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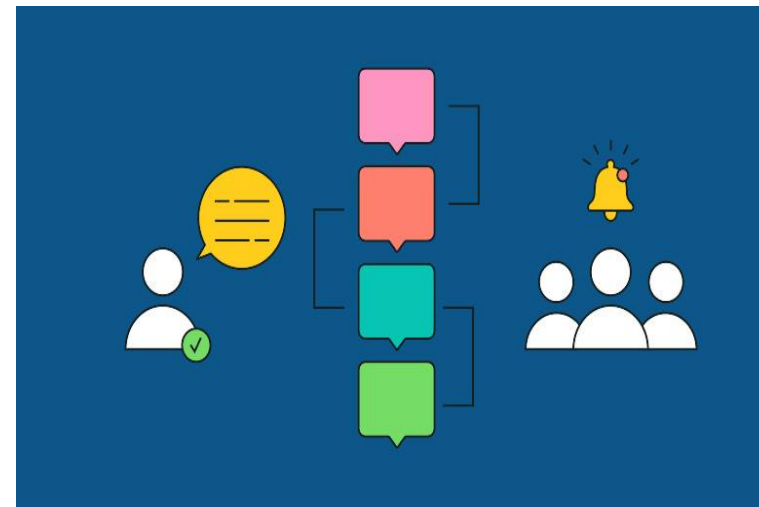
19BAE734 – SOCIAL NETWORK ANALYTICS

UNIT 1 :Introduction to social media and social network

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Guess Your Topic....





Applying social media to national priorities:

New technologies nearly always impact the way we live and think about the world. The automobile changed our mobility and even shaped the nature of our cities. The telephone connected families and friends and even changed the nature of international diplomacy. Each generation encounters its own set of opportunities as it navigates new technology, along with new challenges and unexpected consequences.

The social media generation is no exception. The creators of platforms like Instagram, Facebook, and Twitter promised an interconnected world of new relational opportunities, increased connectivity, and mutual collaboration. Few probably predicted the rise of tribalism and division that has resulted along political, philosophical, and religious lines. Fewer still anticipated another consequence of the technology: the amplification of our sense of *autonomy* and its power to shift our priorities.



The 3 Ways Social Media that Changed Our Priorities

1. From Objective Truth to Personal Belief
2. From Transcendent Righteousness to Personal Morality
3. From Collective Aspirations to Personal Brands



From Objective Truth to Personal Belief

Competing internet news services and social media platforms often make opposing claims about the same daily occurrences or historical events. For many users of these services, “facts” are simply a matter of *opinion*. This is exacerbated by our individual, informational autonomy. Personal beliefs related to “*my truth*” or “*your truth*” have now replaced objective notions of “*the truth.*”



From Transcendent Righteousness to Personal Morality

As *individuals* are increasingly acknowledged as the final authority for all truth claims, *moral* truth claims have become a controversial point of division. Unlike historical or scientific facts that describe what “is” or what “happened,” moral truth claims prescribe what “*ought to be*” or what “*ought to have happened.*” Social media platforms host more than *descriptions* of reality, they also host and affirm a plethora of *prescriptions* about acceptable behaviors and attitudes. In an environment such as this, what’s morally “true for you,” is rejected by those who don’t think it’s morally “true for them.” As moral autonomy rises, the fashionable, ethical opinions of humans have been elevated above the ancient, unchanging commandments of God.



From Collective Aspirations to Personal Brands

- *Autonomy* (especially when it leads to forms of selfishness) is the enemy of *community*.
- We increasingly see examples of this in professional sports. Individual players often ascend above the stature of their teams, with social media platforms that rival or eclipse the organizations that gave them their opportunity.
- *Personal* goals (especially when they increase one's revenue and notoriety) are often more important than *team* goals. Social media makes this possible for *all* of us, with opportunities to be the next Instagram influencer, TikTok star or YouTube sensation.



Assessment

- Personal beliefs related to “*my truth*” or “*your truth*” have now replaced objective notions of “_____.”
 - a. the truth
 - b. My Truth
 - c. Your Truth
 - d. Both a and C



Summary

- Applying social media to national priorities
- The 3 Ways Social Media that Changed Our Priorities
- From Objective Truth to Personal Belief
- **From Collective Aspirations to Personal Brands**



REFERENCES

- ❖ <https://www1.cbn.com/spiritual-life/3-ways-social-media-has-changed-our-priorities-and-perspectives>



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