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THE IMPACT OF SOCIAL MEDIA ON SOCIAL RELATIONSHIP

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ABSTRACT

The formation of rich social structures is made possible by social media, which consists of communication platforms that make it easier for individuals to develop relationships with one another regardless of their background. Content that was contributed by users inspires both inquiry and decision-making. Due to the fact that social media is relevant to a wide variety of stakeholders, academics from a variety of domains, including information systems, have been paying a substantial amount of attention to it. There is not yet any review that adequately combines and synthesises the results of the many pieces of published research on social media. The results of 132 articles (published in chosen IS journals) on social media and social networking that were published between 1997 and 2017 are analysed and discussed in this research. The majority of the studies that were evaluated here address the behavioural side of social media, analyse how reviews and suggestions work, and study how social media might be integrated for organisational objectives. In addition, a number of studies have looked into whether or not online communities and social media can be successfully used as a marketing medium. Other studies have investigated various aspects of social media, such as the risks associated with its use, the value that it creates, and the negative stigma that is attached to it within workplaces. Previous study has looked at the use of social media for a variety of purposes, including the dissemination of information during times of crisis, the solicitation of assistance, and the provision of assistance. In other situations, such as politics and public administration, or when contrasting conventional with social media, the phrase "context" might be used.

Keywords: *Social Media, Relationships*

INTRODUCTION

In a society that is becoming more digital, the use of social media platforms has been deeply ingrained in a wide variety of day-to-day connections. Despite the fact that the family is spread out across the globe, a grandmother is able to keep up with all of the activities and achievements of her grandchildren through photographs. An incentive is given to a college student who recommends her roommate to an online platform since the platform is hiring for a programming job. Videos of famous individuals, famous pets, famous kids, and famous people who aren't so famous are viewed by a large audience since people share them with one another. When private communications and images are leaked to the public, it may result in problems for politicians. The members of the project team are made aware of each other's work routines and results, which enables them to work together in a manner that is more efficient. By using email and social networking sites like Facebook, young people may stay in contact with their pals from high school while also making new acquaintances at college. In order to prevent the accusation of poaching customers from their employers,

salespeople carefully check the individuals with whom they connect on LinkedIn. In each scenario, the use of social media has an effect on connections, which in turn has a substantial impact on the ways in which people learn, work, and live.

Individuals are able to interact with one another, share information and digital artefacts with one another, and typically do so within the context of larger groups, communities, or networks via the use of social media, which is a set of tools and apps. There is a wide variety of social media platforms. Wikis, microblogs and standard blogs, online social networks for personal and professional use, virtual worlds, and online community platforms are all examples of these types of websites. Systems for social media may operate independently or be included into bigger platforms that serve several purposes. They may function wholly inside a single organisation or facilitate connection and exchange beyond the confines of conventional organisations. Both of these options are possible.

Although the nature of the underlying technologies and features of specific social media systems can vary greatly from one another, one characteristic that is shared by all of these platforms is that they have an impact on the relationships that their users are a part of and that these relationships have an impact on them. Interaction and information sharing are supported in some capacity by all social media platforms, whether this support takes the form of direct interaction, which is based on the exchange of discrete messages between individuals who can be identified, or indirect interaction, which takes place through the construction and discussion of artefacts that are shared by multiple users. However, in order to adequately describe the usage of social media platforms and the impacts they have, it is necessary to acknowledge that interpersonal contact is not a solitary mechanical operation. The relationships that people have with one another will invariably have an effect on how they use social media platforms, what kinds of information are shared and communicated, and how individuals are affected by the information they receive and how they choose to behave as a result of the information they receive and share. The usage of social media and the interactions it promotes take place within the framework of familial ties, professional partnerships, collaborative endeavours, friendships, and relationships with acquaintances. An examination of the ways in which social media systems influence and are influenced by human connections is necessary in order to fully comprehend the potential, impact, and limits of these platforms. More important than the mere dissemination of information is the impact that social media platforms have on the dynamics of the interactions between people.

Online and Offline Relationships and Social Media

There is a large corpus of research that has been conducted across a variety of academic disciplines to investigate the ways in which offline and online connections facilitated by social media are connected. Online relationships, in which two people communicate with one another only via computer-mediated channels of communication like email, have become more prevalent as the size and reach of the internet have expanded. Offline relationships, on the other hand, are those that take place via more conventional means of communication, such as talking on the phone or in person, as opposed to online connections, which are generally contrasted with offline relationships. Social media systems enable new relationships by overcoming the limitations of offline relationships. Social media systems enable online relationships that substitute for, and thus diminish, offline relationships. Social media systems enable online relationships that complement and reinforce offline relationships.

Online relationships as new opportunities

A significant amount of the initial excitement that has been generated by social media systems over the course of the past several decades can be traced back to an almost utopian view of their potential to facilitate relationships that, in the absence of these systems, would be difficult or even impossible to achieve. People are able to "meet," become friends with, and collaborate with members of organisations and nations that they otherwise would not be able to reach if they did not have access to social media. For instance, microblogs made it possible for some political actions to take place in the Middle East during the Arab Spring in 2011. Social networking sites make it possible for people who suffer from unusual medical illnesses to share information with one another and provide each other support. The establishment of new organisations and the emergence of new social linkages amongst pre-existing communities are both supported by interactions that take place online. People who live in communities that are separated by geography nonetheless have the opportunity to cultivate learning, collaborative, and social interactions outside of their local region. Employees of dispersed, international organisations have the opportunity to cultivate the connections they need in order to locate and make use of relevant knowledge inside the bigger company. A crucial factor that contributes to the transformational effect that social media has had on organisations and society as a whole is its capacity to facilitate the establishment of new connections that extend beyond geographic, political, and social borders.

Online relationships as substitutes

There is a widely held belief that offline connections are being replaced by, threatened by, or somehow diminished by online interactions that are facilitated by social media. This belief has been prevalent for a long time (Wang & Wellman, 2010). To provide one example, a worry that is often voiced is that young people nowadays are only interacting with one another via the capabilities of social media platforms like pokes, tweets, and messages; as a result, they are not learning crucial communication and social skills. Concerns of a similar kind have been raised in relation to social groups that congregate in public places like restaurants and parks, where members of the groups are physically present but do not interact with one another because they are preoccupied with their mobile devices. These kinds of examples provide credence to the theory that offline interactions and relationships might be displaced by and damaged by online ties facilitated by social media.

According to findings from studies on the development of relationships, the use of social networking platforms could make relationships more similar to one another, which might have detrimental effects. When given the opportunity, people have a tendency to create connections with others that have similar characteristics with them. This tendency, which is known as homophily, leads to connection networks that are formed of individuals who have similar attitudes, beliefs, and expertise, and even appearances. Because of the geographical, organisational, and social restrictions that exist in offline environments, people's options are restricted, and as a consequence, connection networks have a tendency to be rather varied. These restrictions are loosened thanks to the proliferation of social media platforms, which enables individuals to choose their romantic partners from among a much bigger population. People will build more homogenous sets of ties, according to the homophily principle, when social media enables online relationships to substitute for physical interactions. This is a phenomena that has substantial consequences for political news and information sharing networks.

Additionally, concerns have been voiced about the quality of online connections when they are used in place of face-to-face interactions. In certain ways, offline relationships may be replaced entirely by their digital counterparts, which are referred to as "online connections." At some level, interacting with a buddy who is

colocated and communicating with a friend who is halfway across the globe are merely two competing ways for people to spend their time and energy. People do things like this all the time, and they select the connection that provides them with the most value and the most benefits. Nevertheless, despite the fact that offline and online interactions seem to be straight replacements for one another, the distinctions between the medium present minor variances in the relationships that people may not take into consideration. Online connections that are facilitated by social media may appear like a more efficient method to identify and develop friendships, but such relationships may not be adequate if they need physical contact or extensive persuading. In a similar vein, social media platforms may allow for long-distance partnerships; nevertheless, participants often discover that the resulting relationships are more fragile, which may cause issues when unexpected crises occur or when requirements change. As a direct result of this, the online connections made possible by social media are often poor stand-ins for face-to-face interactions, and when people fail to see the distinctions between the two types of interactions, unexpectedly bad results may occur. A second, more ambiguous or dystopic component in the transformational influence that social media is having on organisations and society is the prospect that online interactions could replace those that are established in real life.

Online relationships as complements

Although there are circumstances in which the use of social media might facilitate new offline connections or even serve as a suitable replacement for existing ones, in most cases, online interactions serve to supplement their offline counterparts (Wang & Wellman, 2010). Early research conducted in the 1980s and 1990s on online communities, email, and discussion forums suggested that online relationships enabled by social media were poor substitutes. These relationships were associated with dysfunctional interaction behaviours (such as flaming), loss of identity cues, weaker relationships with family members living in the same household, smaller social circles, and higher levels of depression and loneliness. However, later research has revealed no evidence for these detrimental replacement effects. Instead, the findings have shown that there are various ways in which offline and online connections may complement one another. Individuals have a tendency to have more interaction with their friends and family members as they expand their usage of social media platforms, which ultimately results in bigger social networks that include a greater variety of people. It has been shown that those who use social networking sites more often and who have bigger online social networks also have a greater number of offline social links and engage in more social activity. These impacts are caused by the fact that the systems of social media are used to organise, coordinate, and follow up on face-to-face meetings and other social gatherings. Relationships that start out digitally are often maintained in real life as they progress. Even while there are situations in which offline and online interactions may operate independently of one another or as alternative forms of communication, the majority of the time they are complementary to one another.

The ways in which people utilise social media are influenced by the offline connections they already have, and similarly, the ways in which offline relationships may be enhanced and supported by online interactions. As a result of the fact that actual and online interactions may complement one another, social media platforms are susceptible to a phenomena known as "rich grow richer." Individuals whose offline relationships are stronger, more diverse, and more extensive are able to use social media systems to maintain and add to those relationships online, while individuals whose offline relationships are weaker, less diverse, and smaller receive less relational benefit from the use of social media (Kraut et al., 2002). A third factor contributing to social media's transformational effect on companies and society is the potential of online interactions provided by social media to complement relationships that take place in real life.

While it is possible to draw a clear line between relationships that take place online and those that take place in real life, this dichotomy has become problematic for both theory and practise as a result of the proliferation of social media and its accompanying rise in accessibility, power, and general acceptance (Wang & Wellman, 2010). It is no longer apparent what it means to speak about online relationships as a category or type as the quantity and variety of relationships that are supported by and influenced by social media networks has risen. Concurrently, the convergence of the media, the rise of mobile technology, and the widespread availability of social media platforms have all contributed to a reduction in the barriers that drove people to differentiate between online and offline connections. Individuals commonly utilise phone talks, tweets, texts, pokes, shares, likes, chats, and emails to set up meetings, organise dates, continue discussions, and even communicate with persons who are physically co-present in the same space. As a result, it is becoming more difficult to differentiate between interactions that take place online and those that take place in real life, in both a conceptual and a practical sense. In spite of the fact that analysing connections in terms of their "location" has led to the discovery of a few helpful discoveries, this approach to comprehending social media networks and relationships is becoming more difficult.

Social Media and Types of Relationships

People's interactions on social media platforms take place within the context of a diverse array of connections. Picture and video snippets are sent between close friends. Consumers engage in conversation with one another as well as with representatives of the businesses that provide them with goods and services. Projects are planned and carried out in collaboration with researchers. Members of the family talk to one another about their recent successes and important life events. In every instance, people make use of the fundamental capacity of social media networks to facilitate communication, the exchange of information, and the sharing of digital artefacts in order to sustain the connections they have with one another.

OBJECTIVES

1. To study social media on social relationship
2. To study social media relationship formation

Consumer relationships

The retail marketing and business sectors are another arena in which social media technologies have an effect on crucial connections. On one level, retail commerce is comprised of economic transactions that take place between customers and producers, with customers providing the producers with cash resources in return for the items or services that the producers deliver to customers. Although it is possible to think of this kind of transaction as being merely an economic and transactional connection, doing so has the tendency to disregard other, more social components of relationships that have an effect on the operation of consumer markets. Consumers often build ties with the makers of the goods they purchase that go beyond the scope of simple economic transactions. Individual customers show loyalty and faith in the firms that make their goods; they engage in conversation with those producers, and often identify themselves as being linked with the producers and companies with whom they do business.

Relationships between customers at the same store, rather than between customers and producers, are also very important to the functioning of retail trade. Consumers depend on their connections with one another to learn about goods, services, and providers. This is true for many different types of transactions. This sort of

information exchange, sometimes known as "word of mouth," is a significant consideration in many different kinds of purchasing choices. Therefore, despite the fact that retail commerce may seem to be comprised of very mechanised and commercial transactions, it is in reality a collection of activities that are both entrenched in and performed via a complex network of social interactions. This is because retail commerce is a social activity.

The use of social media platforms comes with a range of ramifications for consumer interactions, just as it does for friendships, professional partnerships, and familial ties. Relationships between consumers and producers as well as those between consumers and other consumers make use of social media technologies. When individuals take actions that associate them with specific product or service providers, such as adding a company as a friend on Facebook or signing up for an online community hosted by a company, consumer–producer relationships are realised in social media systems. One example of this is when a consumer adds a company as a friend on Facebook. The development of connections between consumers and producers is facilitated by aspects of social media platforms. One click on the "Like" button on Facebook is all it takes for customers to become affiliated with a business and begin communicating with its representatives. When a consumer adds a producer as one of their Facebook friends, the producer receives an implicit endorsement from the consumer as well as increased exposure within the consumer's social network as a result of the consumer's communication of their connection with the producer. The goal of social media marketing is to cultivate and capitalise on these connections in order to influence consumers' decision-making over their purchases.

Many companies have altered their marketing strategies as a result of the widespread use of social media systems. Previously, they relied on broadcasts via various forms of mass media; now, they utilise social media in a way that emphasises building relationships. The value of word of mouth, also known as communication amongst customers regarding their experiences with goods and services, has greatly grown in recent years. Word-of-mouth marketing is a sort of marketing that makes use of professional marketing strategies in order to actively mould the way in which individual customers utilise their personal connections in order to share and get information about various goods and services (Kozinets et al., 2010). It has been determined that close friends on Facebook, other connections on Facebook, third-party blogs, and independent review sites are all key sources of trustworthy information (Harris & Dennis, 2011). Celebrities who speak in their own independent capacity and information that is supplied by merchants or producers are both seen with less credibility. Customers are likely to view these sources with scepticism because they believe that the other parties have a significant financial incentive to market the product and emphasise the advantages it offers. This ranking of social media information sources is a reflection of the many sorts of ties a person may have, which may range from very close connections to connections that are just tangentially related. When it comes to providing information and recommendations, consumers place a higher level of trust in individuals who are known to them, with whom they interact frequently, and who they perceive to be objective. This is in contrast to sources such as salespeople, celebrity spokespeople, or websites owned by companies.

Social Media and Relationship Dynamics

When two individuals or groups communicate with one another and have mutually held expectations for one another over a significant period of time, a social connection has been established between them. It is easy to see relationships as unchanging entities; nevertheless, in practise, relationships are dynamic. There is a beginning, a middle, and an end to any relationship. There is a possibility that throughout time, characteristics of connections that last through all of their incarnations would change in terms of their intensity, visibility,

and relevance. Alterations in the dynamics of relationships may be precipitated either on purpose by the parties involved or by happenstance. Therefore, in order to comprehend relationships and social media, it is necessary to study how these two concepts interact with one another at the various phases of relationship development.

Relationship formation

A variety of elements, including proximity, initial impressions, likeness, and complementarity, are important in determining whether or not a connection will develop between two people (Dwyer, 2000). The online environment provided by social media may either boost or lessen the significance of certain aspects of this discussion. Because of social media networks, people may be physically distanced from one another while yet often interacting with one another, which makes physical closeness less significant. Facebook has earned a lot of accolades for its capacity to revive ties between people who went to the same school or were childhood pals but have since become estranged. However, despite the fact that physical proximity is less important of a part in the establishment of relationships because to social media, these platforms may nonetheless pose additional hurdles to functionality or communication. The formation of a relationship between two people who use different social media platforms is made less likely by the boundaries that exist between different social media systems. These boundaries can be the result of differences in corporate structures, technological features, or national policies. As an example, the social networking website Facebook cannot be accessed in China. Because of this strategy, there is now a clear divide between Facebook and other social networking sites that are focused on the Chinese market, such as RenRen. Integration across social networking sites has the potential to make it easier for people from various user communities to build connections with one another; yet, corporate strategies and technological constraints may inhibit the construction of such bridges. In the landscape of social media systems, media proximity plays an important role in the formation of social media enabled relationships, just as physical proximity plays an important role in the formation of traditional relationships. Media proximity refers to the ability of individuals to meet and interact with one another through the use of social media platforms.

In face-to-face interactions, first impressions, which are often predicated on a person's outward appearance, are another important component that plays a role in the degree to which people are interested in developing connections with one another. The early talks about text-based social media platforms functioned under the idea that the lack of visual signals would minimise or even remove the influence that a person's appearance had on the creation of relationships. Walther's (1992) social information processing hypothesis, on the other hand, proposed that individuals need more time to minimise their level of ambiguity over a possible relationship partner since there are only so many signals accessible. People fill the void in their profiles caused by the absence of visual clues by adding a variety of personal data about themselves. These personal profiles are utilised to establish impressions of the possible relationship partner and enable for attachment and liking to reveal itself when people opt to develop partnerships based on online encounters. Individuals are also able to upload images and videos to their online accounts via the use of social media platforms that have multimedia capabilities. This highlights the importance of appearance as a component in the dynamics of interpersonal relationships. Nevertheless, even with the introduction of multimedia profiles, it is still the fact that social media platforms are distinct from face-to-face settings in the sense that users have a great deal more discretion over the information about themselves that they choose to make public.

CONCLUSION

The dynamics that formerly existed between companies, their staff, and their customers have been re-

established thanks to social media. Since 2014, there has been an increase in the number of articles that concentrate on workplace settings. Going forward, academics should make it their objective to investigate the possibility for stakeholders to utilise social media platforms in order to effectively fulfil their work goals. As for the restrictions imposed by this comprehensive evaluation, the articles under consideration were restricted to only nine different periodicals. Because of this, it is possible that research that made substantial additions to the body of social media literature but were published in other publications were neglected. In the future, academics may explore for ways to circumvent such restrictions and concentrate instead on doing a comprehensive literature assessment of social media sites. It is possible that future reviews will centre on reviewing articles that have been published in a greater number of IS journals and are associated with a particular type of social media (for example, social networking sites or blogs), or specific issues related to the use of social media, such as the information load, stress, and impact on productivity. In spite of these drawbacks, our research offers an extensive and powerful conceptual framework for social media research, which would be beneficial to both academics and industry professionals.

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