

Issues and Challenge in Digitally Networked Societies

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Abstract—The recent advancements in Computer and Internet technology has revolutionized the way we live, think and interact among society. Now, various digital networking platforms are available where people forms communities and societies based upon their interests and choices. In such rapidly changing social pattern people interacting over digital platforms instead of physical interactions. However, this changing social behaviour bring some new opportunities for seamless connectivity, yet at time have created challenge on the front of ethics and privacy of human life. In this paper I will carry out an analysis of digitally network societies to address the issues and challenges faced by them. Such analysis would be based up real data extracted from available social networking platforms and would bring a true insight of such network. Based upon the analysis few measures would be suggested to for development of well cultured and harmonious digital societies.

Keywords: social media, social networking sites, digital society, digital networks, social networks over internet.

1. INTRODUCTION

We live in the age driven by technology. The every wake of human life is ruled over by it. However, the younger generation has innate acquaintance for technology mingled in their blood but still the older are toiling hard to have a say in this regime for at least their routine activities. This pervasiveness of technology has great impact on our lifestyle and socialisation behaviour. Internet and World Wide Web (WWW) are such examples which have revolutionize every sphere of human development and grow at such a fast rate as no technology have done in recent past. Neither Ray Tom-Linson while sending first e-mail in 1971 nor Tim Burner Lee while instituting WWW in 1990 imagine that it will have such momentous impact on society.

Almost after two decades of launch of first ever social network 'Geocities' in 1994, it has become most vendible technology and grown to a gigantic size to an extent that idea of online sharing through Social Networking Sites (SNS) have proliferated upto social and personnel level. In new developments, various SNS like Facebook, Twitter, LinkedIn, MySpace, and Instagram etc. becomes innovative way to communicate and maintain sustainable relationship among them. They adept such online communities in verities of

means like chatting, posting pictures, updating status and micro blogging etc. Recently the use of such SNS by students has opens up new avenues of learning and assigns a challenging issue for researchers.

Quan-Haase and Young (2010) found that the rationale behind participating in social networking communities is to remain in touch with parents, relatives, and friends as well as search old and new friends from strangers. No doubt the SNSs have proliferated to every segment of society but some disparity owing to opportunity, availability and digital divide etc. still prevails. So simply what has been researched about these communities may not be significant for such stakeholders. This research is conducted keeping all these aspect in mind along with other issues. The study of society's social media usage is also important from the point of view that such virtual communities are related to socialisation, one of the important aspects of human civilisation. For the purpose of primary analysis some basic data of people in friend list are extracted from their due permission.

2. LITERATURE REVIEW

The social media is not too old but still is a very significant concept. Yet researches have not investigated it thoroughly but many studies are available in literature, which gives an insight to its characteristics. The study of Salaway and Caruso (2008) proved that such networking communities are of great interest for students and learning communities at tertiary level, attracted a huge following from teenagers and young adults since their introduction, and have great potential for learning and information sharing. Baker & Oswald (2010) through their studies reach at the conclusion that use of social media improves communication skill of students and remove their shyness. Boyd and Ellison (2007) concluded that social media help the students in forming the communities and make the new friends. In regards to role of SNSs in education and learning various researches have been done so far. Schwartz (2009) Boyd and Ellison (2007) Selwyn et al. (2008) have explored its applicability with educators. Kvavik and Caruso (2005); Selwyn et al. (2008) Salaway and Caruso (2008) are few to report increasing entry of SNS in our lives and new

experiences faced by students. Various social researchers like Roblyer et al (2010) have highlighted the findings of SNSs in class room environment. Therefore, we can say that social media and its parlance among students community is still a new concept. The topic still lacks far concluding researches in the field and hence we have conducted this research study through survey.

3. ISSUES IN DIGITALLY NETWORKED SOCIETIES

Digitally Networked Social Media are form of social group formed over modern internet based digital media. They poses vast potential to re-define the modern era of communication but still there are some issues and challenges which need to be addressed properly to harness best from this technology, which are:-

- Increasing popularity of social media also lead the information overloads which can be prevent disaster management organizations from processing and using social media information effectively.
- As per survey conducted by the Canadian Red Cross in 2012, find that 63% of Canadians say emergency responders should be prepared to respond to calls for help posted on social media. This is also a challenge for the disaster management community to meet those expectations, but also presents an opportunity to partner with the public to build and leverage their capacity to prepare for, respond to and recover from crisis.
- Another big challenge is social media information is occasionally unreliable. Harmful rumors spread and cause people to panic. For example Aug,2012 Bangalore was hit hardest by rumors that the ethnic violence in Assam, in which nearly 80 people have been killed, would ricochet across Karnataka, where an estimated one lakhs people from the North East lives in and around Bangalore. The Karnataka government responded to the exigency with tact and skill - the Police Commissioner and Home Minister visited the train station to reassure commuters there is no cause for panic; the chief minister met with student representatives and told them noting would be done to hurt them on his watch.
- Disaster management organizations are very interested in increasing their interaction with trusted partners as well as with established formal organizations; they are still not entirely comfortable with engaging the public directly. This appears to be mainly attributable to a lack of knowledge of and experience with the technologies and applications for the purpose of disaster management, and is a barrier to embracing more collaborative ways of sourcing and processing information.
- Data privacy aspects are still a concern in cyberspace, and social media in particular, for its international nature remains outside of country-specific legal framework.

- Harmonization of language and terminology is also a great challenge.
- Responder communication from remote area, so it's difficult to reach there.
- Coordination is also a big challenge between the volunteers.
- A specific search involving paying attention regarding to flood preparation can be observed, and measured, through the searching activity of users, and their choices of which results to click on. But, the analysis and interpretation of such data is sometime a big challenge.
- Data disperse is also a big problem because a machine cannot understand the image, text, video. The idea behind the data sparseness problem is that as more features are extracted from the data, more dimensions are added to the classification space.

4. ANALYSES OF DATA FROM DIGITAL NETWORKS

The maximum data on the digital networks is unstructured, so it is difficult to analysis this data using traditional techniques. The size of data collected from different sources is very big. Therefore, big data appears to be only the solution to analyze such data and draw up some useful apprehensions. Big data is traditional data management technology, which involve data collection, storage, management and automated large scale analysis in a regime where traditional data strategy fails on account of volume, velocity and variey, commonly known as 3Vs' of data. Owing to these qualities big data emerge as opportunity in higher education instead of mere a technology.

This research study includes data extracted from timeline of Friends in own Facebook. Total 80 profiles are extracted with prior permission and confidentially for the purpose only. The demographics of participants are presented below in figure 1. The figure 2 clearly envisages that most of the participants use discusses friendly issues and then official and personnel issues.

Fig 1: Demographics pattern of participants (N=80)

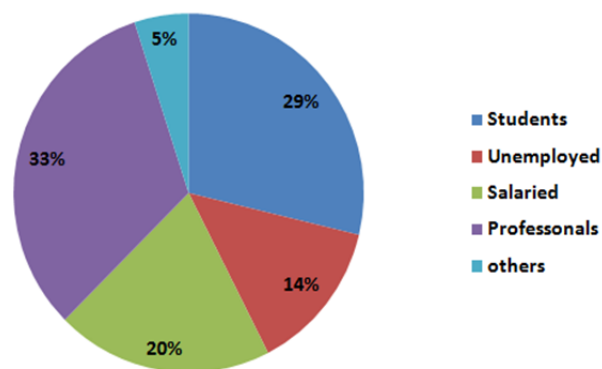
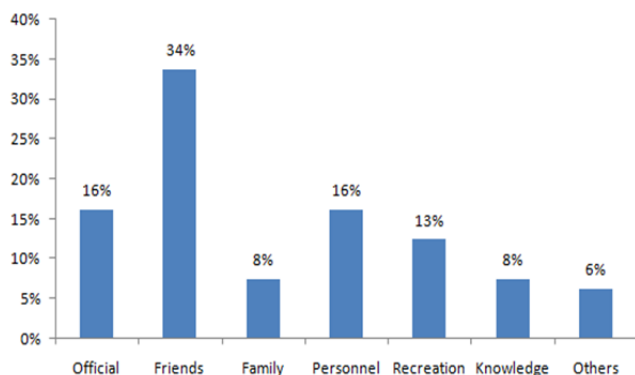


Fig 2: Purpose of use (N=80)



5. CONCLUSION

This paper studied the various aspects involved in present day digitally networked societies. Various issues faced in such societies have been congregated. Also the challenges faced such data analysis have been discussed and analysis of real time data is presented. It is found that pattern of discussion in digital societies directly follow from the face to face mold.

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