



ORIGINAL RESEARCH PAPER

Journalism and Mass Communication

SOCIAL NETWORK AS A TOOL OF ADVERTISING

KEY WORDS:

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ABSTRACT

As the latest communication tools are developed, it is become very easy to communicate with any one, anytime without the time and distance limitations. This is only possible from the invention of internet and mobile technology. Later it extended to the Social Network. Now Social Networks are the wide networks in the networking world, which are majorly used for the purpose of sharing thoughts, experience, images, videos, sounds etc. When maximum people are attracted by these networks, the concept of advertising entered these networks and reaching its expected targets. Hence, it has become a popular tool for advertising.

This is as limited attempt to understand the Facebook as the tool of Advertisement. As per the report of FICCI(The Federation of Indian Chamber of Commerce and Industry) advertising revenue from all media is 300 million, which is 41 % of total M&E industry revenue(728 billion) as per FICCI-KPMG report 2012. When we come to the social networking sites like Facebook and Twitter are the booming networks currently. Facebook is the world's lnd Social Network, which has a highest number of users. Hence, the advertising is the latest technique added to this network.

Total Revenue of Facebook ad is 2.59 billion dollars and 1.37(53%) of this is from its 945 million mobile users. Facebook started by Mark Zuckerberg. In the initial stage the facebook created only for the Students network for Horvard University. But now it is has become the booming advertising tool because of its popularity. Currently the development of mobile technology facebook is reaching maximum people. Hence, it has become one of the major tools for modern advertisements. Growing turnover of facebook shows that how much impact it has created in the advertising sector.

Introduction

As we know 'Man is a Social Animal'. He can not live without the society. To have a good relationship with society he needs to communicate with the society one or the other way to fulfil his daily needs. Hence, he has been developing many tools for the communication. After the invention of languages the communication became very easy. The basic techniques are announcements, Print, Radio, TV etc. As the man developed technically, he has invented many new tools. In those after the invention of Computers, Internet and Mobile technology all media has been converged. Hence, today we can communicate with any person without the time and distance factor.

So, now we are in the mobile and computer world. We can access and know about the activities, which is happening within and around the world. Everything is our finger tip. In these Technology the social networking is the one of the network which used to share the ideas, thoughts, information, photos, videos etc. These Social Networks gives the information, Educating the people and Entertaining the people. Hence, people are spending more time on these networks.

When many people get attracted by these networks the concept of Advertising has entered in the social network. It is the best platform for the business people for promoting their products or services. Now the 88% advertisers who use these social networks are very much satisfied, means they have reached their expectations. Hence, these social networks are using as the tool of advertising. Facebook and Twitter are the two booming social networks currently. Within the short time facebook has attracted many people around the world. Now it is a big and good tool for placing the advertisements.

Significance of the Study

Facebook has not only been used for sharing the information, photos, experience and videos etc. But also it has become the popular tool for the advertising. People are very comfortable with these networks, which is also providing the information about the new products and goods. They can have their products by ordering online by sitting in home itself. When we login to the facebook till the logout we get many advertising updates.

Objectives

1. To understand the impact of the facebook advertising
2. To analyze the response from the facebook users about the advertising
3. To show the peoples' attitude on facebook advertising
4. To analyse the different types of facebook advertisements

Methodology

The present paper presentation has adopted the content analysis method, to analyze the facebook is used as the tool of advertising and the impact of facebook advertisements on users.

Data analysis

In that Facebook is one of the worlds largest social network, which founded by Mark Zuckerberg in 2004. Basically it was started for the students of the Stanford University. Later it extended to the world. When FB was invented by the Zuckenberg the aim was to provide the identification for their university students. But later after the introduction to the world the purpose has been taken the turn and it is used for the developments. Currently 1,310,000,000 are total number of users of Facebook. And average 18 mins will be sent on every login. Facebook is available in 70 languages. Hence, there is no restrictions of languages. 48% of youth who are 18-34 years are using the Facebook when they get up from bed. Three Million Messages sent every day. Hence, our youth have a more opportunity to get the updations on the society.

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We have many types in the online facebook advertisements. It takes many forms such as Side column ads, News Feed, Walls ads etc. And the ads will be divided as per the demographic, age group and required target audience. To divide every data accessed by the user accounts. Hence, the facebook is very comfortable, easy and effective tool for the advertising.

Findings

- Facebook is not only remained for the use of sharing the information, thoughts and experience is also used as the tool of advertising
- Business people are also involved in the promotional activities with facebook
- Facebook become like a best chain system advertisement for the promotion of goods
- Facebook users are responding for the advertisements which are promoted on the walls so it shows that online advertising is creating a positive impact on users
- The total revenue and turnover of the facebook shows that its one of the booming sector for investors

Conclusion

In this modern internet world it is very easy to communicate with any people anytime. Hence, we have very much addicted to the social networking. So, when maximum people available in one particular network, it is very easy to promote our products or services. So, facebook is used as the tool of advertising with its effect and reach. When we consider all the data of the facebook, we can easily understand the usage of facebook and the involvement of the public in these networks. There is no other talk about the facebook as the effective tool for the advertisements.

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