ONLINE ADVERTISEMENT IN SOCIAL MEDIA AND ITS IMPACT ON TEENAGERS: A CASE STUDY ON FACEBOOK FEMALE USERS

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ABSTRACT

Digital media and online communication have become pervasive in the lives of youth in India network sites, online games, video-sharing sites, and gadgets such as iPods and mobile phones are now fixtures of youth culture. They have so permeated young lives that it is hard to believe that less than a decade ago these technologies had barely regis-tered in the lives of India children and teens. Today's youth may be coming of age and struggling for autonomy and identity as did their predecessors, but they are doing so amid reconfigured contexts for communication, friendship, play, and self-expression.

Our values and norms in education, literacy, and public participation are being challenged by a shifting landscape of media and communications in which youth are central actors. Although complaints about "kids these days" have a familiar ring to them, the contemporary version is somewhat unusual in how strongly it equates generational identity with technology identity, an equation that is reinforced by telecommunications and digital media corporations that hope to capitalize on this close identification. Despite the widespread assumption that new media are tied to fundamental changes in how young people (Females) are engaging with culture and knowledge, there is still relatively little research that investigates how these dynamics operate on the ground.

KEYWORDS:

Digital Media, communication, telecommunication, self-expression, shifting landscape

INTRODUCTION

Social network sites, online games, video-sharing sites, and gadgets such as iPods and mobile phones are now fixtures of youth culture. They have so permeated young lives that it is hard to believe that less than a decade ago these technologies barely existed. Today's youth may be coming of age and struggling for autonomy and identity as did their predecessors, but they are doing so amid new worlds for communication, friendship, play, and self-expression. Advertising, as you must have guessed is simply an extension of online advertising. With mobile phones, tablets a core component of media today, it has been necessary to encompass various forms into a category coined as Digital Advertising.

We are wary of claims that a digital generation is overthrowing culture and knowledge as we know it and that its members are engaging in new media in ways radically different from those of older generations. At the same time, we also believe that this generation is at a unique historical moment tied to longer-term and systemic changes in sociability and culture. While the pace of technological change may seem dizzying, the underlying practices of sociability, learn-ing, play, and self-expression are undergoing a slower evolution, growing out of resilient social and cultural structures that youth inhabit in diverse ways in their everyday lives. We sought to place both the commonalities and diversity of youth new media practice in the context of this broader social and cultural ecology. The purpose of this study is to describe and discuss privacy-related issues in the context of media and discuss the reliability and sustainability of Facebook user data.

INDIA

The Internet, arguably the most exciting medium of the modern generation is witnessing appreciable growth in India since the turn of the century. The number of Active Internet Users has now touched 70 Million by September 2011 (Source: ICube 2011). This represents a growth of almost 20% as compared to September 2010, when the number of Active Internet Users was 59 Million. In terms of the number of Claimed Internet Users, the numbers have risen from 78 Million in 2010 to 88 Million over the same period. This

represents a growth of about 13% in the last year. For a similar time frame, the number of PC Literates also exhibited a 12.5% increase with the total number of PC literates going up from 106 Million to 119 Million. In simpler words, once an individual is exposed to the Internet, it is quite likely that he or she would continue using it like any other media as television, newspapers or radio.

AD IN SOCIAL MEDIA

Social Media has been a global buzz word for over a decade now. In India, Orkut made early inroads in social networking till 2008-2009. Facebook, founded in 2004, however has taken over ever since, and is the preferred social networking site not only in India but also globally. As per various industry sources, Facebook has over 800 Million accounts across the globe today! As a consequence, Facebook easily leads LinkedIn, Orkut and IBIBO among other social networking sites in terms of social media revenue share.

As seen above, the placement of Facebook ads are usually on the middle to bottom right side of the page. These typically belong to different categories depending on the personal interests of that Facebook user. Thus, the concept of contextual advertisements is understood, where advertisements related to a person's interests/hobbies are displayed.

FACEBOOK MARKETING

Today teens are increasingly sharing personal information on social media sites, a major trend that is likely driven by the evolution of the platforms teens use as well as changing norms around sharing. Through a well planned Facebook marketing strategy, you can reach your target audience more efficiently also work on what you know best and use Facebookas a major source to improve your reach and prospects. Adding more value to the organization Facebook can better nurture customers, improve awareness and also provide more resources to audience. A lot has changed since Facebook first entered the marketing sense. Today world's largest social network can do things many of us would have never dreamt of 10 years ago, Facebook today hosts 360 degree videos, sells products via a chatbot, or even serves as a top new source for two thirds of the population. Today Facebook has 1.8 billion daily active users, putting it in perspective that's over 5 times the population of United States and 15% of the world's population and still it's counting. On the outset it's not only the sheer number of people but also the amount of attention Facebook owns. Globally, average user spends 50 minutes per day with Facebook properties. Considering the fact that an average person sleeps 8.8 hours on any given day it can be assumed that one sixteenth of our working hours are spent with our eyes glued to the social networking platforms.

How can you market on Facebook?

Facebook has three major tools (Pages, ads and Groups) that which can be used by anyone. Each of these options has its own purpose and they can be combined for greater reach and consistency.

Pages: Facebook pages are similar to profiles, but for organizations, businesses and public figures. User can "Like" a page which generally means that they will automatically receive updates from that particular page in their news feed. Users also have the option to "Like" a page but not follow it.

Pages can be like by anyone, while profiles do require a mutual relationship between friends. Major advantage is that pages are free and easy to set up whereas disadvantages lie in the fact that it can be hard to get a foothold and then build a fan base with a page.

Ads: Certainly Facebook offers a fantastic targeted advertising platform. There is option to create ads which is targeted at specific geographic areas, ages, demographic profile, education level and even types of devices which are used for browsing. Facebook also lets users close ads which they don't like and hit "Like" which appears right beneath an advertisement.

Above image showing Ads displayed on Facebook which contains information of AT & T

Groups:

Facebook groups are similar to discussion forums, but also with additional features that pages and profiles have (like a wall). Like you can create groups related to your industry or product offerings as a way to reach out to potential customers. Its advantages like in that group are free and have high levels of engagement, disadvantage lies in that groups can be very time consuming.

How to Market with Pages:

Facebook pages are simplest, easiest way to get started marketing with Facebook. They are free, relatively easy to set up (at least in their basic forms) and also incredibly flexible. On the outset, there's not much of downside either. Unfortunately, many companies don't use them to their full potential or even worse, use them badly. The below mentioned guidelines will help marketers avoid making those mistakes:

a. Profile photo and cover image: Your profile photo should be your logo as simple as that. Besides the cover image is a different story. It's really upto you to decide what to put here. Some organizations use photos of employees, while others use fancy artwork and also put their contact information in the cover image. Its advised to pick a photo that will enhance your profile page and also draw the eye of your visitors

b. "About" Section: The "About" section is prominently placed right below your company logo. This is also your chance to justify and tell anyone visiting your page as to what your business does. It's important to make sure one puts good information here telling people who visit your page as to what your company does and why you are different and certain other interesting details. If you can then you can take the time to write it specifically for your Facebook audience. Besides you can also copy the text from the "About" page of your website or blog. More importantly one should be sure to fill in all of his/her data under "Basic Info". One should however remember to keep it friendly and informal. Besides a casual tone usually works best on Facebook. Few of the examples are cited below:

Professional Services · Add A Category
The world's #1 inbound marketing software platform that helps companies attract visitors, convert leads, and delight customers. 1–888–HubSpot × 1

Startup
WP Engine is the premiere managed WordPress hosting platform, offering the fastest, most reliable, secure hosting for tens of thousands of websites.

Tabs:
Tabs are little squares that which sit to the right of your about section. Here are ESPN's tabs:

Facebook certainly allows you to use upto 10 application tabs, known to Facebook admin as the "Favorites" section. Photos and likes are required tabs; you may also move the Likes tab wherever you wish; but photos must also remain at the first. But your top tabs are set to a limit of four. On top of this one should think about what the priorities for Facebook page visitors. If you are a physical store, then you may want to make a tab for your location. If you host webinars, perhaps you could see the events tab to let people sign up and also join your webinars. Social media as such is all about engagement, so the more you get your fans to engage with you, the better marketer you will be.

IMPACT OF ONLINE ADVERTISEMENT IN SOCIAL MEDIA ON TEENAGERS
Social media is gaining popularity every day. It has been observed that the average time spent on social networks per day is 1.72 hours (2015) and average number of hours a teenager spends online per week is 27. For many young people today social media have become prominent parts of life. Most young people engage with social media without stopping to think what the major effects are on our lives, whether positive or negative. Today are we as a society becoming much more concerned with Facebook "friends" than we interact with face to face in our daily lives? What will the longterm effects of today's social media use be? There are many positive aspects, but there are equally as many dangers that come with the use of sites such as Facebook, Twitter, LinkedIn, Pinterest, Google plus, Tumblr, Instagram, gaming sites and blogs. In order to make right choices, we must dig in and also research this topic thoroughly.

The bottom line: Are social media taking over?
Paradoxically speaking, social media sites can make us not only more capable but also more inept as such. At times we share too much with too many and also we have to be conscious on that. Overall, we have to be very much careful and also cautious when approaching these things. As far as our beliefs and opinions are concerned in this day and age, we are pressured in 10 different ways. Are we having our own thoughts or are we so influenced by external phenomenon that we always believe everything we see online? However in majority of the cases it is clear that social media have become not only part of people's lives but also around things their lives revolve around. More often than not we see people checking smartphones every two minutes, looking for latest tweets or status update. Besides it's important yet difficult to retain the attitude that these sites may be useful, but that's all they are –tools, not lifestyle's as such.

Advertising and Social Network sites Advertisement:
Advertising is commonly defined as paid, one way promotional communication in any mass media. Advertising

as defined by American Marketing Association says that "the placement of announcement and persuasive message in both time and space purchased in any of mass media by business firms, government agencies, non-profit organization and also individuals who seek to persuade and inform members of a particular target market or audience about their product, service, organizations or ideas". Advertising as such remains a major primary component of a brand's promotional mix, which is used to inform and in turn persuade target audiences about products (Tuten, 2008). Also the effects of repeated exposure to an advertising message on consumers have been extensively and widely studied. Understanding among researchers seems to be that when viewers are more frequently exposed to an advertisement, they generally have more time and energy to think and also elaborate about the message. Consequently, this added elaboration time and repeated exposure leads to better recall of the message content (Henderson and Newell, 2010). In recent years Facebook advertising landscape has changed dramatically and now this move is quite visible and effective than online advertising. Advertising industry has long sought to go where consumers go (Tuten, 2008). Also with the advent of web 2.0, today social media advertising has gained more importance. There is lot of advertisement types in social networking sites. Companies advertising on Facebook page can make advertisement in order to make brand pages liked by users. Users can also see the right column or even source of news as sponsored. Thirdly, people who don't see the brand in advance can see advertisement as a recommended share. Last but not the least; users can see brand advertisements with friends who liked the brand in advance.
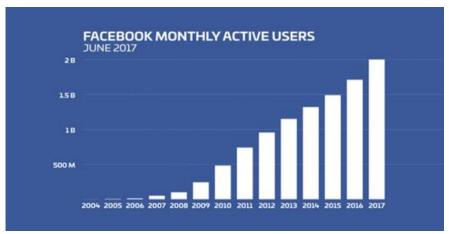
28 major powerful Facebook Statistics which any company's brand can't ignore in 2018

What began as a way for college students to connect has grown into one of world's largest social networks. In turn, it has also become one of the best marketing resources too today. However in order to be successful on Facebook, one has to dig below the surface and also familiarize oneself with ins and outs of the platform and even analytics. Below given are some of the important Facebook stats which are broken down by multiple dimensions to help guide your social media strategy. The major ones among them are listed below:

➢ General Facebook Stats
➢ Facebook demographic Stats
➢ Facebook Geo Stats
➢ Facebook Usage Stats
➢ Facebook Mobile Stats
➢ Facebook Video Stats
➢ Facebook Advertising Stats
➢ Facebook Publishing Stats

A.General Facebook Stats: Let us first start with some general Facebook stats to paint a picture of why the social network is so very important:

1. Facebook has more than 2 billion daily active users and around over 1 billion daily active users

Although many social media marketers do assume this above number will plateau, it's probably safe to say that Facebook will continue to grow until they run out of new users to sign up only a couple more billion to go. Also to put these numbers into context, here are number of monthly active users on other top social media platforms, as per statistics obtained from Techcrunch:

❖ YouTube has around 1.5 billion monthly active users
❖ Instagram has 700 million monthly active users
❖ WeChat has around 889 million monthly active users
❖ Twitter has around 328 million monthly active users
❖ Snapchat has an estimated 255 million monthly active users

B.Facebook Demographic Stats:

Certainly over 2 billion users is a lot of people. Thus in order to get an better understanding of who you can potentially reach on the platform, below given are some of the Facebook stats on their audience demographics:

83% of women and 75% of men use Facebook:

Overall Facebook's gender demographics are pretty evenly split with women who are slightly more active. Also according to Phew research, 83% of women use this network compared to that of men who comprise 75%. This is however is a clear indicator that no matter who you are trying to reach, they are likely active on Facebook.

People Aged 18-29 are the most prevalent Facebook Users (65+ is the least):

Age group on Facebook break down by use as such is given below:

- ✓ 88% of users are in the age group of 18-29
- ✓ 84% of users are in the age group of 30-49
- ✓ 72% of users are in the age group of 50-64
- ✓ 62% of users are above 65+ age group

Despite being the smallest age group on the platform, Facebook seems to be the best option for certainly reaching older users on social media when compared to that of other networks. Below given is a breakdown of social media usage of 65+ year olds on other networks:
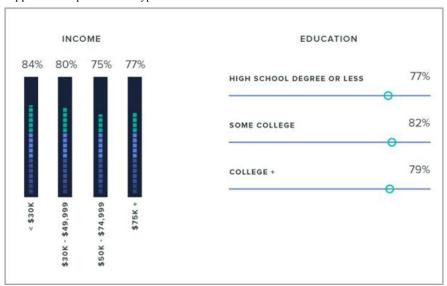
- ◆8% use Instagram
- ◆10% use Twitter
- ◆20% use Linkedln
- ◆16% use Pinterest
- ◆Less than 10% of 50+ year olds use auto delete apps like Snapchat and Skype

Hence if your brand targets an older audience, then make Facebook marketing a priority

82% of Facebook Users have attended at least some college:

Initially Facebook started as the brainchild of then college student Mark Zuckerburg. It was actually called "Coursematch" before it became the social network we know it today. It was also developed to allow people to create their profiles listing out which classes they were taking. Perhaps may be because of this, it's interesting to consider Facebook use in terms of the highest level of education of users. This usage breaks down as such:

- ▪ 79% of the users are college graduates
- ▪ 82% have taken some college
- ▪ 77% have finished high school or less

C. Facebook Geo Stats:

Audience of Facebook is diverse, which necessarily makes it perfect for global brands outside North America. Given below are some important Facebook stats which your brand should know:

1. 85% of Facebook's daily active users come from Outside US/Canada: As some of the above stats have already hinted, Facebook is huge internationally. In fact, 85% of Facebook's daily active users come from outside US and Canada. Besides India, Brazil and Indonesia also have the largest Facebook audiences after US. Definitely this will be an opportunity for companies to explore in terms of expanding their target audience outside their territory if it makes sense.

2. More than 70 Facebook translations are available: Today, Facebook has more than 70 languages available in order to support its global audience.

Big thanks to a framework that which lets community members translate text on the platform. At this time, more than 3, 00,000 people have successfully contributed translations for different languages and dialects. Global brands certainly need to take this into consideration An organization should use analytics in order to help understand the demographics of your audience and also keep an eye out for where large fan bases live. By location or language from there one can target his page posts. For instance if you limit the language of your Post's audience only to Spanish then it will only be visible to people who:

➢ Have Spanish set as their language on Facebook
➢ List Spanish as one of their main languages in their profile

People however who don't fit one of those criteria won't be able to see your post on your page, their news feed or search

D.Facebook Usage Stats:

It's very much important to understand as to how people use Facebook. This data can however inform your publishing behaviour, ad targeting and other pieces of your strategy. Some of the major Facebook stats related to how people engage with the platform are as follows:

1. More than 40% of Facebook users have never liked a Facebook page – Today more than 60 million businesses have their Facebook page. Additionally, 39% of users like or follow a Facebook page to receive a special offer.

Some other Facebook stats that related to Facebook pages include things like:

➢ One third (32%) of Facebook users engage with brands regularly
➢ On an average 5 billion comments are left on Facebook pages monthly
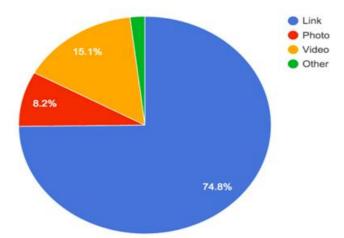➢ 42% of customer service responses happen during first 60 minutes

All of the above mentioned data leads back to the fact that Facebook pages are a very useful tool for your business. This is certainly true in getting the word out and also providing quick customer service. People also equate quick responses to good customer service, hence planning social media customer media strategy accordingly is very much necessary.

2. **An average of 35 minutes is spent by people on Facebook each day:**According to the data obtained by Nielsen, Americans do spend

an average of 10 hours and 39 minutes consuming media across their devices. Specifically, five hours per day are spent on mobile devices

3. **400 New users Sign up for Facebook every minute:**On an average every 60 seconds on Facebook, there are:
   3, 17,000 status updates
   400 new users
   1, 47,000 photos uploaded
   54,000 Shared links

When compared to data from other popular social networks, every minute there are almost 4, 48,000 tweets, 66,000 Instagram Posts, 29 million WhatsApp messages sent.
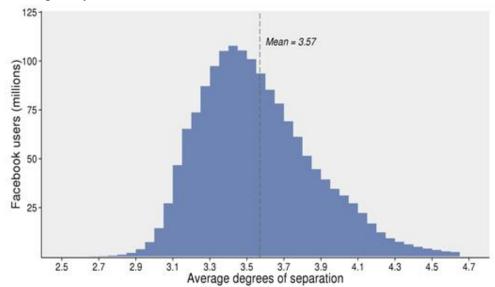
The above mentioned numbers don't lie- Facebook truly is the largest social network around, especially because they own two of the aforementioned three companies. Besides

when there have been reports of Facebook no longer being as valuable for marketers as other channels, the user base generally continues to grow.

4. **Everyone on Facebook is no more than 3.5 degrees separated:**Facebook's own research has found out that everyone is no more than 3.5 degrees separated. This is far too less than the proposed six degrees of separation originally set out by Frigyes Karinthy. As majority of people use Facebook to keep in touch with their family and friends, it is quite interesting to see how this usage scenario has literally brought the world closer together.
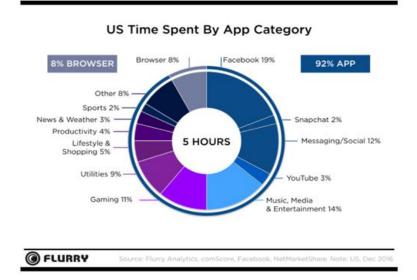

For marketers the closeness of users is beneficial trying to overcome Facebook's algorithm, which is notorious for slashing organic reach for brands.

E.   Facebook Mobile Stats: It's indeed no secret that social media (internet in general) is primarily accessed on mobile devices today. If the Facebook stats mentioned below are any indicator, then it's time for brands to start thinking of content and marketing from a mobile first perspective.

1. **Facebook's messenger has over 1.2 Billion monthly active users**:
It has been observed that Facebook's standalone messenger app has a cool 1.2 billion monthly active users. On top of mobile data, as of December 2016, Facebook has:

▪ 74 billion mobile monthly active users
▪ 55 billion mobile- only monthly active users
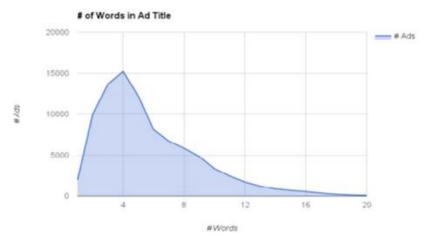▪ 15 billion mobile daily active users

One creative way some brands are using Facebook messenger is by creating chatbots to facilitate their social customer care efforts

2. **19% of time spent on mobile devices is on Facebook:**Today average consumer spends five hours per day on his device. But what's even more interesting today is how that time spent breaks down. If we can the picture below we can make out Facebook is the clear leader with 19%

F. Facebook Video Stats: Video content on Facebook has seen tremendous growth in the past five years or so, which shows that it's not just YouTube that's experiencing an upward shift but also Facebook is catching up with video blogging. Facebook has grown to become a video giant of its own. Below mentioned are some of the stats which need to be kept in mind for Facebook video marketing:

1. 44% of SMB marketers plan to spend their money promoting Facebook video content in 2017: One of the most talking signs that marketers are getting much serious about Facebook video is that 44% of SMB marketers plan to put money behind their Facebook content in 2017.

2. Facebook gets over 8 billion average daily video views: Today Facebook has become a top player in the social media video landscape as it has over 8 billion average daily views and 100 million hours of video watched everyday.

3. 85% of Facebook users watch videos with the sound off: Some of the important Facebook stats relating to video include the following:
   ▪ Almost 85% of Facebook users watch videos with sound off
   ▪ Captioned video ads can increase video view time by an average of 12%
   ▪ 80% of users are annoyed when videos auto play sound and also gives them a negative impression of your brand

4. People are 5 times more likely to watch Facebook videos on a phone: It has been observed that people are five times more likely to watch video daily on a smartphone than on desktop. Hence it should be ensured that your videos are optimized for mobile viewing. Also take a look at our always up to date social media video specs guide to get the correct dimensions.
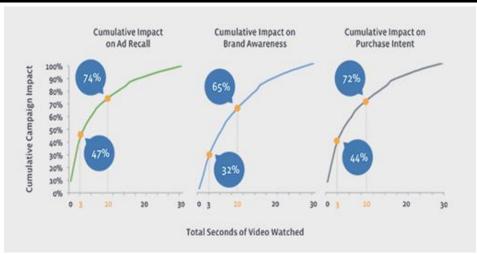
5. 20% of Facebook videos are live streams: It has been found that by June 2016, businesses were streaming six times more live videos on their Facebook pages than they were in January when live video was first introduced.

G .Facebook Advertising Stats: Over the last few years the key to Facebook's tremendous growth is their advertising platform. Every year marketers spend billions of rupees to reach their target audience with Facebook Ads. Big thank you to low costs and huge database of user data, Facebook ads are appealing to businesses of all sizes. Some of the major key stats to be kept in mind for Facebook advertisers are as follows:

1. Almost 93% of marketers use Facebook advertising regularly: Lots of questions are raised about Facebook advertising. Getting it right on track can result in some of the best ROI in all major forms of advertising. Hence, needless to say- the stakes are quite high. The below Facebook stats shed light on some interesting quirks of advertising on Facebook:
   ➤ Around 93% of marketers use Facebook advertising regularly, which necessarily translates to about 3 million businesses that which use Facebook to market their business. Furthermore, 70% or more of these businesses are outside US
   ➤ Facebook has earned a cool $7.68 billion in quarter one of 2017

2. Facebook images account for 75-90% advertising performance: In order to be effective, when it comes to Facebook advertising one needs to consider the following:
   ◆ Images do account for 75-90% of Facebook advertising affectivity/ performance
   ◆ The most effective length for an ad title on Facebook is four words and 15 words for a link description

# of Words in Ad Title

3. 47% of the value of Facebook video ads happens in the first 3 seconds: While Facebook video ads can be very much effective; you don't have a ton of time to capture your viewer's attention. Research

from Facebook discovered nearly half of the value from your ads is attained in the first three seconds of the video
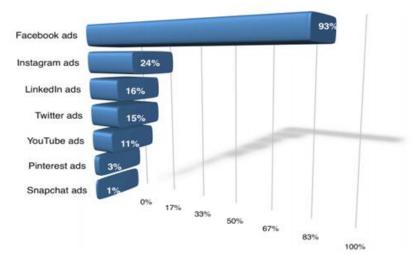
When you create videos for ads, try to capture viewer's attention immediately. In that way they will be compelled to stick around and see your entire message.

4. 93% of Social media advertisers use Facebook ads: Facebook by far is the most popular social media advertising channel. According to social media examiner's 2017 Social media industry report, 93% of social media advertisers use Facebook ads. The next network that's even close in Instagram with 24% but that's also a part of the Facebook platform
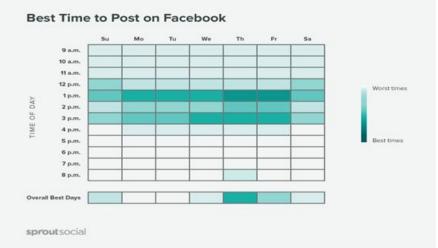

This is just one more proof of how popular and in demand Facebook Ads are for B2B and B2C

5. 20% of Facebook's mobile ad revenue is from Instagram: It is seen that Instagram is contributing quite a bit to Facebook's overall advertising numbers. In fact, it makes up 20% of Facebook's mobile and revenue up from 15% last year. However as Instagram continues to grow this number could potentially increase even more. If you are currently running Facebook Ads on mobile, consider giving Instagram a try

6. Average CPC (Cost per company) for Facebook Ads is $1.72: Curious about whether or not you are paying too much for your Facebook ads? The team at Wordstream conducted research to reveal some benchmarks for Facebook Ads. While other companies have attempted to gather this type of data before, it's better to bank on Wordstream's data because it's broken down by industry. The below graph shows significant differences in CPC for different industries.

If at all your average CPC is much higher than your industry average, then it could be a sign you need to make some tweaks to your campaigns. Besides, if you are on the low end, you are probably on the right path.

H.Facebook Publishing Stats: If you want to improve your brands organic reach then a good place to start is by analyzing your publishing behaviour. Below given are some of the Facebook stats about publishing that will get you on the right track:

1. Organic reach for branded Facebook pages is 2% on average: Facebook organic reach is not what it used to be. But it just talks about how bad is the situation? Well various studies have found out that Facebook organic reach for brands is 2% on average. There are also plenty of brands experiencing even lower levels of reach. To get an idea of how much reach your posts receive one can use sprout social's Facebook analytics tools. Once you know where you stand you can then take steps to improve it.

2. Brands post an average of 8 times on Facebook per day: How many times should you post on Facebook per day? According to SME report, brands post almost eight times per day on an average. In case if you are not getting the reach or engagement you would like, then consider increasing your frequency a bit. SME report found that 39% of marketers planned to increase their Facebook posting frequency over the next 12 months or so.

3. Best time to post on Facebook is weekday afternoons: A burning question which arises on every marketer's mind is when is the best time to post on Facebook? With so many conflicting studies out there, it's adviced to roundup the data from as many credible sources as one can find and average out the data.

As we can see from the above image, weekdays have a significantly stronger correlation than weekends. Afternoons between 1 pm and 3 pm also tend to be preferred times. While all the above mentioned data gives you a great starting point, ultimately one need to rely on their brand's own analytics. One can use Facebook reporting suite to identify the most engaged posts and also the time they were published. Then they can start to schedule more of their content to be shared around those times.

CONCLUSION

All of the above mentioned awe inspiring Facebook advertising statistics are testament to the power of this social media platform. It's no coincidence that so many businesses focus on public attitudes towards advertising in general have long been a focus of research. It can be observed that individuals who have a need of belonging to groups and also enjoying a sense of community do hold positive attitude towards internet

advertising and SNS advertising. According to Tuden, research suggests that advertising online is viewed positively by lower percentage of consumers than any other advertising medium. Perhaps, like a coin with two sides, social networking sites also have in their own way adversely affected youth. Target group especially female Facebook users prefer spending an abundant amount of time on social networking sites especially Facebook on an average of more than 2 hours a day which keeps them away from their own purpose of existence and also interacting with their own natural surroundings. Their social gatherings are much hampered because surfing these social networking sites keep them more involved for which they are generally bound to ignore other significant social events in their lives. More often than not, the credibility of these sites have not been clearly validated because the kind of information derived by the youth from these sites has a greater part of its inclination towards entertainment and also updates from family and friends than general awareness and job related information besides buying products or availing services. Today's youth have determined their own boundaries and also have set their own limits as to how and when to use social media irrespective of the positive and negative effects it imparts. Thus youths today are not only techno savvy and socially existent but female Facebook users also embodying social consciousness.

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