technologies and include them in their lives.

Social networking sites' longevity is proportional to their object-centered sociality that is, the degree to which people are connecting via items of interest related to their jobs, workplaces, hobbies, and so on. Similarly, Ken Jordan and colleagues advocate augmented social networks, in which citizens form relationships and self-organize into communities around shared interests. One way to develop object-centered sociality on the Web is via people's actions around the content they create together, comment on, link to, or for which they use similar annotations. Adding annotations to items in social networks (using topic tags, geographical pinpointing, and so on) is particularly useful for browsing and locating interesting items and people with similar interests. Content items such as blog entries, videos, and bookmarks serve as the lodestones for social networks, drawing people back to check for new items and for updates from others in their network (Breslin and Decker, 2007: 87). Social media responds to a large number of needs, but it also brings new needs. Therefore, social media will never end.

Although there are a lot of different social networks, there is still definitely a need for more of them. Many people want to use a network that is specialized in a specific topic (Seppä, 2008: 7). As the possibilities and applications increase in social media, the users and requests will also increase. In this case, technology will constantly produce new models and applications. This means the continuity of social media.

Social media is increasingly becoming an effective tool of the international economy and an important element of shopping. “Social media offers one-to-many and many-to-many interactions beyond organisational, industry and market boundaries, fostering business intelligence in the process of ideation, development and commercialisation of innovations. For the future of competitive market conditions, our analysis of current literature at the intersection of social media and innovation reveal that the growing spectre of firms embracing innovations driven and enabled by data created using dynamic utility of social media, rendering other firms less relevant, should concern policymakers” (Bhimani, et., 2018: 12). The future of social media is largely related to future thoughts and future plans of different sectors.

According to Ferrando “the futures do not appear out of nowhere: they are based on the presents, the pasts, and the ways they are being envisioned”. Observing how the future is conceived offers an additional perspective on how the present is interpreted and experienced (Papadimitriou, 2016: 44). The future is shaped by the thinking of economists, businessmen, politicians and technology makers, as well as futurists. While traditional ICTs were the weak ties for diffusion of innovation, modern day ICTs are bringing vast amount of information to rural communities. But among these, social media are unique because of the potential they provide for forming both strong and weak ties in communication. The society – the rural people, the field level extensionists, farmers – do not read journals; they read blogs, watch YouTube and use Facebook and Twitter and these are the mediums that reach them effectively (Bhattacharjee and Raj, 2016: 31).

CONCLUSION

The widespread influence of social media has encompassed the whole world and dominated people's daily lives. Social media, which emerged as a derivative of digital technology, not only meets the communication, sharing and ego satisfaction needs of people, but also offers people a great universal entertainment environment. All this attraction gathers around huge masses of people as well as social groups and organizations. Social media is constantly renewing itself, and every innovation attracts people again. This provides continuity to social media.

In the modern world, all sectors now operate on the basis of technology and mostly use social media. Social media provides both communication and a showcase for promotion. Because of these functional features, social media is highly preferred all over the world and it seems that it will continue to exist for a longer time.

Social media, with all its colors, is the most used communication tool in the world. Now, official institutions and officials share their messages via social media. Developments in the world show that social media will become more widespread and stronger.

The future already seems to be built on technology. Technology seems to have dominated the entire business and daily life. This shows that social media, the most common product of high technology, will dominate the world for generations. However, despite all its possibilities and allure, it is necessary to use social media in a controlled manner in order to avoid waste of time and risks. Although social media seems completely inevitable in the modern world, the continuity of traditional values that keep humanity alive and transferring to new generations is also a necessity.

REFERENCES

- Abbas, J. and Aman, J. and Nurunnabi, M. and Bano, B. (2019). The Impact of Social Media on Learning Behavior for Sustainable Education: Evidence of Students from Selected Universities in Pakistan. *Sustainability*, 11: 1-22.
- Allcott, H. and Braghieri, L. and Eichmeyer, S. and Gentzkow, M. (2019). The Welfare Effects of Social Media. NBER Working Papers from National Bureau of Economic Research, Inc, <https://econpapers.repec.org/paper/nbrnberwo/25514.htm>, 16.01.2020.
- Appel, G. and Grewal, L. and Hadi, R. and Stephen, A. T. (2019). The Future of Social Media in Marketing. *Journal of the Academy of Marketing Science*, 12: 1-17.
- Baatarjav, E. A. and Dantu, R. (2011). *Current and Future Trends in Social Media*. Third International Conference on and 2011 IEEE Third International Conference on Social Computing (SocialCom), Boston, MA, USA, 9-11 Oct., 2011.
- Bhattacharjee, S. and Raj, S. (2016). *Social Media: Shaping the Future of Agricultural Extension and Advisory Services*. Lausanne: Global Forum for Rural Advisory Services.
- Bhimani, H. and Mention, A. L. and Barlatier, P. J. (2019). Social Media and Innovation: A Systematic Literature Review and Future Research Directions," *Technological Forecasting and Social Change*, Elsevier, 144 (C): 251-269.
- Breslin, J. and Decker, S. (2007). The Future of Social Networks on the Internet The Need for Semantics. *IEEE Computer Society*, 1089: 86-90.
- Chou, C. M. (2014). Social Media Characteristics, Customer Relationship and Brand Equity. *Journal of Applied Business and Economics*, 16 (1): 128-139.
- Fondevila-Gascón, J. F. and Polo-López, M. and Rom-Rodríguez, J. and Mir-Berna, P. (2020). Social Media Influence on Consumer Behavior: The Case of Mobile Telephony Manufacturers. *Sustainability*, 12 (4):1506-1529.
- Fuchs, C. (2015). *Culture and Economy in the Age of Social Media*. New York: Routledge.
- Gaile, S. M. (2013). The Role and Functions of Social Media in Modern Society. Is social Media Worthwhile for Local Media? *Žurnalistikos Tyrimai*, 6: 43-62.
- Hussain, Z. and Pontes, H. M. (2019). Personality, Internet Addiction, and Other Technological Addictions: Breakthroughs in Research and Practice. *Substance Abuse and Addiction*, Ed. B. Bozoglan, Hershey: IGI Global, p. 236-262.

- Hysa, B. and Mularczyk, A. and Zdonek, I. (2015). *Social Media – the Challenges and the Future Direction of the Recruitment Process in HRM Area*. Katowicach: Uniwersytetu Ekonomicznego w Katowicach.
- Jiao, Y. and Yang, J. and Xu, S. (2013). A Study of the Impact of Social Media Characteristics on Customer Adoption Intention of Social Media. *International Academic Workshop on Social Science (IAW-SC-13)*, 1095-1099.
- Kaplan, A. M. and Haenlein, M. (2012). Social Media: Back to the Roots and Back to the Future. *Journal of Systems and Information Technology*, 14 (2): 101-104.
- Korenich, L. and Lascu, D. and Manrai, L. and Manrai, A. (2013). Social Media Past, Present, and Future. *Companion to the Future of Marketing*, 234-249.
- Krona, (2016).
- Mathews, S. P. and George, S. (2013). Growth and Future of Social Media. *International Journal of Advanced Research in Computer Engineering & Technology (IJARCET)*, 2 (12). 3177-3183.
- Papadimitriou, A. (2016). *The Future of Communication Artificial Intelligence and Social Networks*. Malmö: Media & Communication Studies Malmö University.
- Pearce, W. and Niederer, S. and Özkula, S. M. and Querubin, N. S. (2018). *The Social Media Life of Climate Change: Platforms, Publics, and Future Imaginaries*. *Economic and Social Research Council*, <https://onlinelibrary.wiley.com/doi/full/10.1002/wcc.569>, 23.01.2020.
- Peters, I. (2015). Soziale Netzwerke für Wissenschaftler: Anreize und Mehrwerte schaffen für die wissenschaftliche Kommunikation. *Bibliotheksdienst*, 49 (10-11): 1000-1009.
- Pillow, M. T. and Hopson, L. R. and Bond, M. C. and Cabrera, D. (2014). Social Media Guidelines and Best Practices: Recommendations from the Council of Residency Directors Social Media Task Force. *The Western Journal of Emergency Medicine*, 15 (1): 26-30.
- Rohani, V. A. and Ow, S. H. (2009). On Social Network Web Sites: Definition, Features, Architectures and Analysis Tools. *Journal of Computer Engineering*, 1 (3-11): 41-53.
- Seppä, V. (2008). The Future of Social Networking. TKK T-110.5190 Seminar on Internetworking 2008-04-28/29, http://cse.tkk.fi/en/publications/B/1/papers/Seppa_final.pdf.
- Walsh, J. P. and O'Connor, C. (2018). *Social Media and Policing: A Review of Recent Research*. <https://onlinelibrary.wiley.com/doi/full/10.1111/soc4.12648>, 24.01.2020.
- Wirtz, B. W. (2016). Technology Acceptance in Social Media: Review, Synthesis and Directions for Future Empirical Research. *Journal of Electronic Commerce Research*, 17 (2): 97-115.