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MCS Final Paper

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The world today is very dynamic, and it is changing at a very high rate. One of the sectors that have trending changes each day is the digital communication and media. Experts have been innovating new ideas on how to improve the sector for it to aid better in human lives (Jensen, 2015). The sector has not disappointed because there is a lot to be tapped, and the new ideas already tapped are very helpful. One of the fields in the sector that is doing so well and changing much is the social media. Many of the people in the world are using it, and the number is growing at a very high rate. The use of Facebook, WhatsApp, and Twitter is high with as many as over 30 million messages sent via Facebook and over 350000 of them are tweeted via Twitter (Smith, 2018). These statistics show that social media has a growing world on its own. People are communicating for personal, business, learning, work and entertainment reasons. With this, businesses are trying to capture their customers and clients via the social media, as it is a pool that one can find many people at the same time. Moreover, statistics show that the number of people using the social media will rise to 2.44 billion people by the end of 2018 (Smith, 2018). This increase of usage is making the world change on how businesses are carried out, the way of living and how the governments are governing their nations (Burns, 2017). This paper will look at a number of observations and predictions of the changes that might or will occur in the field of social media.

Social media have a lot of impact on the newsrooms. In the world today, the high number of smartphones makes people spend more time in the social networks and less time in the news networks. Despite television being at the forefront in spreading the news in the world, the news reporters cannot ignore social media (Haigh, 2012). It has stopped being a niche in the newsrooms, and it is affecting the whole organization due to the fact it comes third after search engines in spreading news. Senior managers in the organization, editors and journalists have clearly noted that social media affect their tasks. Due to this, they highly consider the social media during their decision-making and while coming up with strategies to carry out their tasks. The organizations have come up with divisions in their organizations, which have few employees who sit behind a number of monitors and check the various social networks. These employees capture the various trending news in the social networks and rank what can be taken to the TV and what can be forwarded to the same social networks as news. These employees also identify the witnesses of the news and contact them. This trend has increased, and there are predictions this two industries will merge and work together as social media has become a key pillar in the newsrooms. For example, there are shows on the television, which show events trading in the social media.

It is also worth noting that the increased use of social media has made to the decreased of newspapers readers. Social media is one of the factors that have pushed for a paperless world. People easily gain access to all times of news on their handheld gadgets. This is why newsrooms prefer making the news more available in social media platforms than in paper prints.

Nevertheless it worth noting that social media has brought challenges to the industry too. Numerous version of the same information can be posted by virtually anyone, which is subject to bias (Hyejoon Rim). This makes it hard for newsrooms make the truth known to its audience

Furthermore, social media is used in the banking industry. According to Richard Eldridge of Lenddo, the banking sector is not far away from using social media to carry out their businesses. In addition, the banks are making it possible for the customers to open accounts. There are predictions on how the banks will extend loans via the social media platforms. However, there have been many questions on the privacy of the social networks. Due to this, the banks have to merge with these social network industries and come up with policies to protect the account information of their clients and prevent cybercrimes.

Social media has also helped in the health sector where patients and doctors use it. The sick are reaching out to the doctors using Skype where they interact one on one but in different places, and the sick get the help needed. Social media continues to help and aid the two parties to get in touch at minimal cost. Patients with different major diseases in the world created groups in the social media where they interact and share problems and progress. The bond creates strength in the affected parties knowing they are not alone. Moreover, agencies of the hospitals have been coined to help the patients and keep in touch with the hospital patients. Health information has been passed through the social media helping control major and excessive damages. For example, many outbreaks of diseases have been stopped via the social networks helping the people affected to take preventing more serious to stop the spread of the diseases. There are predictions of having online hospitals rather than agencies and groups in the social network' platforms. The reason behind this is it is cheaper and convenient for many parties. In addition to sharing of information on outbreaks of diseases, social media is helping share information on the various natural disasters and catastrophes. It helps in to mitigate the disasters before they happen or help come up with responses to the disasters. There are predictions on the coming up of digital humanitarian response team which will help prevent and respond to the disasters.

Social media has also aided the government and the justice systems in the country. The citizens have become sources of new ideologies of governing, and new innovation is incorporated in the government (Haigh, 2012). In addition, when the leaders are not in the country, the social media have helped bridge the gap and distance, and the leaders continue ruling swiftly.

Social media is taking up the world, and soon, every person, organization, and business accept and incorporate it. It is affecting every aspect of our lives. It has a very positive impact on the lives of many people. It is successfully used in the health, business, government and news sectors, and they are coming up with new ideas to use it. However, it has also caused of a number of challenges. The truth and authenticity of information posted on social media is at risk. Not to forget frauds, hacking and bullying. Nevertheless, it is up to as a people to choose how social media affects our lives. It benefits are unfathomable and life could not be any easier. Information is power, and with as many people getting information from social media platforms, it means that the world is changing for the better.

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