



Iraq-Kurdistan region Government
Ministry Of high Education and scientific Research
SALAHADDIN university-College of science-Physics Department

Pros and cons of: Social Media

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M.c.s in Physics

10-April-2021

Acknowledgment

Firstly we want to thank to our gracious and merciful ALLAH, who gave us this science that made us do this research.

We want to thank our supervisor and great lecturer (Jala Mohammed Ahmed) for all her supports and great information.

Thanks to students that contributed to answer our questions for getting better results.

Thanks to all who helped us.

Abstract

Human Being has an ability to use any thing in both bad and good side, one of that things is social media which had became very popular in the end of 20 century.

The social media is not something that invented in the beginning of 21 century, people around the world started to create something which can make people around the world attract to each other.

In this research we focus on how does the social media grow and invented, and how does our students think about it.

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Chapter ONE

We all know that internet became global from 2000s, people around the world is using internet for variant purposes, in this research we try to now how does this internet effected people by social media applications...

1.1.What is Internet?

The internet, also sometimes referred as “Network of Networks” the reason of this nickname is that connects all the computers around the world, that makes the biggest computer network around the world. We have two main computer networks in the world, they are:-

1. Local Area Network (LAN): it’s a collection of the devises together in one physical place or location, as we can see that internet is connecting all devises like (mobile phones, laptops, computers, tablet,...etc) together to use it services. *(cisco.com, <https://www.cisco.com/c/en/us/products/s w itches/what-is-a-lan-local-area-network.html>)*
2. Wide Area Network(WAN): It’s a network that procedures the LAN, because it’s a communication network that takes over a wide geographical area like how does the (Huawei company) came to Erbil and gave a pretty fast internet service to Erbil. It connects the lots of smaller LAN’s for connecting internet. *(Koff, Doyle, Encyclopedia of biomedical Engineering, 2019, P.551-560).*

Internet is first emerged in USA at 1970 but the government just allowed to use it for military and NASA, until 1990s, also in that time just the European countries could use it, by the end of 1900s the internet came to middle east and Arabic countries, by 2000s it became global, now in 2021 nearly 5 billion people which that means more than

a half of worlds population became the users of internet. (Kahn, edited by Gregersen in 2020, What is internet, <https://www.britannica.com/technology/Internet>).

1.2.What is Social Media?

Social Media means a media which people can interact with each other by create or share information in it applications. It also makes people socialize with each other that's why the word "social" used(**figure1**).

(communications.tufts.edu, <https://communications.tufts.edu/marketing-and-branding/social-media-overview/>).

Some important points about social media:-

- Social media is about conversation, socializing. Is not a place for broadcasting a game or marketing tool.
- While using social media, we have to be honest and behave to people around us as our brothers and sisters.
- Be a useful person at social media, try to make people love science and the things that goes on in our life.



Figure 1

Social Media applications, which people can attract to each other through it.

1.3.Short History:

There're many thoughts about how does the social media started and grown till now, because through our life on earth we developed technology to make our communication better, but we can say that the first long distant message transmit was by telegraph in 1792, and that made people attract to each other. *(Edosomwan, Prakasan, Kouame, Watson, Seymour, The History of Social Media and its Impact on Business, The Journal of Applied Management and Entrepreneurship, 2011, Vol. 16, No.3, P.2).*

day by day we faced new development till 1960 when email had been invented, email was only used to transmit data's and information from a computer to another one. When internet became global in 1991 it made all computers around the world transmit data's and information to each other. *(Edosomwan, Prakasan, Kouame, Watson and Seymor, The History of Social Media and its Impact on Business, P.3).*

In 1979, both Tom Truscott and Jim Ellis made 'Usenet', Usenet allowed chosen ones to share articles and news to each other. *(future-marketing.co.uk, <https://www.future-marketing.co.uk/the-history-of-social-media/>).*

Bulletin Board Systems (BBS):-

It is one of the first forms of the social media, it invented in the late of 1970's, it was the first type of website that allow users to login and contact with each other, people around the world used it till the end of 1990's. *(future-marketing.co.uk, <https://www.future-marketing.co.uk/the-history-of-social-media/>).*

"Sixdegrees" is the first of all social media platforms that launched in 1997, It got approximately (1,000,000,000) members when it got so popular, since 2001 no one used it, then famous applications like (Facebook, Instagram, Snapchat,...etc) came to our world. **(figure 2)**

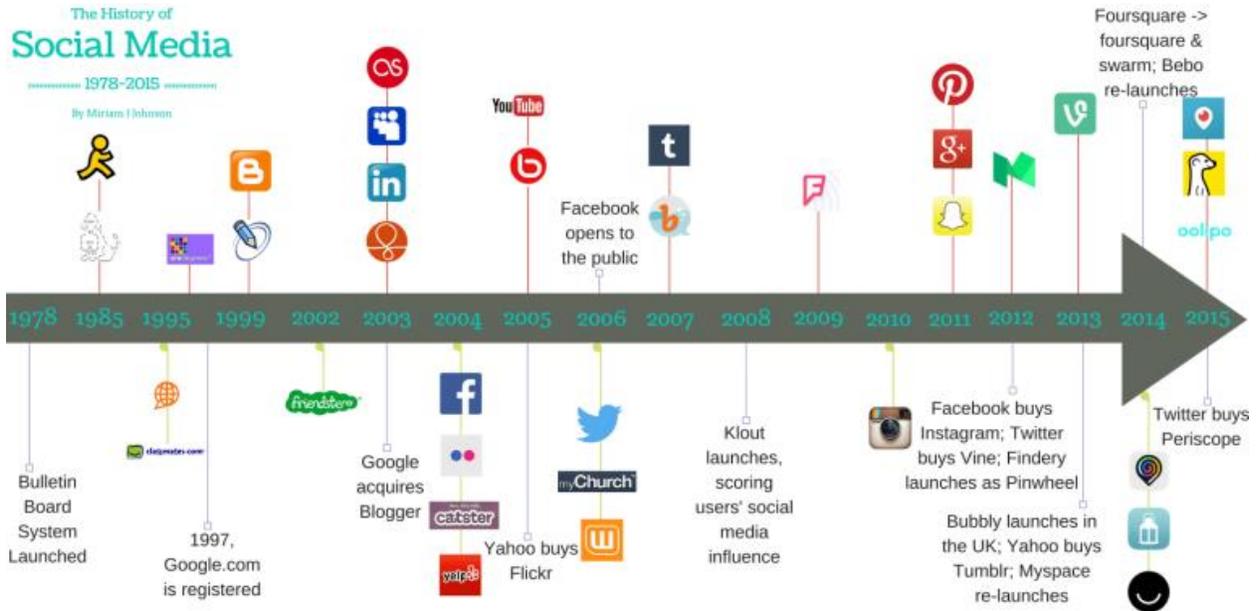


Figure 2
The evolution of social media throughout history

1.4.Applications of Social Media:

There are lots of social media application, day by day we face new ones, some of them is global and it used all around the world, which it is (Facebook), then (Instagram), and (Snapchat). In this part we're going to talk about most famous applications in social media history.

1. **Facebook:-** is one of the most widely used apps in the world, there are nearly (2.41 billion) users monthly. Is used to share information and memories also for people's socializing.**(figure 3)**. (Edwards, 2020, <https://www.themarketingscope.com/top-10-most-popular-social-media-apps-to-follow/>).

Figure 3
Facebook Logo



2. **YouTube:-** from YouTube we can use video hosting and broadcasting live stream services, also for upload videos that YouTuber's are doing, also it is used by big movie production companies for sharing their new products trailer and teasers.. There are 2 billion active members monthly. **(figure 4)** (Edwards, 2020, <https://www.themarketingscope.com/top-10-most-popular-social-media-apps-to-follow/>).

Figure 4
YouTube Logo



3. **WhatsApp**:- it is used for text and voice messaging from mobile phones. By the way there're platforms that doing the same thing but WhatsApp is the best messaging platform. It almost got 1.6 billion users around the world. **(figure 5)**. (Edwards, 2020, <https://www.themarketingscope.com/top-10-most-popular-social-media-apps-to-follow/>).

Figure 5
WhatsApp Logo



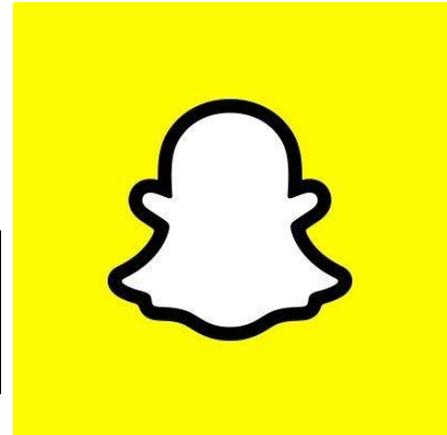
4. **Instagram**:- it gives various features for its users, most famous is using two or more accounts in one device. It has nearly 1 billion users around the world. Also business account can promote their brand and can share images and videos that should be less than 1 minute, if you want to share videos with more than 1 minute you can use IGTV service. **(figure 6)**. (Edwards, 2020, <https://www.themarketingscope.com/top-10-most-popular-social-media-apps-to-follow/>).

Figure 6
Instagram Logo



5. **Snapchat**:- it is used for messaging and share memories with the time of 24 hours then it will be refreshed. It got 314million users around the world, the thing that makes it different with the other applications is filters and finding your friends location. **(figure 7)**. (Edwards, 2020, <https://www.themarketingscope.com/top-10-most-popular-social-media-apps-to-follow/>).

Figure 7
Snapchat Logo



1.5. Impact of social media on marketing:-

The social media has a very good impact on the marketing, we know that people around the world are using the social media, and we can say that there is a low ratio of people which are not using the social media. If you made a website, which you can sale and buy things through it and making some good services, the social media might help you by making ads.

The other thing is, through social media you can put restrictions and choose that which age can see your add and good. For example, if you have a company which offers Huawei services, you have to choose the ages between 15-30 because these ages are interested in technology.

But beside of these two points, there are some bad sides, one of them is trusting the brand and the company, there are some companies such as clothing services which they only give you information about clothes, and there is not any policies on them, when you ask or buy any good from them, they send you something different from the one that you had bought or ordered.

Chapter TWO

1. Pros and cons of Social Media:-

As we learnt from previous chapter that social media had become too global in the world, nearly 5 out of 10 persons is using the internet and social media. In this chapter we're going to talk about the pros of using social media.

For getting better results, we as students of Salahaddin Universitie's College of science, department of physic's, had asked to the student's of other departments of our college, from all departments we choose (Mathematics, Geology) because other results were same. We asked them about how do they think about social media and their name has been kept secret, we asked these questions:-

- 1. Do you believe that social media is bad or good?**
- 2. How many hours do you use social media in a day?**
- 3. What is the cons of it?**
- 4. What is pros of it?**
- 5. Which application you use it more?**

A- Department of Mathematical Sciences:-

Students(Mohammed Shakir, Daban Assi) asked questions above, and answers was like this:

Student(A):

- It depends on how does the person use it.
- I use social media 12 hours a day.
- The pros of social media is that you can get information from any topic that you want.
- The cons is sometimes will cause problems to teenagers because in that age they know some new feelings and social media is a very simple path to get it.
- I use (Viber, Messenger, Facebook, TikTok) more than any other social media applications.

Student(B):

- It depends on how does the person use it.
- I use social media 10 hours a day.
- The pros is that makes people attract to each other.
- The cons is waste's our time.
- I use (Facebook, Messenger) more than any other social media applications.

B- Department of Geology:-

Both students (Hezhin Zakarya, Laveen Yousif), asked questions to the students.

Student(A):

-It has bad side more than good sides.

-I use 1 hour a day.

-The pros of social media is that makes you talk to your kinsman if they were far from you.

-The cons is makes you reach bad sites very easy.

-I use (Snapchat, Instagram) more than any other social media applications.

Student(B):

-For me it has good side more than bad side.

-I use 3-4 hours a day.

-The pros is getting information.

-I don't believe that it has any cons.

-I use (TikTok, Snapchat, Instagram) more than any other social media applications.

General Results:-

From our opinion social media has a pros from that points of view:-

1. Makes people socialize and attract to each other.
2. It makes science and technology spread around the earth from using the journal sites and electronical journals.
3. Talking to our friends and family members through it applications.
4. It makes people to cyberbullying from twitter and other applications.
5. It makes information spread faster, beside of it sometimes it causes to spread false information.
6. Social media helps students to get higher grades at school, but if they became heavy users they might get lower grades.
7. It makes marketing better and easier.
8. It makes popular persons reach their fans easier than past.
9. Big companies around the world can spread their products better than past.
10. It makes us to watch movies and missed series episodes.

Conclusion:

Social Media is something which depends on how does the user uses it. You can use it in both bad and good sides, Now days people think that it disrupts teenagers ethic, but the truth is not like what they think, in first years of social media we can see that it was just for publishing researches, that means it was used only for educational purpose. But since the beginning of 21 century it became global and different people with different ethic ideologies used it, and that made a path to spread bad and un-ethical things like (spread of false information, erotic movies,.....etc) easily comparing to past.

References

- 1) (What is LAN?, cisco.com, <https://www.cisco.com/c/en/us/products/switches/what-is-a-lan-local-area-network.html>).
- 2) (David A. Koff, Thomas E. Doyle, Encyclopedia of biomedical engineering, 2019, P.551-560).
- 3) (Rober Kahn, edited by Eric Gregersen in 26-february-2020, <https://www.britannica.com/technology/Internet>).
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