The Views, Likes, Share, Downloads, Ratings of Social Media Network

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ABSTRACT

Now-a-days entire world business, marketing, economy, growth, popularity is depends on ratings from goods and services of industries as well as star ratings of reputed institutions and companies and all business strategies. Also all politicians likes depends on citizens clicks. Further rating helps for good quality of products while purchasing. For smooth services one has to larger views helps to take advantages. Thus popularity means likes ,shares ,downloads views from any social media network which is interdisciplinary, it may be from facebook, whatsapp, instagram, youtube, browsers and so many. Current paper is dealing with some problems, drawbacks involved from media network.

Keywords: Likes , Shares , Views, Ratings, Case Study, Disadvantages

I. INTRODUCTION

Addressing Networking: Over the past five years, privacy advocates have found social media to be a major cause of concern, particularly in light of the Cambridge Analytica Facebook data usage scandal. Concerns over children's internet safety and how to protect their personal information have grown among parents.

But plainly, the disadvantages of social networking run far deeper than privacy and safety. The substantial consequences to relationships and mental health—foundations of human development—that these high school students discussed.

More research have found a connection between social media use and poor mental health in recent years. Numerous research have, according to a recent Forbes article, demonstrated both a correlation and a cause. According to research, those who use social media for no more than 30 minutes per day feel substantially better than those who use it for longer periods of time. People were able to lessen melancholy, anxiety, and loneliness by spending less time.

Recent data from the Pew Research Center reveals that over the previous four years, social networking usage has stayed constant. This can indicate that the level of saturation has been reached. It might also be a

sign of hope that people are figuring out healthier ways to use social media, or at least that they don't seem to have an endless desire for it. Only 5% of American adults have a high level of trust in news from social networking sites, which is another reason why most people don't believe it.

Case study:

Facebook usage among any nation aged 12-34 dropped from 79% in 2017 to 62% in 2018. Instagram is the only social network that American adolescents are using more of, expanding from 64% to 66% over the previous two years..

According to research, it's crucial for kids and teens to understand how to manage social media in order for them to grow up healthy. The majority of experts concur that parents must lead the way by providing a positive example of appropriate computer use. Family gatherings are an excellent setting for bringing up computer and social networking usage with everyone in the family and getting buy-in for solutions.

The following resources can help you and your family have conversations:

- The Child Mind Institute's article How Using Social Media Affects Teenagers
- How to Limit Too Much Screen Time, released by BBC Health; Managing Teen Social Media Use, published by the Clark Psychology Group

II. Disadvantages

Privacy concerns, Can disrupt sleep, Can cause addiction, Risk of cyber bullying Can lead to insecurity and feelings of jealousness, Reduces intimacy with family and friends, Risk of identity theft, People get addicted, Everyone cannot enjoy the features, Portable designing, Not work in all types of operating systems, Image theft issue, Advertisement can be false, Image Transfer Limit, Profile Picture in Your Friend's Phone, Storage Consumption, No Log out If Phone is Stolen, Message Receive Receipt

III. Solutions

- One has to control, monitor over to ratings
- Strictly controlling over cyber hackers
- Correctly judge mapping
- Now a days account will be hacking , such things will 100 percent diminished by upcoming application softwares
- OTP will not be stolen to third parties

IV. Conclusion

- Ratings enhances quality of products / services for any enterprises, institutions etc
- People can easily judge for purchasing, video viewing based on star ratings and views
- Grabbing likes from one account to anoter
- Popularity completely based on likes, views ,ratings for any entrepreneurs and politicians, actors etc
- We have to protect our web posters , pages from thieves from grabbing likes etc
- One has to bring transparent to above mapping survey
- Cyber crime suchtake responsible for problems

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Cite this article as :