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**Social Media and India****Dr.Gunjkar Somnath Laxman .**

Deparment of History sgbm purna

Social Media refers to the means of Interactions among people in which they create, share, and exchange information and ideas in Virtual communities and network social media also known as " a group of Internet-based application that build on the ideological and technological foundation of Web 2.0 and that allow the creation and exchange of user generated content.Furthermore we can say that social media depend on mobile and web based technologies to create highly interactive platforms via which Individuals and communities share cocreate. Discuss and modify user generated content it introduces substantial and pervasive change to communication between organization communities and Individuals.

**Brief history of social media social media**

Modern social media first surfaced in the early 1990 one of the first social media sites was creates in 1994 and it was called Geocities. The concept was for users to create their own websites characterized by one of six cities. Social networking began in 1978 with the bulletin Board system (BBS) The BBS was hosted on personal computers, requiring that users dial in through the modem of the post computer, exchanging information over phone lines with other users. This was the first system that allowed users to sign in and interact with each other although it was quite slow since only one user could be loyyed in at a time version of in stand messaging came about in 1988 with internet relay chat (IRC). IRC was Unix a based, limiting access to mot people. Social media are internet sites where people interact freely sharing and discussing information about each other and their lives using a multimedia mix of personal words pictures. Videos and audio. There are lots of well known sites such as facebook. Linedin My space, twitter, you tube flicker, word press, Blogger, Type pad live journal, Wikipedia, wet paintwikidet, second life, Del., cio, us DigyReddit Lulu and many others. In 1989 computer was the first major commercial Internet service provider for the public in the united states after that the first e-mail was delivered in 1971. In the year 1978 Twochicayo computer hobbyists invented the bulleting board system (BBS) to inform friends of meeting make announcement and shore information through posting.

**Some milestones of social media.**

- 1984 - the prodigy online service was introduced later, it grew to become the second largest online service provider in 1990.
- 1985 - The America online service opened.
- 1989 - British engineer Tim Bernerslec began work at CERN( European Organization for nuclear research in Switzerland on the what was to become the world wide web.
- 1992 - Tripod opened as a community online for college students and young adults
- 1993 - CERN donated the [www.technology](http://www.technology) to the world
- 1994 - Beverlyhills Internet started Geocities, which allowed users to create their own websites.
- 1995 - The web had one millions sites. Blogging begins, AOL Internet messengers lets users
- 1996 - Google, opens as a new internet search engine and index..
- 1997 - Friends Reunited, numbered as the first online social nation

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- to achieve prominence, was founded in great Britain to relocate past school pals.
- 2001 - Wikipedia, the online encyclopedia, and world's largest wiki was started. Apple started selling iPods.
  - 2002 - Friendster, as social networking website, was opened to the public in the U.S. and grew to million users in three months.
  - 2003 - My space another social networking website was launched.
  - 2004 - Facebook, another social networking website was started for students at Harvard collage.
  - 2006 - Twitter was launched.

### Social media in India

Advancement and globalization of Digital platforms and social media technologies is empowering people across the globe to participate, and share content online. India has experienced technology as a vehicle in aiding social change through social media. The growth of social media outlets is changing behaviors, perceptions, and attitude as the case and growth of online social technologies induce audience to become digital activists, changing users behavior from passive to active, non-participatory to avid participation, and enabling users with a voice that was otherwise unknown or untapped. The power of social media and its impacts on Individuals, business and society in India has provided an equal opportunity to voice thoughts, opinions and share information. India is the second most populated country in the world. India is one country where the real Impact of social media can be seen

Face book has over 800 million active facebook users in the world; of those, 34 million are in India, Google + a very new social media outlet has accumulated 50 million users since its launch this past summer and India has become the second biggest market in Asia the to utilize the Google + social outlet. Also Twitter usage in India has Increased by 100 percent. Recently according to sycmos, Asia accounts for 7.7 percent of unique users to twitter worldwide; of that percentage India represents 97 percent. Orkut is a major social media source in India and brazil with 66 millions active users; at last count, India occupied over 27% ( nearly 18 millions users ) of orkut's entire social network. According to a December 16<sup>th</sup> Article by the economic Times. 70% of India's businesses use social media for not only gaining new customers, but for new hires. The rate of India's use of social media in businesses is only beat by the U.S. (71%) and China (88%). In the sector a politics Indian politicians, specifically the samjwadi party and congress, have also taken to social media for their campaigns; Twitter, facebook and youtube have been their means to get their messages across in the social media world .

Social media users in urban India are estimated to reach 66 millions it shows the that slowly but confirm ally social media occupy India society as per findings, of the 80 millions active Internet users in urban India.

In the end of the discussion we can say that one of the main advantages of social media is that it reaches millions of people in just a couple of minutes. Social media can reach huge audience across the globe. Accessibility for industries media is governed by government or it may be privately owned. Social media tools will be available to the public at very low cost or sometimes at free of cost. Social media a when compared to the industrial media does not need expertise skills and training, but it only needs the reinterpretation of existing skills. It is very easy to operate and access social media for a person with minimum knowledge of computer operating and one can easily avail the vast services provided by social media. Social media is known for its easy for use. Social media is capable of conveying information in just span of second. People can get quick updates on the latest news with just a single click. Social media can always be altered or suggestions which are provided by the industry experts or the audience.

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Social media also have some negative aspect like privacy breaches, electronic relationship which is not reliable and effects on communication. Social networks allow users post photos, interest, opinion among numerous other things and social networking sites encourage people to be more public about their personal lives. Social media sites can make it more difficult for us to distinguish between meaningful relationships. We foster in the real world, and the numerous casual relationships formed through social media. But these negative points not big in front of good point social media.

Social media has opened new carrier options for people, computer literacy have increased and life has become much easier. The impact of social media is all pervasive you can create, collaborate, entertain, review product, discuss the movie gossip with friends find your life partner. The possibilities are endless of social media.

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