



**BMC**  
**SEMESTER-II**

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**SOCIAL MEDIA**

**G.E. 202**

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# UNIT- IV

# IMPACT OF SOCIAL MEDIA

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- 4.1 Internet/ Online Activism
- 4.2 Citizen Journalism
- 4.3 Cyber Crime
- 4.4 Democratization/ Digital Divide
- 4.5 Audience Analysis & Content Planning

# 4.1 Internet/Online Activism

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- Bringing Changes.
- Spreading Awareness.
- Sharing or Posting Thoughts/Ideas.
- Enhancing citizen journalism.
- Connecting individual to the every corner of the world.



# PROS



- 
- Most Immediate medium.
  - Providing voice to voiceless.
  - Two way engagement and access to support and advices.(Interactive in nature.)
  - Advocacy and Participation.
  - Raising awareness to key messages.
  - Features like hyper textuality are making it more easy, user-friendly and space free.
  - Self Exposure.

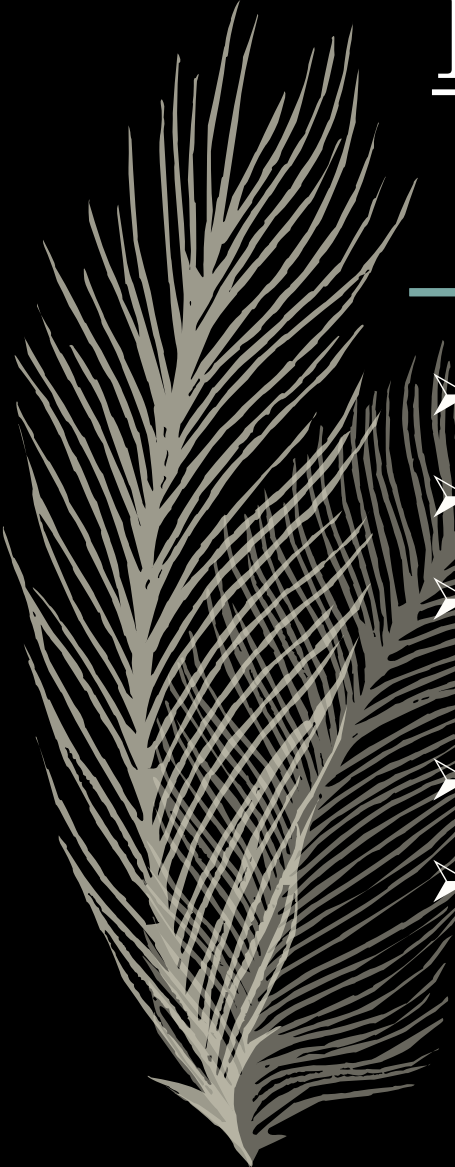
# CONS



- 
- There is lack of privacy. Anything online is not private anymore.
  - Unreliable information is often shared
  - Cyber Bullying.
  - Rumors are spread like forest fire.
  - People tend to jump over conclusion in no time.
  - Emotional Detachment.
  - No gatekeeper for any information.

# Five Critical Challenges

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- We do not know how to deal with rumors.
  - We create our own echo chambers.
  - Online discussions quickly descend into angry mob.
  - It become really hard to change our opinions.
  - Our social media experiences are designed in such a way that favors broadcasting over engagements, posts over discussions, shallow comments over deep conversations.

## 4.2 Citizen Journalism

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- The gathering and reporting of news by common people using smartphones and internet.
- It is an alternative form of news reporting that functions outside mainstream media institutions.
- It is about the mobilization of common man to make them play a role in community development.



# Advantages


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- 
- Addresses the gap in mainstream media.
  - It empowers local communities.
  - It does not require a formal newsroom structure.
  - Based on everyday events and communities.
  - Covers the news that mainstream media misses.




# Disadvantages

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- 
- Influence audiences on a large scale.
  - It has limited audiences in some cases.
  - Use of amateur multimedia devices.
  - Lacks basic editing.
  - Information is often unverified.
  - Ethical practices are not obliged.

## 4.3 Cyber Crime

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- Any criminal activity that involves internet and technology.
  - Any illegal, unauthorized or unethical behavior relating to the automatic processing and transmission of data.
  - Offences that are committed against any individual, group or community with a motive to intentionally harm the reputation or cause physical or mental harm to the victim using modern communication technology.

# Classification

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There are various types of cyber crime which are used against the victim for committing crime in order to harass them. They are:-

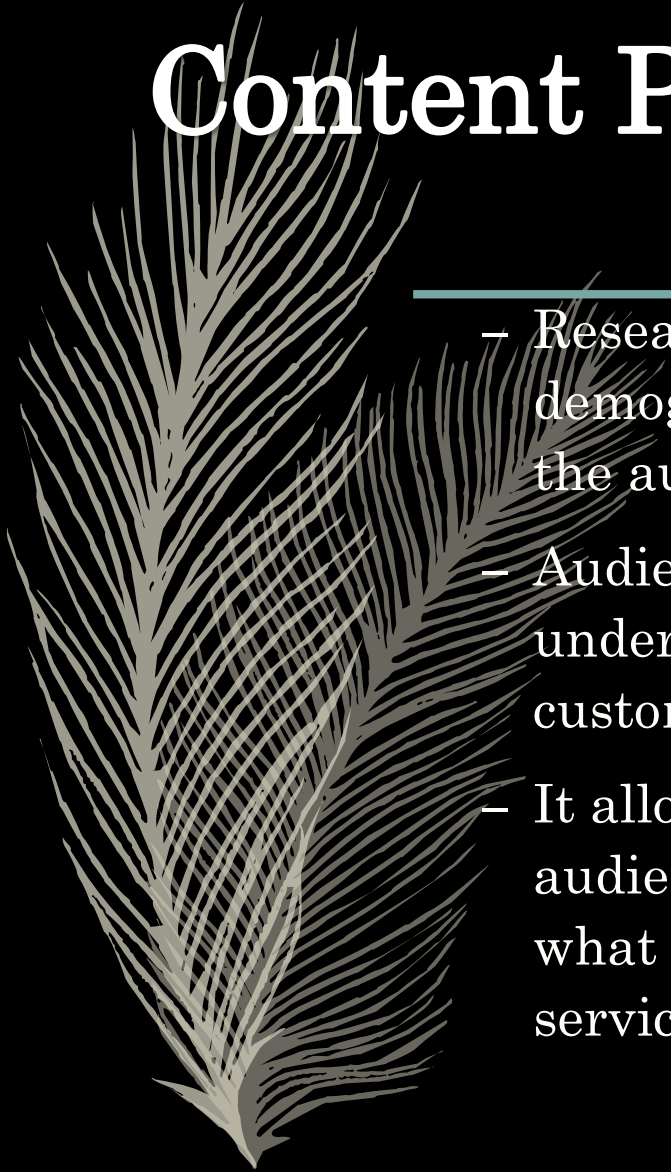
- Cyber Pornography
- Cyber Stalking
- Cyber Terrorism
- Hacking
- Phishing
- Data Theft

# 4.4 Digital Divide

- The difference between those who have access to communication technology and those who do not have it and also unequal sharing of technology. It could be television, mobiles, computers and/or internet
- Access to Information and Communication Technologies could vary depending on demographic and socio-economic characteristics such as income, education, race, gender, location, skills, age, awareness, political, cultural and psychological attitudes
- Addressing the Digital Divide can lead to economic growth, easier access to medical services, better and cheaper education and various job opportunities

# 4.5 Audience Analysis & Content Planning.

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- Researching the interests, preferences, demographic location, and various other aspects of the audiences.
  - Audience Analysis allows to gain a deeper understanding of their current and potential customers to improve marketing strategy.
  - It allows the organization to pin point their target audience for a particular campaign and determine what they like the most about the product and/or services.



# Content Planning

- It ensures consistent messaging, provides visibility to Social Media Emergency Management initiatives, maximizes resources and support it's core objectives.
- When planning the content for social media, following key points should be kept in mind:-
  - What kind of content does agency had already share?
  - What kind of content does agency wants to share that it does not share currently?
  - How doses the objectives relay the information to the audience?
  - Who is developing contents every week and every month?
  - Who will have the access to the content calendar?
  - What is the content approval process and who is part of this chain?



**Thank You...**