

RESEARCH AND SOCIAL MEDIA: AN OVERVIEW

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ABSTRACT

Proper future planning is required for sustainable developments in business, study, politics, social welfare, etc. and research is back bone for the correct and effective planning. Importance of research is widely accepted in all walks of life for its consistent development and to maintain it in future periods. And for the proper research work one has to have accurate information (data) in the related studying domain. The collection of information (data) is very crucial part of any research work. Obtaining correct, economical, easy to understand and calculate, speedy and on time data is basic necessities of any researcher. Information technology and social media plays very important rule to obtain data with so many flexibilities. Data collection technique is basic of the research work. Good technique makes your research work half done and easy. This paper is trying to focus its study on the importance of Information Technology in general and social media in particular in any research work.

KEYWORDS: *Research, Data Collection Technique, Information Technology, Social Media, Research Methodology.*

Introduction

Research has now become initial and final part not only in academia but also in practical. Whether it is Economist, Scientists; natural, physical and nuclear, managers, businessmen, administrators, policy makers, industrialist, bureaucrats, etc. all agree and uses research as an important tool for the sake of development in their respective fields. Similarly, Physicians, Surgeons, Market analysts, Sales Managers depends upon the research report in their day to day practices. Without proper research one as an individual, as a society, as a community, as a nation or as an economy cannot achieve optimum growth and development in academic as well as practical fields. After the series of continues inventions in the field of electrical, electronics and a step further in the social networking the research works has become easier, cheap and faster with certain limitations. Information technology plays very important rule in the field of research and research methodology.

Literature Review

Cambridge English Dictionary explains, 'research' as a detailed study of a subject, especially in order to discover (new) information or reach a (new) understanding. While Oxford Dictionary elaborates, as explore or investigate the facts. Similarly in general parlance refers to a search for knowledge, which I exist but requires further investigation, exploration and elaboration in proper context. Research is scientifically and careful investigation of all the subjects and other related matters under the study to find out useful information which may required for further study and /or to make certain decision According to Mrs. P. V. Young "Research may be defined as scientific undertaking which by means of logical and systematized techniques aim to:

- Discover new facts of verify and test old facts,
- Analyze their sequences, inter-relationships, and causal explanations which are derived within an appropriate theoretical frame of reference,

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- Develop new scientific tools, concept and theories which would facilitate reliable and valid study of human behavior.”

Kothari in his book 'Research Methodology, 1997, stated that “Research is an original contribution to the existing stock of knowledge for knowledge making for its advancement.

While M.N. Bose's Handbook of Research Methodology, 2004 wrote that research is to accumulate knowledge through systematic method to find problems in hand.

V.P. Michael stated that “Research is a systematic activity directed towards investing problems and result in an invention or discovery of tools for problem-solving and decision making. It can be detailed investigation of existing problems, practices or processes.”

Professor Nirmalya Kumar, at London Business School & Harvard Business School opines Indian companies have grown their businesses globally and made several headline grabbing acquisitions but we don't have any Indian brand because Indian companies spend a lot of money on advertising and marketing and are very good at it, but when it comes to R&D they are poor. The research and development work should be accurate fast and effective.

Social media is most popular and fast outreach media to communicate and share views in this global village. The population of social media is increase every second. The groups like Facebook, Twitter, Whatsup, Instagram are the big one to share views immediately. At the same thousands of small groups of academicians, research scholars, students, businessmen, colleagues, friends, society are there in existence and share their views with each other of common interests.

According to websites of top ten social media networks' (Facebook, Whatsapp, FB messenger, QQ, Wechat, Qzone, Tumbler, Instagram, Twitter, Baidu Teiba), the total populations is little less than 10 billion.

Heather Brown of Pew Research Center (2012), explained that Social media, specially Twitter, played most important role in Arab Uprising, 2012. Due to social media the facts come to light at the speed of light and result comes out like Arab Uprising. Social media was causal mechanism in the Uprising. According to Pew Research Center report, August 2017, two out of three American (about 67 per cent) use social media as their first source to receive news and report. P.K. Mishra of India Today, reported in his article that social media connection was the most influential tools during the last assembly election of Delhi where 12.15million voter out of 13 million are active social media users. All political parties used the same sources to attract the voters. The political research works were done at the fastest speed on the social media involving the active users.

Research and Its Importance

Research is nothing but the search of knowledge and knowledge is a key for success. In any walk of life whether an individual, a small business, an industry, corporate house, a society, sports club, team or any country cannot achieve the its goals successfully unless and until they do not have proper home work in their respective fields.

A nation can lead on all fronts only if they have knowledge edge over the other nation. Israel being a very small country but it tops the list of expenditure in the research which 4.2% of its GDP, Japan 3.67%, S. Korea 3.74%, Germany 2.84%, US 2.77%, Taiwan 2.73% while India's share is only 0.9% of its GDP. World number one Automobiles company Toyota spend \$9.9 Billion, Samsaung \$9 Billion, Microsoft; \$9 Billion, General Electric; spend \$4.6 Billion Apple; Sector Spending: \$2.4 Billion, while world's number 1 consumer product company Procter & Gamble spend \$2 Billion. In the list we do not see any Indian brand. Professor Nirmalya Kumar, at London Business School & Harvard Business School opines Indian companies have grown their businesses globally and made several headline grabbing acquisitions but we don't have any Indian brand because Indian companies spend a lot of money on advertising and marketing and are very good at it, but when it comes to R&D they are poor. Once upon a time world number 1 camera company Kodak lost its position to Samsung only because Kodak come to stagnation phase while Samsung put its effort to continuous research and displaced Kodak.

Therefore, it is proved that research has now become an integral part of business, academic advancement and nations' development and policy making. Economists, Scientist and policy makers (at corporate houses, government agencies, health organization and academia) believe and pursue widespread use of research in their respective fields. At the same time, professionals like IT engineers, marketing and financial managers and businessmen rely on research in their day-to-day decision making activities.

Research, Information Technology and Social Media

Computer help research team in all phases of research works as Planning stage, designing stage, observation /experiment stage, analytical stage, and conclusion and report presentation stage. Literature review, preparation of questionnaires, data collection, storage, retrieval of collected data, statistical result and its analysis, report writing, etc all can be done with the help of computer, specialized software, software packages. But computer can store information (data) as many as you can have and can be retrieved as per requirement in just one click. Here one can have accuracy; speed at the same time computer can store tons of data in very less space as compare to note-book used by researchers. Retrieving data from note-book is also very difficult task compare to the computer data retrieval. Human may forget some information after some time but data stored in the computer is accurate as encoded first time in the memory.

To achieve the best result out of the research one has to have very good research report based on the wide range of data. Data should be accurate and should be analyzed very carefully and avoid statistical errors. Proper analysis of the collected data is most important part of research to conclude and derive the correct result to take right decision for future development. Today we have software like SPSS, STATA, Sysat, NCSS-PASS, etc which are commonly used for calculating the sample size, hypotheses testing, checking accuracy of the data and retrieve various statistical data with highest accuracy in few clicks. Computer software packages can help to check the data for its completeness and accuracies as well. The data can be stored in various formats over different network and on internet. Medical science is using data and previous research works for the new researches in various crucial medical problems and tries to find its cheap and affordable solutions. One can keep patience's medical and treatment history which also help in the research of the possible medical solution in other cases of same kind of patience. A medical practitioner and/or patients, in one city or in one country use social media to contact the expert doctor for the treatment. Medical history, patients' reports, appointment, charges and other arrangement are communicated on social media within no time. At the same time medical researcher use social to discuss the diseases, its treatment procedure and the update on the result are shared using the social media. One in small town can be reached to experts and scientist working on the some special research work using the social media and group members can share and discuss the result to achieve the best possible results.

Social media comes into play to overcome several problems and eliminate many more hardship during the research process. Social networks are highly populated. According to Radiate Group report there are 2.9 billion email accounts which include both business and personal accounts. The further conclude that one in every three persons on this blue planet is using internet and email for business and/or personal use. The report further states that there are 205 billion messages are received and sent every day on internet through email. According to recent released data there are as many as 40% of world population are engaged on internet. These users are related to academia, business, politics, etc. but all are consumer which provides huge data for researchers. Following table shows top ten social networking site user in April 2017.

S. No.	Social Networking Site	No. of Active Users
1	Facebook	1.96 billion
2	Whatsapp	1.2 billion
3	Facebook messenger	1.0 billion
4	YouTube	1.0 billion
5	QQ	868 Million
6	Wechat	889 Million
7	Qzone	595 Million
8	Tumblr	550 Million
9	Instagram	600 Million
10	Twitter	319 Million



From the above data it is very clear that social media is one of the best place to collect required data, primary or secondary, for any research work. The survey works can be done on through Email, Whatsapp, Facebook and other social media networks.

Advantages of Social Media

- The advantage of using these methods of survey for data collection has advantage over the Sampling method as well Census method.
- Through this method one can cover most of the user who can answer correctly according to the questions.
- Sending questionnaire is easy, fast and cheap.
- Answer to the questionnaire is fast in most of the cases and are reliable if selection of group is carefully done.
- It is less expensive and consumer less time as compare to census methods, though it is equivalent to census method.
- Resources required like; manpower, material, money is not very large in quantity in this method of data collection.
- This method also rules out errors of sampling method and hence conclusions derived from these methods are highly reliable.
- Primary data can be collected easily on the Internet through authentic sources. In normal course collection of primary data from government departments are very difficult and time consuming and sometimes one has to pay unexpectedly.
- Foreign publication and private publications are also available from the social media.

Conclusion

Nowadays use of Computer and social media is very helpful tools which assist researcher during research process and make the process easier, faster and give higher degree of accuracy. Computer operator and software developer developing special packages used in the research analysis should have a very good knowledge about the research process and its limitations. It is always to remember that computer is just a machine and one of the resource used in research. Computer follows the command and can only calculate and process the raw data as per the programmed instructions but cannot think and react according to the real situations. So researchers should handle the raw data very efficiently and must have necessary knowledge about the programme commands given to collected data. Statistician are human being and work on the data according to the objectives and requirements of the research, while the computer and programmes are predefined set of instructions arranged by the computer programmer. Each and every research has its own objectives which differ from one another there it is not possible to use one single programme for all types of research works. It is for the researcher to study the programme very carefully before selecting it as a tool during research. Selection of social media and selection of group is also very important while doing the research work and collecting data through email, Facebook, Whatsapp, Twitter, QQ, etc. The research should select the group very carefully and collect the data skillfully and summarize according to the objectives of the research.

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