

# Social Media Influencer & Their Impact On Society Harvard Case Solution & Analysis



**Objectives**

- To improve the utilization of Social Media
- To help fight the negative impact of Social Media addiction
- To promote the positive and negative impact of social media
- To provide useful security recommendations

**Evolution**

"Social Media is... The addition of digital communication devices, facilitated by portable, connected, mobile devices, computer network infrastructure."

Personal information designed for "ephemeral" use or performance only

- 1990s: AOL Instant Messenger
- 2000s: MySpace, Friendster
- 2010s: Facebook, Twitter, LinkedIn
- 2010s: YouTube, Instagram, Snapchat

How many of these are a significant part of our daily lives?

**Negative Impacts**

- Loss of time to face communication
- Increase of cyber bullying due to public exposure of one another
- Computer malware can use all of our personal and banking information

**Recommendations**

- Limit the amount of personal information you post
- Remember that the internet is a public resource
- Beware of strangers
- Evaluate your settings
- Use strong passwords
- Use and maintain anti-virus software

**Positive Impacts**

- Social media helps businesses to reach its target market at little or no cost.
- It unites users from all over the globe through the removal of cultural and communication barriers.

**Positive Impacts**

- It allows users to stay in touch with family and friends
- It makes group projects easier for university students through platforms such as Google and WhatsApp

**Negative Impacts**

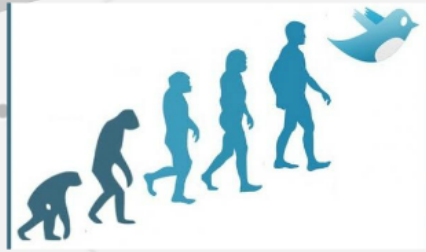
- Employees become idle, with results in loss of productivity
- Personal information is not 100% secured. Therefore, there are risks of identity theft

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# Objectives

- To discuss the evolution of Social Media
- To highlight the various types of Social Media platforms
- To examine the positive and negative impacts of Social Media
- To provide useful recommendations





# Evolution

Social media is, " the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. "

The year 2001 was declared the " golden era" because platforms such as :

- Wikipedia ( 2001)
- Friendster ( 2002)
- Hi5 , My Space (2003)
- Facebook (2004) for Harvard users only
- Twitter , Facebook ( 2006)
- Whatsapp( 2008)

have managed to become a ubiquitous part of our daily lives.

# SOCIAL MEDIA PLATFORMS

- Social networking sites- Facebook, Google Plus
- Micro-blogging sites- Twitter, Tumblr, Posterous
- Rating/Review sites- Amazon ratings, Angie's List
- Photo sharing sites- Flickr, Instagram, Pinterest
- Video sharing sites- YouTube, Vimeo, Viddler
- Personal broadcasting tools- Ustream, Livestream
- Virtual worlds- World of Warcraft, Farmville

## Positive Impacts

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# Positive Impacts

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## Negative Impacts

- Employees become idle, which results in loss of productivity.
- Personal information is not 100% secured. Therefore, there are risks of identity theft

