



Media Platforms in any Fields, Academic, Non-Academic, All Over the World in Digital Era: A Critical Review

Zanyar Nathir GHAFAR^{a*}

^aInformation Technology Department, Bright Technical and Vocational Institute, Sulaymaneah, Kurdistan Region, Iraq

*Corresponding author: zanyar.ghafar@btvi.edu.iq

Abstract

Social media platforms play a vital role in the modern world, facilitating a variety of activities such as disseminating information, social networking, accessing online resources, advertising, marketing, and education. Businesses benefit from social media platforms, which offer a stable, regular, and speedy platform for various strategies, including internet marketing. The term social media marketing refers to the use of social media websites for promotional objectives. Social media marketing has made it possible for businesses to interact with particular target groups quickly and effectively. This is a significant advancement for businesses. In addition, there are several challenges that social media marketing must conquer to operate successfully in the sector. This article will analyze both the good and bad elements of social media branding in the context of the current digital age. The objective of this study is to investigate both of these aspects. The review findings focus on different activities that are not traditional and might be of assistance to students in appropriately dealing with the experiences that they have had throughout their lives.

Keywords: social media, social media advertising, digital era, online learning

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Introduction

According to Richardson (2010), a significant number of educational institutions all over the world continue to prohibit the use of social networking sites in the classroom. Several legislators and teachers continue to enforce a ban on the use of social media in educational institutions. According

to Minocha (2009), school administrators and teachers think that incorporating social media into the classroom puts kids in danger of experiencing adverse outcomes. The findings of the aforementioned studies support this view. Furthermore, individuals can participate in communication with a large audience via the use of social media platforms that do not require internet access. This allows individuals to potentially contact hundreds or even millions of people all over the globe. There has been a substantial increase in the use of social media platforms as a venue for online debate. On that platform, individuals generate material, share it with others, store it for later use, and cultivate connections on a massive scale.

According to Roberts and Kraynak (2008), social media platforms provide users with the chance to introduce themselves and their goods to individuals and organizations that are interested in the subject matter. The term "social media" refers to a wide range of apps that let users participate in several activities, including posting, tagging, digging, blogging, and more. Xiang and Gretzel (2010) found that customers who seek to educate one another about goods, companies, services, and problems contribute to the creation, sharing, and utilization of material on social media platforms, which are relatively new online information platforms. Facebook, MySpace, Digg, Twitter, LinkedIn, and Google Plus are all instances of social media social networking sites. As a result of its user-friendly design, rapid communication capabilities, and extensive reach, social media has emerged as having a preeminent impact on a wide variety of subjects, including politics, technology, the environment, and the entertainment sector. Social media platforms are inherently self-promotional since users exchange material with one another. According to Xiang and Gretzel (2010), social media is an attractive medium for companies that want to sell their goods and services because of the viral and contagious nature of the platform.

Within the realm of marketing, the use of social media is gaining an increasing amount of popularity. Advertisers are beginning to see the advantages of incorporating social media into their marketing plans and campaigns as a means of interacting with their clients. Campaigns, advertising intelligence, sentiment research, communication strategies, marketing communications, and product and customer management are some of the specific areas within the field of advertising and marketing that include the potential to make use of social media platforms (Tanuri, 2010). Examples of social media platforms that have an impact on marketing performance, notably sales, include websites, chat rooms, and online communities where people may interact with one another. Therefore, understanding their relative significance and how they are interconnected is crucial (Stephen & Galak 2010). Additionally, the people who use social media nowadays are die-hard shoppers who shop online. The study that was conducted by Nielsen, (2011) for their State of Communication: Social Media report found that seventy percent of people who use social media regard online shopping as a hobby. Simply sitting in front of a computer screen and browsing websites is all that is required of clients to get what they need. Even though social media marketing is very advantageous for both customers and businesses, there are also some drawbacks associated with it. The ease of accessing information, lack of monitoring, and absence of control all contribute to the proliferation of cybercrimes and hazards. Throughout the upcoming chapters, we will delve deeper into the opportunities and challenges that advertising on social media platforms presents.

1. An Analysis of Social Media Advertising and Its Key Characteristics

Advertisements on social media platforms are a relatively new method that is undergoing significant development. They make it possible for companies to effortlessly communicate with specific customers. It is referred to as social media marketing when a firm makes a conscious effort to promote and publicize its goods and services via the use of social media platforms. Barefoot and Szabo (2010) consider this kind of marketing as part of online marketing efforts, including e-mail newsletters and online marketing initiatives, aimed at supporting conventional web-based promotional techniques. Social media advertising has introduced a concept of wide dispersion and legitimacy to mass broadcasting and mass marketing (Hafele, 2011). This is because social media

advertising supports the dissemination of ideas among personal connections. Through the use of this innovative strategy for outreach and marketing, firms are creating and expanding a wide range of new instruments. According to Hafele (2011), social media marketers are gaining information that is both more effective and more thorough as a result of their utilization of the analytical software that is provided by the official social network platforms. It is possible to find a wide variety of social media websites, each of which has a unique appearance and set of characteristics. Facebook is, without a shadow of a doubt, the social networking site that springs to mind the most.

Facebook, Inc. introduced the platform to the public in February of 2004 and continues to own and manage it. As of May 2012, there were more than 900 million active Facebook users. Users must complete the registration process to access the website. In the course of the registration procedure, users can establish a personal profile, add other users as friends, and connect with those friends via message exchanges. Additionally, according to Facebook (2012), if they make any changes to their profile, they will be subject to automated warnings. Also, users can organise their friends into lists that are classified by categories like "people from work" or "close friends," and they may also join user groups that have interests that are similar to their own. According to Facebook (2012), the primary objective of Facebook is to establish a worldwide community that is more open and connected by providing a platform for individuals to share information. There may be some slight variances between social networking sites such as Twitter, Google Plus, and LinkedIn; nonetheless, these sites all operate largely on the same principles.

Companies can achieve marketing goals through various methods using social media platforms. According to Facebook (2011), the conventional approach to Facebook involves either establishing a page or group or substituting the notion of a human "friend" with a brand or actual things. When a user chooses to "like" a business or product, they can communicate to their own network of contacts that they have a strong affinity for that particular organisation. In addition, this concept is applicable to a wide variety of social media communication networks.

According to Bernie Borges (2009), Twitter is a hybrid platform that combines social networking with microblogging. Additionally, customers have the opportunity to get ads and brief news pieces directly from their preferred vendors on Twitter (Hafele, 2011). Twitter users have the ability to exchange material in real time with one another. Borges (2009) explains that a tweet's maximum character limit is 140, and the user's followers can access it once sent. It is essential to keep in mind that, despite the fact that these two social networking sites are now experiencing extensive popularity and use, they are not the only possibilities that should be considered. According to Nick Hafele (2011), Kaplan and Haenlein (2010) discovered a great number of channels that have the potential to be classified as social media. There are distinct benefits and opportunities for marketing that are associated with each of these platforms. Collaborative projects such as wikis and other editable data sources are highly effective communication tools. Research conducted by Kaplan and Haenlein (2010), as stated in Hafele (2011), shows that social media platforms are rapidly becoming the primary means by which the majority of consumers get information. Blogs, which are another marketing technique that is commonly used, may be managed by individuals or the firms themselves. Businesses can use blogs to cultivate brand recognition by disseminating unique material, providing information to consumers about new items, and establishing direct linkages to their primary sales channels. The company or its goods will participate in significant contests, events, or new marketing efforts throughout the year, providing fans with frequent updates. In addition, blogs enable the submission of criticism and comments, providing a forum in which critics and supporters alike may express their viewpoints and provide questions to the individuals responsible for producing information. According to Hafele (2011), this not only encourages peers to share their thoughts, but it also has the potential to lead to open communication between people and corporations in order to fix their flaws. Social media marketing tactics are something that should be taken into consideration in order to maximise the likelihood of success with social media marketing. Ray et al. (2011), quoted by Nick Hafele (2011), emphasize the importance of broadening one's

approach to social media to effectively reach target audiences. They emphasise the fact that there is no one strategy that is excellent.

2. Benefits of social media

As a consequence of the rising popularity of digital marketing, businesses are looking into the possibilities of social media to effectively sell their goods and services to both existing consumers and potential customers in the future. This is something that Sheth and Sharma (2005) and Watson et al. (2002) have brought to light. As a result of the proliferation of social media platforms such as Facebook and Twitter, promotional strategies used by some businesses have experienced significant changes. The priority that some companies place on directing clients to their social media accounts is greater than the attention that they place on their own websites. However, there are also certain disadvantages associated with social media marketing (Watson et al., 2002; Sheth & Sharma, 2005). Social media marketing provides several benefits. Two of the most significant benefits of social media marketing are the reduction of expenses and the expansion of the audience reach. It is common for social media sites to provide more reasonable costs when compared to more traditional marketing channels, such as in-person sales agents or intermediaries. In addition, marketing using social media allows firms to reach clients who would not be accessible through traditional channels due to constraints such as timing or geographic location. Social media platforms provide their users with three primary advantages: increased accessibility, decreased expenses, and extended reach (Watson et al., 2002; Sheth & Sharma, 2005).

These advantages will be further discussed below. To begin, the marketing organisation has the ability to provide clients with a limitless quantity of information without the need for any kind of human interaction. This has a significant advantage over other modes of communication due to the fact that it is capable of transmitting a great deal more information than those other modes. Presenting the data in a way that makes it easier for customers to comprehend and absorb the information is possible. Developing and managing airline reservation and scheduling systems that are capable of catering to the specific requirements of individual passengers is a highly challenging endeavour. It is challenging to deliver information in a manner that goes beyond the capabilities of the online format (Watson et al., 2002; Sheth & Sharma, 2005). The choices that are available within this particular context are many. Developing individually targeted content can enhance engagement for a social media marketing business. This gives the company the ability to personalise and change goods and services in order to fulfil the preferences and requirements of each individual customer. Using the Internet allows for faster and easier verification and seat assignment. According to Watson et al. (2002) and Sheth and Sharma (2005), successful firms such as Dell and Amazon.com are examples of how social media platforms facilitate interactions between consumers and organisations that would normally need a direct human connection. In order to get a more in-depth knowledge of the benefits of social media marketing, it is essential to take into consideration the five primary advantages that contribute to success in this field:

2.1. Charges and Burdens

The most significant benefit of social media marketing, as stated by Weinberg (2009), is that it is quite inexpensive. When compared to marketing strategies that are more traditional, social media marketing provides a much lower number of hurdles in terms of cost. The vast majority of social media websites are accessible to the general public, which enables users to create profiles and share information without cost. There are a variety of social media outlets that are free to use, even for companies, in contrast to conventional marketing efforts, which may cost millions of dollars. Businesses have the potential to achieve remarkable success with their social media marketing initiatives, even if they begin with a small budget. The fact that your audience would voluntarily

choose to follow or join you in order to get your material is a significant benefit that comes with having access to your target market at a low or no cost. For the purpose of effectively reaching the audience that is sought, pay-per-click advertising on websites such as Facebook is "geo-targeted" according to certain parameters that have been established beforehand. According to Weinberg (2009), the intrinsic capacity of social media to spread virally enables everyone who views your postings to share the material with others in their own network. This facilitates the rapid dissemination of information to a wide number of individuals.

2.2. Interpersonal communication

The power of contemporary media to both improve and develop new kinds of social contact is one of the most remarkable qualities of this medium. The findings of a study that was carried out by Riegner, (2007) and cited by Hill and Moran (2011) revealed that individuals devote more than 25 % of their time spent online to social networking sites, email, and instant messaging. People spend the same amount of time on social networking sites, email, and instant messaging as they do on hobbies and other forms of entertainment on the internet. Burmaster (2009) stated that social media platforms have become the most frequently visited websites on the network due to their high level of popularity. The proliferation of online communication has undergone a significant transformation as a consequence of the advent of new media. This has also resulted in the development of novel approaches to influence behaviour and increased the number of individuals with whom individuals are able to contact (Burmaster, 2009). The findings of studies on consumer behaviour show that consumers place a higher importance on being guided and receiving information that they receive online. It is common for them to spend more time on websites that include reviews written by other users. Other studies have shown that this information, even if obtained only from online sources, can directly impact purchasing decisions. Kollock (1999) and Arthur et al. (2006), as cited in Hafele (2011), found that the social interaction aspects of new media are directly responsible for a significant number of the advantages that are linked to the adoption of new media. These advantages include an enhanced reputation and the anticipation of reciprocity.

2. 3. Interaction

According to Steuer (1995), new media allows users to actively engage in the content and structure of a mediated environment. This is in contrast to the passive reception of stimuli that occurs when people watch television or listen to the radio. According to Steuer (1995), the amount of interaction in a mediated environment may be defined as the extent to which users are able to make changes directly to the content and structure of the environment in real time. The interactivity of modern media technologies is one of their defining characteristics. This interactivity provides users with enhanced access to information as well as more control and involvement with the content of social media platforms (Fiore et al., 2005, as cited in Hill & Moran, 2011). There is a degree of contact that is contingent upon the specific circumstances. When discussing social networking sites that are accessible online, users engage with other users, computers, or messages in a manner referred to as "interaction". It draws attention to the fact that experience is an essential component of networking (Liu & Shrum, 2002, as referenced in Hill & Moran, 2011). Murugesan (2007), mentioned in Hill & Moran (2011), states that interactive activities can vary from simple tasks like filling out forms and clicking on links to more complex activities such as developing material for the web. According to Bucy (2003), more engagement is associated with higher degrees of contact, as well as more favourable opinions of websites (Kalyanaraman & Sundar, 2003; Hill & Moran, 2011) and improved source dependability (Fogg, 2002; Hill & Moran, 2011). Furthermore, Bucy (2003) asserts that these factors contribute to the increase in levels of engagement. Individuals can join customized networking sites by choosing the kind of communication, time, and material associated with their participation via this capability. With the assistance of certain applications on social media platforms, customers can actively govern and engage in two-way discussions. It is necessary for all

linked stakeholders, including individual users, networked groups or communities, and brands, to participate and interact for active control to take place within the context of social networking (Li et al., 2002). Active control takes place within the framework of social networking.

2.4 Social media benefits for academic places

There is a widespread belief among educators and parents that the incorporation of social networking into the classroom has a greater number of positives than problems. Several proponents, including Goldfarb et al. (2011), Pollara & Zhu (2011), Stout (2011a), and Kessler (2010), argue that students are not making the most of the chance to incorporate substantial and effective learning aids into their educational experience. Social networking in the classroom offers several advantages, as outlined below: Students can include the learning strategies they find most effective. Social media is often used by students outside of the classroom setting, both at home and when they are traveling. On the other hand, its use in educational settings is quite uncommon. As a result of having grown up during a period in which the internet was widely available, students of the current generation have come to anticipate the use of technology for educational purposes. Students have a preference for information and learning materials that are not only readily configurable, adaptable, and interactive but also allow them to access them whenever they wish. Contemporary learners prefer to learn by visual means, so the classroom requires the use of videos, animations, and other visual aids (Fouts, 2012; Toppo, 2011; Magid, 2010; Baird & Fisher, 2005). This is because contemporary learners prefer to learn by visual means. Social media in the classroom enables teachers to provide students with rapid feedback. Teachers now can rapidly support students both inside and outside of the classroom, thanks to the proliferation of social networking sites. Academics have found that students' ability to request assistance and receive training quickly contributes to their development of autonomy and control over their education and understanding (Goldfarb et al., 2011).

The use of online communities in the classroom contributes to an increase in the exchange of information and ideas. Integrating social media in the classroom creates an interactive and collaborative learning environment, replacing the passive and one-sided conventional way of teaching. Teachers can publish assignments or homework for students, as well as offer them materials and updates, regardless of whether the students are present in the classroom or not. According to Fouts (2012), Gikas and Grant (2013), Saunders (2011), and Zavattaro and Sementelli (2014), students can use social media as a venue to disseminate their ideas and opinions, as well as to take part in classroom debates. The use of social media in the classroom enables educators to more rapidly decide what each student needs to learn. Teachers use social media platforms to encourage students to participate constantly, providing them with access to data for evaluating students' learning. Through the use of social media, educators can swiftly identify pupils who are having difficulty with a certain topic. This method is more efficient than the use of infrequent examinations, assignments, or coursework. Teachers can quickly detect the learning requirements of their students via the use of social media, which enables them to take preventative measures (Goldfarb et al., 2011). Students may be taught about safe networking habits via the use of social media platforms, which provide educators with a means to do so. Many lawmakers and educators believe that children should be taught how to use the Internet securely and be aware of the potential consequences of their actions on social media. When teachers permit their students to use social media while they are in the classroom, they have the chance to demonstrate and educate their students about the importance of social networking network safety. The need to teach children the value of respecting others, establish realistic limits for online social interaction, maintain the confidentiality of passwords, and emphasize the necessity of never engaging in conversation with strangers online are all examples of what may fall under this category. Blazer, (2012).

2.5 Identifying the Specific Market Segment

Social media platforms enable marketers to target specific audiences and customers. Social

media platforms accomplish this by utilizing the unique interests of site users and their friends. As long as you include listening to country music as one of your hobbies on social networking sites, you will be able to view advertisements that are specifically customized to country music shows and singers. A more individualized relationship will be established as a result of the marketing on websites, which will showcase the national bands that your friends like listening to. Companies can efficiently target individuals who have a genuine interest in their goods or services by using marketing and advertising strategies that are both intelligent and effective. Social networking simplifies the dissemination of information through word-of-mouth recommendations compared to advertising alone, according to Hill, et al (2006). An excellent illustration of viral marketing is the deft combination of network targeting and implicit endorsement. At the end of every email that is sent, Hotmail adds hyperlinked advertising that promotes the availability of free email at Hotmail. According to Montgomery (2001), the purpose of this strategy was to establish connections with the social networks of existing users and to capitalize on the implicit support held by those people. Some customer groups are not interested in conventional marketing methods. Some customers highly value giving the impression of being informed or cutting-edge, deriving gratification from promoting novel and intriguing items (Hill et al., 2006).

2.6 Customer service support is available for all customers.

According to Helmsley (2000), providing an excellent level of customer service is an essential component of social media marketing. There are instances when the structure of a website gets too complicated for the people who created it to avoid being included. Because of this, it is essential to have a customer service strategy that has been well-considered. To assist consumers in making decisions or purchases, it might be beneficial to give them access to online representatives as well as frequently asked questions (FAQs). To be successful, a marketer must provide more than just help with the internet. Customers often discover that calling a firm is more convenient than calling them in a variety of circumstances. According to Gommans et al. (2001), it is prudent to take into consideration the possibility of offering a toll-free number to clients. According to Gommans et al. (2001), the growth of e-loyalty is dependent on several elements, one of which is the fulfillment of orders and the use of technologies that allow for speedy delivery. The implementation of an efficient logistics system that ensures prompt delivery after the completion of the checkout process can increase client happiness, which in turn encourages customer loyalty. An efficient logistics system should not only ensure timely delivery of products but also enable distribution in various ways. Some clients may like to have the products delivered by courier services such as FedEx or UPS. Some individuals may choose to purchase anything from a physical shop to have the opportunity to engage in face-to-face conversation (Gommans et al., 2001). There are a few drawbacks associated with being a customer of an online company in comparison to being a client of a physical firm. Before making a purchase, potential customers who shop online are unable to physically touch the item, smell it, or otherwise have any other kind of direct contact with it. This lack of physical interaction with the item further unsettles the consumer when considering a purchase. According to Gommans et al. (2001), advertisers on social media platforms should supply customers with renowned brands, excellent goods, and trustworthy promises to alleviate their concerns.

3. Drawbacks

The social media marketing method has opportunities as well as challenges in the digital world. The open nature of the internet highlights the need to preserve consistency in the strategy formulation, design, execution, and administration of communications over the Internet and allows for universal access to online content (Hart et al., 2000). Regarding social media marketing, five main disadvantages need to be considered:

3.1 Takes a lot of time

Productive two-way talks in the realm of social media require commitment from one side. Social network marketing has shifted, placing a renewed emphasis on developing long-lasting connections that can lead to increased commercial activity. According to Barefoot and Szabo (2009), someone must be accountable for monitoring every network, responding to inquiries, posting product information that consumers find beneficial, and responding to comments. It will be difficult for businesses to compete with other businesses if they do not have a system that is capable of handling these social networks. According to Barefoot and Szabo (2009), the first fundamental worry, which is also maybe the most essential one, is that social networking marketing takes a large time commitment. When it comes to social media, it is often not feasible to expect large results by only dabbling on a few different sites. According to Barefoot and Szaboo (2009), a company must first recognize the time commitment that is essential for its operations. After that, the corporation must decide whether or not to accept or reject that commitment as acceptable for the operations of the firm.

3.2 Challenges with Property and Trademarks

As stated by Steinman and Hawkins (2010), businesses are required to take special steps to protect their copyrights and trademarks when they use social media to promote their company's identities and products. There are instances when the distinctive rights that a business has, such as its brands, are almost as valuable as the goods or services that the firm provides. (Steinman & Hawkins, 2010) Social media can benefit businesses by promoting their brands and sharing intellectual property-protected information, but it can also facilitate the unlawful use of a company's trademarks and copyrights by third parties. This is a result of the fact that social media platforms have the potential to allow interactions that are informal and unplanned, sometimes even in real-time. When utilizing social networking sites, marketers should keep an eye on how their trademarks and intellectual property rights are being used, whether it be via their platforms or through those of third parties. Companies have to keep a close eye on their social media accounts as well as those of other companies to guarantee that the people who provide content via these platforms are not abusing their intellectual property properties.

When it comes to monitoring the use of their trademarks and copyrights on other websites, businesses can make use of online monitoring and screening services. One of these services involves searching for user names or profiles on social media websites that are either similar to or extremely near the names or trademarks of your company (Steinman & Hawkins, 2010). Although allowing corporate impersonation to go unchecked may be detrimental to a company's image and brand, Steinman and Hawkins (2010) point out that it can also be an indication of the company's success in business. Steinman and Hawkins (2010) recommend that companies consider reserving user names on different social media platforms that directly relate to or closely resemble their brand names and trademarks. On top of that, companies are required to establish terms and conditions that contain instructions on how to utilize intellectual property on their social media platforms, regardless of whether or not the material belongs to the commercial enterprise. According to Steinman and Hawkins (2010), marketers who run specific forms of social media marketing campaigns, such as user-generated content campaigns and promotions, are required to create criteria that expressly prohibit the violation of copyright and trademarks, as well as the misrepresentation of the material.

3.3 Concerns with faith, solitude, and safety

When utilizing social media platforms to promote and raise awareness of a business, product, or service, there is a possibility that concerns about trust, privacy, and data security may develop. Companies must be aware of these problems and take the right actions to reduce the amount of responsibility they have for the acquisition, use, and management of personal data. Consumer loyalty to social media marketers is significantly influenced by trust, particularly the distinctive

characteristics of anonymity and procedural secrecy (Hoffmann et al., 1999). Trust plays a crucial role in the establishment of consumer loyalty. According to the findings of research conducted by Ratnasingham (1998), consumers' concerns over the possibility of credit card theft occurring online have had a significant influence on their motivation to engage in extended online shopping activity (Ratnasingham, 1998). Furthermore, privacy difficulties have created a severe degradation in the reputation of numerous prominent social media marketing firms, resulting in a damaging effect on their brand image. The privacy rules of social media firms, such as Facebook and Twitter, often regulate how businesses utilize user data and how third parties act on the platform concerning personal data. These regulations are commonly known as "privacy policies." Marketers using social media platforms provided by third parties must ensure that their advertisements do not promote activity that potentially violates the privacy regulations of the social media firm. It is also important for marketers to make sure that they are adhering to these principles themselves. The establishment of extensive regulations that outline how a company will collect, use, and preserve data is required of businesses that operate their own blogs or social media accounts. According to Steinman and Hawkins (2010), these rules must incorporate the responsibility of third parties to the protection of data and maintain privacy.

The level of confidence that online consumers have in the transaction process has a considerable impact on their behavior and is strongly connected to the issue of security. Generally, individuals cannot detect the material through the senses of touch, smell, or feeling. According to Steinman and Hawkins (2010), it is not possible to communicate with the salesman by making direct eye contact with them. As a result, these methods of establishing confidence are not applicable when applied to the Internet. Confidence in a brand often results in less ambiguity. In addition, trust is an essential element that constitutes the attitude component of loyalty. Trust in brands, in particular, and loyalty in general may be able to assist in mitigating some of the bad features of the Internet. One example of this would be the debunking of the idea that the Internet is a hazardous, dishonest, and reliability-deficient marketplace. There are still some prospective clients who are unable to complete their online transactions due to these misunderstandings. Krishnan, (2001) found that "third-party approval" successfully fosters confidence.

3.4 Users produced content

When compared to a few years ago, people are spending more time online and sharing more information, perspectives, and thoughts. Experts predict that this trend will persist. In addition, new methods for the production of content, the exchange of information, and the working together of individuals have emerged on the Internet. According to Filho and Tan (2009), marketing strategies often consist of the utilization of user-generated content derived from social networking sites and other social media platforms. According to Filho and Tan (2009), users of the internet cannot only express their opinions but also distribute content in several formats, such as blogs, podcasts, images, videos, ratings, reviews, and articles. Any kind of user-generated content, whether it be the posting of photographs or videos to a website or the sharing of text with social media contacts, has the potential to be a very useful marketing tool. Customers are more likely to acknowledge the authenticity of user-generated material, especially when a person they are familiar with publishes it, such as in the case of a tweet sent from a friend to a friend. Asking consumers to create content as part of a marketing plan may put them in a position of legal liability. This is because the material that campaign participants make might be considered content. Gommans et al. (2001) argue that marketers can take specific actions to mitigate the legal risks associated with their operations. One of these actions is the utilization of user-generated material on social media platforms.

3. 5. Critical Evaluations

Consumers may become advertisers using social media, and marketers may become consumers through social media. Customers can have either a positive or negative impact on a company, its

goods, and the services it provides. According to Roberts and Kraynak (2008), this is determined by the online image of the organization as well as the quality of the products and services that are offered to customers. The introduction of Web 2.0 technologies has significantly influenced electronic commerce through the proliferation of user-generated evaluations of items, photographs, and tags on the internet. According to Ghose, Ipeirotis, and Li (2009) and Forman, Ghose, and Wiesenfeld (2008), online consumers may find that the knowledge they get from these user-generated content sources is helpful when making product selections. One of the negatives of social networking sites is the detrimental consequences that bad post comments may have, particularly on businesses that are engaged in marketing activities. Marketers have limited options to prevent instances like this from occurring (Cheung, Lee, & Thadani, 2009). This is because unsatisfied consumers or rivals in the business can spread images, remarks, or videos that are nasty or derogatory. In spite of this, it is of the utmost importance to acknowledge and react to criticism, whether it is positive or negative. According to Hennig-Thurau et al. (2004), it is essential to have effective management of social networks to promptly address and counteract harmful signals. This is a process that requires additional time.

3.6. Some disadvantages of social media platforms in education

The idea of bringing social media into the classroom is met with hostility by a sizeable number of the teachers and parents who are involved in the school. Both educators and parents do not support the idea due to the potential risks students may face while accessing the Internet. Research that was conducted and released in 2009 by the Committee on the Judiciary of the United States House of Representatives came to the conclusion that the most important danger that children and adolescents face while using the internet is cyberbullying. On the other hand, Goldfarb et al. (2011), pointed out in there are other potential hazards, such as the possibility of having one's integrity compromised while using the internet, the revealing of personal information, and the exposure to material that is considered to be objectionable. The use of social media in the classroom must take into consideration several negatives.

3.6.1 Cyberbullying

Cooper and Blumenfeld (2012) found that between 12% and 21 % of students reported being victims of cyberbullying. This idea is supported by a number of studies that were carried out between 2004 and 2010. Lenhart et al. (2011) conducted a separate study that was backed by the Internet and the American Life Project of the Pew Research Centre. The findings of this poll revealed that fifteen percent of kids between the ages of twelve and seventeen who use social media had reported dealing with instances of online bullying or harassment. Most individuals who have experienced online bullying choose not to disclose their experiences to their parents or other responsible adults. According to Hinduja and Patchin (2014), just forty percent of adolescents who have been victims of cyberbullying disclose their experiences to their parents or other members of their family, and fewer than thirty percent disclose the issue to their teachers. Exposing kids to social media in educational settings may compromise their online safety. There is a potential that students who use social networking sites may come into contact with dishonest people who may seek to get financial information, passwords, or other information. These pupils are in danger of having their identities stolen. The use of advertisements or programs by con artists to deceive children and teenagers is common. When it comes to installing "free software" or revealing personal information, students who use social media run the danger of making expensive mistakes (Fodeman & Monroe, 2011; Davis, 2010; Cooper & Blumenfeld, 2012). This risk presents itself when it comes to the installation of "free software." When it comes to utilizing social media in the classroom, one of the most significant concerns is the disclosure of personal information. Even after erasing their social media postings, some students remain unaware that their words and photographs can still be accessed by the public. It is possible that divulging personal information might have negative repercussions for a

person's life, including making them more vulnerable to predators who prey on their financial situation, possibilities for professional advancement, and sexual connections. A growing number of businesses are now doing social media presence and behavior checks on prospective employees before hiring them.

Discussion

Gurau (2008) argues that the environment of Internet marketing offers social media marketers a range of possibilities and obstacles. When it comes to taking the initiative, the audience is more split and more interested in doing so. On the other hand, the organization may take several different data forms and kinds and merge them into a single intelligent message. Using social media platforms to gather, record, evaluate, and exploit consumer data and feedback may help organizations more effectively target online audiences and personalize their message (Gurau, 2008). This means that organizations can more effectively target online audiences. As a result of the unique qualities that the web and social media networks provide, the adoption of comprehensive online marketing has become a vital and productive component of an online strategy. A proactive approach may be used by organizations to achieve success in social media marketing. This strategy involves the utilization of cost-related aspects, social ties, engagement, targeted market prospects, and customer assistance services. However, there are many significant hurdles associated with social media marketing. These challenges include the need for a significant time commitment, problems with trademarks and copyrights, problems with security, privacy, and trust, difficulty with social media users, and unfavorable feedback from customers (Gurau, 2008).

During the design and execution stages of a certain integrated social media marketing strategy, it is necessary to include these features. Before adapting the online message to a particular combination of the target audience and the online platform, it should be under the online strategy and tactics of the firm, while giving priority to the organization's fundamental principles. When choosing the optimal communication mix, it is essential to take into consideration the distinctive qualities of advertising on social media platforms (Gurau, 2008). When students use social media while they are in the classroom, they run the danger of losing face-to-face interaction with their instructors. There are some parents and teachers who believe that social media makes face-to-face interaction more difficult. They contend that children run the danger of missing out on essential social skills and experiences in the real world if they use social media to an excessive degree when they are still young. Students may experience negative consequences as a result of this in social situations, employment interviews, and interpersonal interactions (Fouts, 2012; Fodeman & Monroe, 2011). Children who spend an inordinate amount of time on social networking sites may develop egotism, a greater propensity for rapid gratification, shorter attention spans, and a diminished capacity to take part in meaningful discussions as adults, according to the findings of some specialists (Derbyshire, 2009). Studies conducted by Derbyshire (2009) suggest that students who spend an inordinate amount of time on social networking sites may have feelings of anxiety, despondency, and other psychological issues.

Conclusion

Users can access social media from any location with an internet connection. Social media is a vital component that online content creators, advertisers, and marketers need to consider when planning their communications. This is because social media drastically alters how people use the Internet in their everyday lives and has a huge impact on all aspects of it (Universal McCann 2008). In the modern world, social media use has given consumers a new role. Customers are becoming "content creators" and actively involved in the process, as opposed to being passive consumers as they formerly were. Online platforms that enable this include blogs, podcasts, social networking sites

like Facebook, microblogging apps like Twitter, and picture and video-sharing websites like YouTube and Flickr. In light of this, it makes sense for companies, particularly marketers, to include social media in their plans and campaigns. The primary goal of this research is to identify the benefits and drawbacks of the advancement of Internet technology in social media marketing. Social media has grown to be an essential tool for marketers and advertisers that use a range of strategies to effectively engage with their target audiences. The medium has a variety of benefits and drawbacks depending on the business, and many still find it difficult to employ to their advantage. Most marketers and company owners are not fully aware of all the hazards and difficulties. It may be difficult to assess the credentials of social media "experts" who advertise their services online since the subject is still in its infancy. Before starting a social media marketing campaign, a business must do extensive research on social media methods. To be successful in the area of social media marketing, an organization has to have a firm understanding of the fundamental ideas and methods for using social media as a tool. Attracting and retaining consumers, upholding a company's reputation, offering better products and services, and effectively meeting customer needs are the key objectives of any business or organization. Engaging in social activities as a child may help them develop into good role models in their communities and engaged learners. Educators and parents must always think about what is best for their kids' academic and online safety. While social media may help students, it also increases the likelihood that they will pass up worthwhile chances in the real world.

Conflict of Interest

No conflict of interest

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