

A Study on Impact of Photography in Social Networks Users in Tamilnadu

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Summary

This research paper aims to look at the impact of photography in social networks users. This study was conducted to establish the kind of activities and sharing photography that learner's performed on the social network and the length of time spent on the internet in order to evaluate the impact that these activities may have them. Using a sample of 300 learners from six areas in Tamil Nadu, only quantitative data were collected through the use of questionnaires. The result suggests that both a positive and negative impact of photography in social network users, the users engage in social networks

and reveal their personal information to people they meet online further they keep strong relations with friends, to build up ties with new acquaintances and to a lesser time, to meet new people online. At the same time, sites like social networks allow them to exchange News Photography, Event Photography, Wildlife Photography and so many types of photography and discuss both public and private issues. It is the integration of these processes in concert with the relatively new opportunities provided by the internet and social media. The positive impact of photography in social network is that creates an environment in the cyber world.

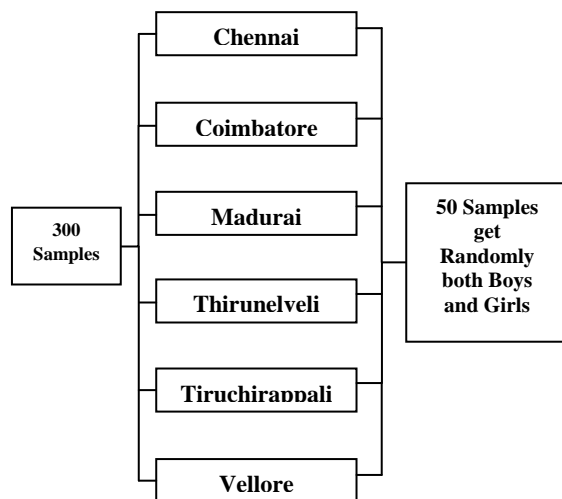
I. INTRODUCTION

As social media continues to take over the world you see more and more photographers using it to grow their brand. It is so powerful that it has launched careers for photographers around the world. Social media will work for you 24/7. It never shuts off. Potential clients can interact with you all over the world. If there is one thing you master besides photography it should be social media. Users like using in websites MySpace, Facebook, Flickr, and YouTube connect and to each other with the purpose of finding and exchanging content and Photography. Their massive popularity has led to the viral marketing of content, products, and political campaigns on these sites. Photography in the form of ideas, products, and messages spreads across social connections like a virus: one person discovers new Photographs and shares it with a few of their friends, who share it with a few of their friends, and so on. We call this spreading of a piece of content along links in a social network a social cascade. Today, the wealth of online social networking data available on the Web provides a unique opportunity to understand the interplay between social networks and content dissemination.

II. METHODOLOGY

This chapter includes details of the universe, sample and instrument of data collection .It also contains data analysis, its interpretation and discussion.

A. Research Structure



B. Sampling Design

Tamil Nadu is a one of the State of India. A random sample of 300 Users from Chennai, Coimbatore, Madurai, Thirunelveli, Thiruchirappalli, Vellore places was taken as the sample. In each places 50 sample will be randomly collected both genders. The respondents were viewers who are living in village and city situations.

C. Data Collection Instruments

This study is based on primary data. It was collected from social networks users. The instrument used for this study was a survey. A questionnaire was used for this study. The reliability of the questionnaire was tested earlier. The questionnaire consisted of many questions, which comprised personal questions on their age, date of birth, as well

as other questions on the demographic details of the students. Questions preferred to mail, chat games website, shopping, downloading, listening to radio stations, time spending in the usage of internet, contact others through email, MSN, ICQ, using public web pages, online assignments etc are also included. The questions were framed in simple English to help the students understand easily. The questionnaire encompassed questions covering. The questionnaire also covered the questions about the respondents due to using internet frequently. The questionnaire included yes or no type questions.

D. Processing of Data

The data collected through the questionnaire were checked and edited. The omissions and commissions were rectified. Computer was used for preparing the master table and sub-tables. MS-Excel was also used in applying a statistical tool using for this study was 'SPSS' to the tabulated data.

E. Limitations of the study

There were big problems in going to Tamil Nadu as far as Internet users which did not properly used the social network. This has affected the photography and other uploading and sharing habit of the people and it was hard for them to answer from their memories. Due to this social network users, many people's are forced to let behind their usual particular network only and also some social network users are not fully using habit.

III. RESULT & DISCUSSION

Quote of the day may not be a stable global environment and development in accordance with the conditions which are variable according to the global growth of human actions and life style also routinely change go because it is his evolution. In this study the researcher the impact of photography in social network users among Tamil Nadu and low they would impact more. This study was undertaken to examine why this is the naked truth hidden arise questions one study asked the question why if this is true questions because they are opened. Social networks applications for the title of the study period due to the increase of recent days.

A. Uses and Gratification Theory

Uses and gratification theory is an approach to understanding why people actively seek at specific media outlets and content for gratification purposes. The theory discusses how users proactively search for media that will not only meet a given need but enhance knowledge, social interactions and diversion.

It assumes that members of the audience are not passive but take an active role in interpreting and integrating media into their own lives. The theory also holds that audiences are responsible for choosing media to meet their needs. The approach suggests that people use the media to fulfill specific

gratifications. This theory would then imply that the media compete against other information sources for viewer's gratification.

B. Aesthetics Theory

Photography defines as the practice of taking and processing photographs. Aesthetics in photography is how users usually characterize beauty in this form of art. There are various ways in which aesthetic defines by deferent people. There exists no single consensus on what it exactly pertains to. The broad idea is that photographic images that are pleasing to the eyes are considered to be higher in terms of their aesthetic beauty. While the average individual may simply be interested in how soothing a picture is to the eyes, a photographer may be looking at the composition of the picture, the use of colors and light, and any additional meanings conveyed by the picture. All these issues make the measurement of aesthetics in pictures or photographs extremely subjective.

C. Internet Impact Usage among People

According to the research approach employed in the uses and gratification theory and aesthetic theory. Psychological and photography in social networking among the Tamil Nadu people method of research in conducting survey method in six places in Tamil Nadu in their survey contacted 300 people both male and female are involved totally 56% males and 44% female participate in their survey 300 people participate in the research they are 48% 18-25 age people 50% 26-40 aged people 2% 41-50 aged people are involved in their research question such as how to use their internet usage was studied first asked to users what is your educational qualification? They gave five objective for this question they are school diploma, under graduate, post graduate and others. The users gave the answer to these questions 10% of school completed 95 diploma 28% under graduate 49% post graduate and 3% for other like M.Phil and P.hd.

In another section 16% less than one hours are used 41% 1to2 hours 22% 2to3 hours 6% 3to6 hours 4% above 6 hours they spend to internet in one day.

Which time do you frequently use the internet? For questions users answered 8% morning 6% afternoon 20% evening 28% night 17% any time 21% users used leisure time and why they use the internet most of the time means, 20% users talking to friends 15% users sending mail 15% users watching videos 29% users using social networks like facebook, orkut, google+, etc... and 21% people used search engine like google, yahoo search engine etc... most of the users in this study using the internet were specified using in social networks.

D. Social Network usage in Peak

The internet users using in social networking on some device that is 1.mobile, 2.computer, 3.tablet. In our research 26% used mobile 49% used computer 6%used tablet 20% users are used both mobile and computer.

In the next question is do you have any take account in social networking? 18% user are openly told yes and 82% user are told no. the researcher asked which of the social network you are interested? To this question 73% facebook, 5% orkut, 20% google+, 2% twitter. Being one of the most powerful websites in the world it is no surprise that Facebook is the most powerful social media tool for photographers. Photographers are using Facebook to connect with everyone from clients to fans. Many photographers share there photos and that simple act gets them referral business. It is the best social media tool for photographers today. The most of the tamil nadu users are used in facebook only. Why means first reached and easily and user friendly in this social network design and so many entertainment also in this social network.

Talking through phones, sending letters and mail become out-fashioned people now a days feeling that communicating through social networks are more convenient and easier and they also find it as safer and more interesting from this research, can clearly understand that photography in social networks have a greater impact among the users the reasons behind it are clearly explained from the questions and the responses received from the users they are clearly explained in the following pages.

Moreover the science and technology made very thing simple and easier. Social network application defaults stored in the mobile phones researcher survey gets to know that 46% of users use social networks through their mobile phones even middle class or normal class people have mobile phones now a days. Just using social through mobile phones is easier.

Moreover every mobile phone companies have various plans and schemes like 2G, 3G etc... They also have mobile data offers (internet pack) boosters to reduce the cost of usage of the internet this makes people to enjoy internet at low cost through their mobile phones.

Moreover we can easily download anything through mobile internet so the students downloaded the social network applications easily clearly researcher can say 46% of users using the internet for the purpose of social networks. There are numerous social networks actively running all over the world among it which one had a greater impact among the local people? From this survey a clear strategy.

Now researcher next question of survey is It you have take account in social network, which of the following reason? To this question, 42% of users refused to reveal their answers but 58% readily answered me among them 4% of users said for attract girls 1 boys 4% of users said for theft something (or) steal Information 51% of users said for entertainment.

However, it is really a big mystery and puzzled why nearly 42% of students refused to answer this question, the next question of researcher was about the number of friends an individuals have on social networks approx 18% of users less than 50 friends 20% of user have 51 to 100 friends 45% of users have 101 to 300 friends 13% of users have 301 to 600 friends 4% of users have more than 600 friends.

The researcher also questioned them what is the reason for using social networks? 19% of users said keep in touch with family and friends 11% of users said meet new people 15% of users said find old friends 13% of users said share, photos, promote ideas, videos, games & discussion 42% of uses said we used all the above answers.

E. Photography Usage & Impact on Social Network

In the next question is why do you have interest in photography? 8% of user professional purpose 46% of users told just hobby 13% of users using for documentation purpose and 33% of users using create a social awareness.

Then researcher asked which of the camera you are used? Three option is given 1.DSLR, 2.compact, 3.Mobile. Nearly 7% of users using DSLR Camera 15% of users using compact camera 78% of users using mobile only. Now a day all the features are given in the smart phones so many people are using take photography in mobile itself. The next question of researcher was which brand do you use? Most of the users are said Samsung, why means the cost of the set is very less 7% of users using Nikon brand 12% of users using canon brand 41% users using Samsung brand 21% users using Sony brand 6% of users using Micromax 14% of users using Nokia brand.

Now researcher next question of my survey is, In which way you mainly use your digital camera work? 8% of users said photographer - full time 16% of users said Photographer – part time 15% of users said other photography/design related business 21% of users said Documentation for work 31% of users said presentations for work 9% of users said selling it on e-Bay.

Next question is, Do you edit your photography with the help of any software? Only

39% of users said Yes and 61% of users said No. then asked Do you use appropriate photographic techniques for using your photography? 28% of users said Yes and 72% of users said No.

Researcher next questions are What about the reason for using photography in social network? 48% of users said entertainment purpose 22% of users said social improvement purpose 25% of users said self improvement and 4% of users said making money/business in own photography's.

The researcher also asked them which types of photography you are interested in social network. 19% of users upload funny photos 14% of users upload family photos and own photos 7% of users upload Educational photos 4% of users are upload cine photos 7% of users are upload political & social photos 7% of users are upload wild life photos 4% of users are upload Event photos 38% of users are upload all above types of photography's.

Researcher next questions are which one of the activities you are interested to share? Users say nearly 33% discriminatory 25% child labor 6% sexual abuse and 36% Blood donate. Now a day current news are share like this way only. Then which method you use photography in social network? 33% users are our photo only upload and share 39% users are only share 28% users are others photo upload and shared.

F. Behavior Changes

The researcher also asked them Does social network affect your work? 49% of users said Yes affect so many works 51% of users said No change. I never does in my work. The researcher also asked have you ever missed your food, meditation of sleep in social network? To these questions 42% said Yes 58% said No these majority of users just focusing the social networks as if it is not affecting their routine life.

Have you learn photography techniques after using social network? 41% of users said Yes I learn photography techniques after using social network 59% of users said simply No.

Then the researcher finally asked the question Do other comments change your attitude? 47% of users said Yes and 53% of users said No. In this question people are affected in some media that wise in their media just the attitude only change 47% only that attitude is like a positive maner.

As social media continues to take over the world you see more and more photographers using it to grow their brand. It is so powerful that it has launched careers for photographers around the world. Social media will work for you 24/7. It never shuts off. Potential clients can interact with you all over

the world. If there is one thing you master besides photography it should be social media.

New technologies have given us many tools that can enhance our creativity and deepen our knowledge of photography. Social networks and the Internet in general can bring us closer to an audience that values our images and we can get criticism helping us to see what we should do differently.

This audience may even help us to become professional photographers and / or commercial ones. But either way, before we get carried away by the followers, the “likes” and the opinions of others, you must be clear why you are sharing your photos on social networks... be aware that you should not become estranged from your pictures in order to reach more and more people.

IV. CONCLUSIONS

This paper examined how Tamil Nadu people used an online social network for social and communicative purposes. These challenges include: having to share technology resources with family members, intermittent, itinerant patterns of internet use, and lack of computer resources and internet use at Tamil Nadu people.

Photographs are powerful tools for conveying messages in the media. In this paper we studied four category questions 1.General 2.Social network usage 3.Photography usage and impact on social network 4.Behavior changes. This paper examines how people use social network: specifically, how they find new images to view. We claim that contact lists on social facilitate new ways of interacting with information through what we call social browsing. Rather than searching for images by keywords (tags) or subscribing to special interests groups, users can browse through the images created by photographers they had selected as being most interesting or relevant to them.

Tags are a less important way to share images, while pools don't appear to place a significant role, except for Random users, perhaps because they do not have social networks as large as those of the good photographers. We showed that users also check the Explore page to find new images. Those images generate large number of views, favorites and comments, with a significant fraction coming from users outside of the photographer's social network. Still, the size of the photographer's social network appears to be the key to getting on the Explore page.

As social networks grow, it will be impossible for users to keep track of their contacts through the kinds of simple interfaces now offered. Better interfaces, for instance, ones that create personal Explore pages by finding “interesting”

images from among those produced by the user's contacts, are a feasible solution to information overload.

relations practice. A paper presented to 12th annual International Public Relations Research Conference.

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