



Social media in entertainment

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Abstract

As socially inclined creatures, human beings have embraced technology that connects us with others. Every year, there is an increasing number of people signing up for and using social media. As of August 2023, 4.89 billion people use social media. Social media has gradually changed from being connection platform to an entertainment source. It is a global phenomenon that allows the audience to enjoy unlimited content not bound by geographical location. Entertainment is the media's ability to amuse the audience. It brings about relaxation and ease of tension among the audience. Some believe that social networking sites provide better value than music, gaming, and television companies. This paper is a primer on the use of social media in entertainment.

Keywords: social media, entertainment, social network, Internet, digital media, social media entertainment, social media marketing

Introduction

It is common in mass communication to identify the major functions of the mass media as information, education, and entertainment. The audience use the mass media for entertainment purpose. They choose and use the medium that best satisfies their personal entertainment needs. Audience experience of entertainment on social media takes the audience beyond being mere receivers of media contents to being major, active stakeholders in creating and sustaining "participatory culture." Social media allows the audience to interact with contents in ways that they can record humorous activities around them and share online ^[1]. The difference between mass media, entertainment media, and social media is displayed in Figure 1 ^[2].



Fig 1: The difference between mass media, entertainment media, and social media ^[2]

The media and entertainment industry consists of film, television, radio, and print. These segments include movies, TV shows, radio shows, news, music, newspapers, magazines, and books. Entertainment for relaxation and gratification may include films, soap operas, comedy shows, sport, talk shows, dramas, documentaries, animation, music, and skits. Skit—short comedy sketch—is one of the forms of entertainment that has transcended the broadcast media into the social media and is often delivered in video formats. The mass media gratify the audience with entertainment through comedy, which is designed to get the audience to laugh and get entertained by presenting humorous narratives, characters, and situations. Smart devices aided by the Internet have made it possible for audience in remote locations to access comedy entertainment around the world. Across all generations, a majority of consumers watch user-generated videos because they are free, videos they see are about topics they are interested in, they are convenient to watch, and there is always something new. Smartphones have led to a boom in the number of gamers. Generation Z is the first generation to grow up with smartphones, social media, and always-on access to the Internet. Enjoying an entertainment may be effected by feeling immersed or psychologically transported, as demonstrated by the youth in Figure 2 ^[3].



Fig 2: A youth immersed in entertainment ^[3]

Since the advent of the Internet, the traditional media is becoming more and more irrelevant with time. The traditional entertainment industry has been forced to cede significant power and influence to content creators, their fans, and subscribers. Internet availability made social networking sites like Facebook and YouTube more widely used ^[4]. TV shows and movies increasingly live beside—and even within—social media and gaming. While broadcast media is intended to provide entertainment, the introduction of social media reshapes what entertainment is, where and how the audience get it, participation, and the overall user experience. Rather than existing in silos, streaming video, social media, music, and gaming are weaving together into a more interconnected and interdependent tapestry.

Mobiles are today the most unique broadcasting mediums. Mobile technology has tremendously advanced facilitating the greatest shift in the viewing habits of the audience which no other generation had ever witnessed.

Today, video seems to be everywhere. Trends such as smartphones, social media, and streaming services have all contributed to changes in how we view content, which in turn has influenced the video production industry. Social media has directly changed the way that we consume and interact with entertainment. It has provided the entertainment industry with a cost-effective way to advertise and market entertainment content. Negative comments and criticism can be challenging to manage, as they have the potential to spread quickly and negatively impact any entertainment project. By addressing negative feedback in real-time and opening a discussion with the audience, entertainers can better understand their needs and make changes that cater more effectively to them.

Social Media Basics

Social media is a term used to describe the interaction between individuals in which they produce, share, and sometimes exchange ideas, images, and videos over the Internet and in virtual communities. It is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests. It is becoming increasingly clear that social networks have become part of people's lives ^[5]. Social media continues to engage massive global audiences with video, news, music, and gaming content.

Modern social media, also known as social networking, include Facebook (Facebook, Inc, Menlo Park, California, USA), Twitter (Twitter Inc, San Francisco, California, USA), YouTube (San Mateo, California, USA), LinkedIn (Sunnyvale, California, USA), Instagram (Facebook, Inc, Menlo Park, California, USA), and Pinterest (San Francisco, California, USA). Both the traditional and modern social media are illustrated in Figure 3 ^[6]. Modern social media began in 1978 by Ward Christensen and Randy Suess who created bulletin board to inform friends of meetings, announcements, and share information. Since then, social media has become an integral part of our life ^[7]. Social media gives companies another means of reaching people in ways that traditional media cannot. They allow your company to boost their brand. Companies that fail to invest in having a strong presence on social media will soon realize they missed out on a serious competitive advantage. Different components of social media are shown in Figure 4 ^[8].



Fig 3: Traditional and modern social media ^[6]



Fig 4: Components of social media [8]

Social media (also called Web 2.0 or social networking) refers to Internet-based and mobile-based tools that allow individuals to communicate, share ideas, send personal messages, and images. Web 1.0 is the “read-only Web.” Consumers are allowed to read information created by the provider of the online information. Web 2.0 allows users to create information, send posts and share audio, graphics, text, and video online [9]. Due to advancement in technology and increasing number of Internet users, more companies choose social networks to promote sales of goods and services. Social media are computer-mediated communication tools that enable users to share and consume content through varied modalities such as text, image, and video [10]. Recently, the use of social media has been extended to the healthcare field. Healthcare professionals now use SM as part of their daily activities. Social networking sites allow users to share ideas, activities, events, and interests. The majority of those who use social networking sites use them to form self-aggregated interest groups for fundraising, awareness, marketing, and general support. Interaction, user-friendliness, openness, freedom, and real time are the main features of all social media. Figure 5 shows the main zones of social media [11].



Fig 5: The main zones of social media [11]

SM sites may include wikis, blogs, and social networks

- **Wikis:** These are easy-to-publish websites. They can be quickly and easily edited by multiple users. Wiki” is a Hawaiian term meaning “quick.” Wikipedia happens to be the most commonly used wiki in the medical

community as healthcare professionals use Wikipedia to find medical information. However, Wikipedia sometimes contains factual errors that lacks depth compared to traditionally edited, peer-reviewed information sources.

- **Blogs:** These are the oldest, most established, and evaluated form of social media. They provide the opportunity to publish large amounts of information in a variety of media (text, video, and audio) in an open forum. Blogs have been used by healthcare workers for peer-to-peer communication. Medical blogs generally target one of two different audiences: patients or providers. Microblogs provide dynamic and concise form of information exchange through social media.
- **Social Media:** Social media platforms such as Facebook allow individuals to post photos and messages and share them with friends, relatives, and acquaintances all over the world. Media sharing sites comprise social media tools that are optimized for viewing and sharing. They are great resources for education, community building, marketing, and research. They have become encyclopedic resources.

Today, many social media tools, including social networking sites, blogs, microblogs, wikis, media-sharing sites, are influential in our everyday life and are available for health care professionals (HCPs).

Mobile social media (MSM) has emerged as the combination of social networking and mobile technologies. It is becoming a global phenomenon as it enables IP-connectivity for people on the move. It is mediated by mobile devices such as smartphones, tablets, or laptop computers. It refers to social media applications such as Facebook, LinkedIn, Instagram, MySpace, and Twitter that are delivered via mobile devices. These popular social media platforms have made mobile apps for their users to have instant access from anywhere at any time [12].

Social Media Entertainment

The entertainment experience is often social: we watch films with others, discuss narratives with others, and seek others’ opinions of stories when making entertainment media selections. Social norms are central to enjoyment. Recent advancements in technology have spurred the development of social networking sites that empower users to create multiple connections, interact with others, and exert a wide range of influences. Competing social media platforms, such as YouTube, Facebook, Twitter, Instagram, and Snapchat, have given rise to a new creative industry: social media entertainment. Social media are significant providers of entertainment.

The job titles in media and entertainment industry include reporters, correspondents, and broadcast news analysts; writers and authors; editors; photographers; graphic designers; translators; film and video editors and camera operators; broadcast and sound engineering technicians; announcers; producers and directors; and performers. Most media and entertainment jobs require an undergraduate degree, and some require licensure and/or membership in a trade union. The most common bachelor’s degrees are in writing, editing, journalism, broadcast journalism, mass communications, radio and television arts, film, graphic design, fine art, and photography. The traditional entertainment industry consists of television networks, radio

shows, book publishing companies, and film studios. The top media and entertainment companies include The Walt Disney Company, Time Warner Inc., McGraw-Hill Companies, DIRECTV Inc., Comcast, ABC, CBS, NBC, FOX Radio, Sirius XM Radio, Penguin Random House, Simon & Schuster, Netflix, Amazon, Sony, Nintendo, Facebook, and Alphabet [13]. Over the past decade, social media platforms such as Facebook, Twitter, and Instagram have had a profound influence on the entertainment industry, providing a new form of information and entertainment. Consumers connect more with brands, movies, or shows on Facebook, whereas Twitter is the preferred choice for connecting with people. TikTok initially entered the market as a social media entertainment platform and has quickly secured its position in every brand's social media marketing strategy. However, traditional marketing is still king in how consumers make moviegoing decisions. Figure 6 shows projected global entertainment growth by segment [14], while Figure 7 illustrates the top reasons consumers watch user-generated content (percentage of customers) [3].

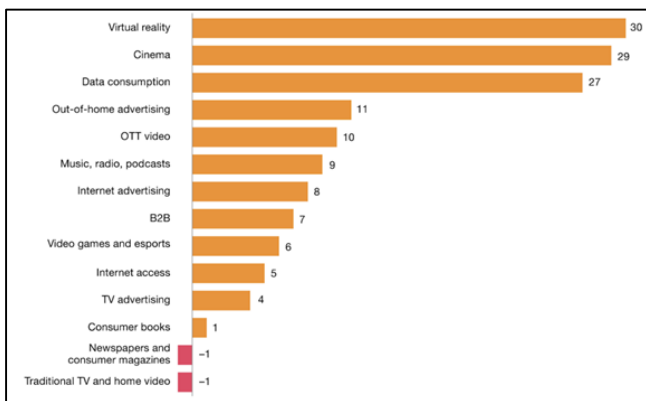


Fig 6: Projected global entertainment growth by segment [14]

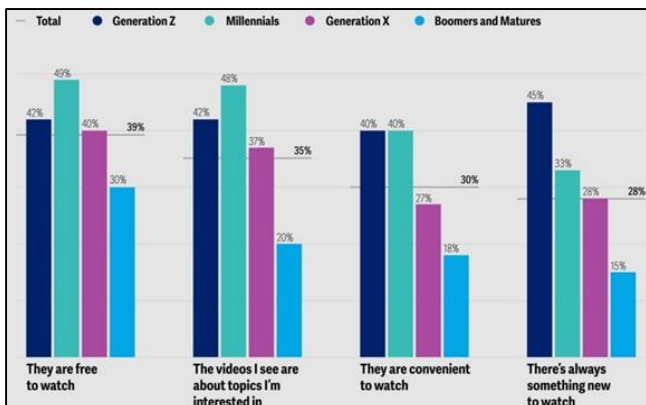


Fig 7: The top reasons consumers watch user-generated content (percentage of customers) [3]

The uses and gratification theory is a sociological paradigm that describes why people select a specific medium of communication to fulfill their shopping and communication activities. The goal of both traditional and online types of communication medium is to attract customer attention and disseminate a positive message about the features of a product or service to engender a desire for gratification in the customer [15].

Benefits

Entertainment avails the audience intrinsic satisfaction and benefits which include mood management, meaning making, attention absorption, character affiliation, and self-affirmation. Entertainment contents are available in digital formats that can be easily downloaded and shared. Social media is a new technology that has a deterministic influence on the society. It alters the way the audience learn, feel, think, perceive, and behave toward entertainment. Social media has transformed the entertainment industry, from promotion and marketing to engagement and career opportunities. It has democratized the whole process of becoming a celebrity. It is an opportunity to build meaningful relationships with your customers. It has the ability to distribute information to the whole world.

Challenges

Entertainment is not void of criticisms and negative effects on the audience. The entertainment industry has posed new challenges for screen regimes, media scholars, industry professionals, content creators, and audiences. Since social media is constantly evolving, it can be difficult to keep up with all the new and upcoming trends. Negative comments and criticism can be challenging to manage, as they have the potential to spread quickly and negatively impact any entertainment project. By addressing negative feedback in real-time and opening a discussion with the audience, entertainers can better understand their needs and make changes that cater more effectively to them [16].

There are two paradigms at play in social media: entertainment and education. Journalism and the media have been reduced to entertainment instead of an informative, educational experience intended to help us align our minds with reality. Rather than readers and viewers becoming more educated about the world, and therefore more capable of making informed decisions, instead our attention is directed towards amusements. Journalism and media producers are driven more towards entertainment and away from education. But democracies need education, which is not as hot a commodity as entertainment [17]. Social media is now viewed as a platform for making money, and not just as a communication medium.

Conclusion

Technology has been the life breath of entertainment industry. With the evolution of technology overtakes, the mode and quality of entertainments have changed dramatically. Smartphones, tablets, and phablets have enabled viewing content online from anywhere and everywhere. There is a global community of producers who create content to entertain their audience online. To remain relevant and successful, those in the production, distribution, and broadcasting of content should update to the latest technologies and trends [18].

The public's demand for more movies, and the increasing demand from audiences overseas for American-made movies, will heighten the need for producers and directors. The digitization of content and ongoing innovations in technology will continue to drive growth and force changes in the media and entertainment industry. Digital distribution of the content over the web and mobile is going to be the

future trend.

There are no signs of social media and its importance going down anytime soon. If anything, the importance and dependence on social media are only predicted to increase as time passes ^[19]. More information about the use of social media in entertainment can be found in the books in ^[20-24].

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