

DOES SOCIAL MEDIA NEED IMMEDIACY?

Social media has become an important aspect in everybody's life nowadays since it is now a means of communication and helps many people to get access for free information about what's happening in the world. Immediacy on the other hand means the way of receiving any kind of information, especially on newspaper sites or on celebrities and depending on the situation. The capacity to convey quickness, in deals or administration, stretches out past the conventional perspective of promoting and publicizing and more profound into the organizations useful groups including item, circulation, lawful, and HR, and can require close joint effort with providers and accomplices. Looked with the predicament of putting resources into quickness, or publicizing, the appropriate response that prompts the best return could be promptness. When both social media and immediacy is merge together it leads to a multiple of information that is both positive and negative such as intimacy, interaction, reach of audience, accessibility and cybercrime, thus social media immediacy is when any information is being shared instantly on media platforms. For example, meteorological station would share information immediately on social media about any weather update when there is a cyclone. This is therefore immediacy on social media. Immediacy projects various type of information to reach a certain limit of audience, for example politics (Mauritius) where most people nowadays are interested knowing about the government. Social media is giving the ability to many people to instantly share information with the public.

The public is constantly enticed to hop into each social platform that exists since time is taken as an asset to have the capacity to pick between one strategic platform and is simpler for a person to discover which platform is contacting a higher mass of audience. Some people for example do online buying and selling of products such as make up as business, thus they need to find which media people loves the most and if immediacy is having an impact on the audience. It is also important to make outstanding videos of make-up tutorials and photos as it is a plus in attracting people because a bad quality image might create a negative impact on the target audience. There is also the emphasis part that plays a major role, that is going out of subject, instead of focusing on only make up, the digital marketer needs to know where to put the efforts otherwise he or she might face loss and will be seen as not enough experienced and it is important to know that to achieve a success, the digital marketer need to expand and be present to respond messages from consumer to show the immediacy. "Your customers are used to instant communication over these networks. They are also increasingly wary of any messages that don't fit into the conversations they're having, and their immediate needs." (Online Marketing Institute, 20 December 2016).

However, there is intimacy which is somehow linked to immediacy since it depends on a person's physical and verbal behaviors they are projecting. It is a kind of interaction that two or more people may have in terms of conversation and what to communicate exactly with specific people and at what specific time and what kind of relationship that person have with the other person. With immediacy and intimacy there is a relationship that is managing structural and flow properties in a network of relationships, the sharing of content management system and social, the identity, that is data privacy control, and tools for user self-promotion and the most important is the presence creating, it manages the reality, intimacy and immediacy of the context. There is also a certain reputation which need to be monitored by strength, passion, sentiment and reach of the users and brands between group of membership. When immediacy and intimacy is linked together it creates an interaction. "By friending on Facebook®, one could share information quickly with many others, who shared it by default and purposefully with their friends, and so forth and so on; indeed it has changed the speed in which persons communicate important news throughout the world." (Mary Morrow, 2014).

Furthermore, politics and media play a major role in social media immediacy since newspapers and any news platform are given live or direct information about what is being happening. Nowadays in Mauritius for example, during live debates, all the news is given immediately on any media or even better, they do a live video or broadcast it on television. There is the reality of news on social media and in the immediacy type and these news or picture of minister or government that are being posted haven't been manipulated. The previous prime minister's photo has been posted online and the audience have seen it many kinds of perspectives since the photo hasn't been manipulated. "the goal of social media platforms is connecting people, one might expect that increased social media use (SMU) would be associated with less SI and greater emotional support." (Elsevier, 2018). This is to show the immediacy of media on our platforms on the politic side and since the accessibility of these platforms are easy, most people would want to know what had happened.

Moreover, there are disadvantage of the social media and immediacy connection since it could lead to cybercrime or cyber-bullying issues as it is available for predators as well as friends. It is also important to remember that teenagers are more influenced by these predators and are victim of these kind of bullying. "Cyber-dependent crimes (or 'pure' cyber-crimes) are offences that can only be committed using a computer, computer networks or other forms of information communications technology (ICT). An example of a cyber-dependent crime is gaining unauthorized access into someone's computer network, this can also be called 'hacking'." (NCA 05/01/2017). There is many political party's account which has been hacked due to the issues which were happening and this created a real polemic. This is to show how social media and immediacy is linked.

There are social apps such as Snapchat or Instagram where it has an easy access and where you can send direct messages and picture wand this create a big influence on most teenagers such as they are exposed to many predators. There are many people who create fake profile and manipulate girls especially and most of them get influenced and get into the predators' trap. Tinder has more people who create fake profile Toward the end, if a client appears to be unrealistic, they most likely are. On the off chance that you see a profile loaded with only charm shots, and a bio that makes them seem like the ideal accomplice, hit the brakes. When you take a gander at matches and you begin pondering to yourself why the two-piece display or the person with the swimmer's abs are into you, re-survey things before you begin informing them. We're not saying it's impractical, we're trying to say be watchful this is what happened based on an article on "Tinder profile is fake" by Patrick Allan. So, it is more comfortable doing stuff behind their screen than they are in person. This leads to a cybercrime case since there are immediate information that are being transmitted. It is also important to consider that there are severe actions taken against these predators and that since it is considered as a case of bullying, there are high risk of imprisonment and huge fine to pay that are implicated. "Cyberbullying usually violates a website's terms of service, in which case it should be reported to site administrator, so the organization can take action. When cyberbullying involves violent threats, stalking, hate crimes, or sexually explicit content then it should be reported to law enforcement." (American public University System, 2014)

In addition to that there are many organizers that uses social media platforms mostly Facebook to attract a certain reach of people when they are organizing an event. In order to make a good marketing and to attract people, the organizers will need the help of photographers and videographers in order to shoot and make good video of sneak-peak or after movie of any event they have been doing previously. By sharing information about any event, people are connected and receive it immediately. For example, when some groups of organizers do a "rave party", the location is not given weeks or months before, but they do send private information using the media, do a private Facebook page and give all the details on it except the location. Therefore, on the day of the event, each person who are invited gets the location by private messages. "Ubiquitous social networks such as Facebook, Google+, Twitter, and YouTube are creating the technologies, infrastructures, and big data necessary for Total Information Awareness – a controversial surveillance program" (Newton Lee, 2014).

For instance, there is another way of linking social media and immediacy is about movies. Most movie trailer is posted on YouTube and Facebook. It exists multiple pages that are available and where all the movie trailers are posted. So, people are updated about new movies and get information about when the movies will be release in diverse countries. There is also the option of watching a movie online on specific sites such as sites where you can get latest movies but without a good quality where on the other hand there are sites where HD movies are available and it exists sites which need bank account to be able to get for the updates and to watch movies. So, in these cases people get updated about latest information since they are subscribed to it. The contention is that the eventual fate of web-based social networking isn't about flawlessness, and it beyond any doubt as hell isn't about what happened yesterday. The future, as is commonly said, is currently. On the off chance that Casey Niestat is truly onto something here, the clock is ticking on Facebook's method for working together. In any case, it doesn't stop there the clock is additionally ticking on more settled, cleaned, and curated methods for conveying. As innovative experts, that should stand out enough to be noticed.

Similarly, to group chats that many group of friends have on their mobile, there are groups on media platforms which allow people to create a friendship or groups for educational purposes. "Most people simply cannot survive without their digital fixations . Facebook is the prolific communication tool that fills the void created by the lack of real face to face conversations." (Newton Lee, 2014). For example, many institutions around the world create group pages depending on the module to create that interaction and to make everybody feel comfortable. Therefore, there is a lot of information passing through such as debates and discussions that have been discussed in the class. Even for mind mapping for assignment, all information is displayed on that specific group for student to find it easy and create a way of communication. Other kind of pages exist where free tips for make-up, quotes and help for anybody willing to talk are also available and the pages are always occupied by many people so there is a direct interaction that is created.

To conclude to that, social media is a very important tool for everybody nowadays, even if a person is using a smartphone or laptop or even tablets. But when immediacy involves in social media it becomes much more important as it helps to transmit information around the world with the help of social media platforms that exists. The fact that many people misuse it doesn't really affect the mass audience taking social media-immediacy as a drawback. Compared to years where technology wasn't able to give a rapid information, most people now get a quick overview in the morning about what's happening around the world. Everything is not only posted on social media platforms but also broadcasted on radio and TV as well which is an advantage to elderly people who has no access to media platforms and this is how immediacy help in social media.

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