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Research Article

The Impact of Technology on Audiovisual Production in the Social Media Space

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Abstract

This research is aimed at investigating the impact of technology on the production of audiovisual content within social media space. The researcher adopted a quantitative approach for investigating the relationship between the variables and a sample of 100 respondents was selected for the research. The literature review of the research found that the majority of the previous researchers have focused on the evolution of audiovisual media over the course of history while a major portion of the literature explores the social functions of social media. The researcher used a survey questionnaire for conducting the current research. The findings of the current research found that there is a significant impact of technology on the production of audiovisual content on social media space. Furthermore, the research findings also show that the social functions of social media play a pivotal role on the technological impact of audiovisual production within the social media space.

Keywords: Impact, Technology on Audiovisual Production, Social Media Space

1. Introduction

Audiovisual production refers to the creation of such content that includes both audio and visual. Audiovisual content includes a wide variety of media present within the different channels such as television series, films, documentaries, and so on. With the invention of the internet and its

subsequent popularity, audiovisual production extended to include all content that could be displayed on the internet (Mikos, 2017). Furthermore, with the rise of the social media space, a significant focus was shifted towards the production of audiovisual media for the social media space.

The research surrounding audiovisual media and its production has quite extensively been pursued by the researchers. The uses of audiovisual content extend to multiple industries and purposes. This type of content is most commonly used for the creation and dissemination of entertainment content such as television and film media (films, TV shows, interviews, etc.). The education industry also employs the use of audiovisual content for educational purposes (O'Brien, 2019). Various types of audiovisual content are created for educational purposes at the pre-school, school, college, and university levels. A few organizations also use audiovisual content as support material for training their employees. Within the business context, marketers often use audiovisual content and media for promotional purposes. Audiovisual content that is created in the form of advertisements, promotional campaigns, and information dissemination material (for introducing products and services) are commonly used by companies to engage with their target audience.

Consequently, the development and the popularity of social media further expanded the scope of the production and uses of audiovisual production (Mínguez and Espinosa, 2020). The popularity of social media initiated a new form of audiovisual production and various types of content started being produced by creators that were specific to the social media space. From a broad perspective, these audiovisual productions are of two types; either individually created by the people or by organizations such as businesses and non-profit organizations. The social media space provided the people with a platform to share different kinds of media such as images, audio, videos (audiovisual), and so on. As the social media culture grew, so did the production of audiovisual media specific to the social media space. The type of audiovisual production that is common on social media includes those created for entertainment purposes such as comic short videos, short films, informative clips, and any content that social media users want (Cintas and Szarkowska, 2020. As far as the organizational context is concerned, advertisements and promotional campaigns are commonly run by organizations on social media platforms in the form of audiovisual content. Even governments use audiovisual production on social media space for the dissemination of information to the people, primarily because of the popularity and global reach of the social media space. Therefore, it can be concluded that the production of audiovisual content within the social media space is a significant area of research.

An important aspect that has a direct influence upon audiovisual production within the social media space is the development of technology. Technology plays a significant role in audiovisual production as the tools and equipment that are required for audiovisual production determine the methods, time, quality, and other such factors of the produced media (Poveda and Morgade, 2018). Furthermore, the technology of the devices that are used to access the social media space and the forms of various social media platforms themselves influence the production of audiovisual media. The forms of social media platforms refer to their user interface and the type of media they support.

2. Literature Review

2.1 Importance of Technology in Audio-visual Production in the SM Space

The findings of the research by Herrero and Medina (2013) have provided valuable insights into the importance and role of technology in the production of audio-visual media within the social media space. The findings have shown that the quality and importance of social media audio-visual production is not the only factor to improve as a result of the developments in technology, as the user experience in the production of audio-visual content for social media platforms has also improved. Additionally, the users of social media believe that audio-visual content production has become an enjoyable experience. Moreover, the technological developments have increased the role that audio-visual production plays within the social media space, according to the findings of the research by Nicolaou (2021).

2.2   Role of Audiovisual Content on Social Media Space and Networks

The research by Bruns and Hanusch (2017) with the problems of constructing audiovisual media content of a social network. Getting into the virtual world of the network, a person begins to feel like a creator, the owner of a virtually created simulation world, which entails a significant change in value orientations, life principles, perception and understanding of the surrounding reality. Social networks play an increasingly important role in the life of the modern younger generation, which independently forms media content, determines the most significant media events in a huge information flow, the scope of their interests in this world, the degree of openness and the format of communication in the virtual community. The formed audiovisual media content in social networks becomes a kind of self-presentation, reflects the moral, social, aesthetic guidelines and priorities of the younger generation.

Internet forums and social networks play an increasingly important role in the life of the younger generation. Virtual social networks are powerful interactive multi-user websites, the content of which is filled (constructed) by the participants themselves.

One of the most important functions of social media networks is communication. On the Internet, schoolchildren and young people communicate with each other, make purchases, receive the necessary information, etc. According to Nemati and Naghsh-Nilchi (2016) social networks are quite "a powerful tool for achieving various goals and promoting interests, influencing the minds of young people". The active interaction of young people in virtual reality entailed not only a significant change in the identity of the individual, but also in value orientations, life principles, perception and understanding of the surrounding reality. These factors undoubtedly had an impact on the production of audiovisual content.

The modern young generation independently forms media content, determines the most significant media events in a huge information flow. The current children, according to M. Lindstrom and P. Seybold, are "the first generation born with a mouse in their hands and a computer monitor that plays the role of a window to the world for them". This generation is equally comfortable both online and offline. This is truly an interactive generation. It is the only one who knows what instant satisfaction of their own needs is. The term "information overload" does not apply to them.

The possibilities of virtual networks allow users to talk about a new level of self-presentation, its special nature, aimed at creating a certain "virtual shell" of a real user and these trends have influenced the production of audiovisual content significantly. Self-presentation in a social network occupies almost the first place in importance. With its help, the user determines his social affiliation, interests, social circle, degree of success, level of professional and personal achievements, etc. Moreover, as Idris et al., (2018) notes, "the main condition for the effectiveness of social self-presentation in the virtual space of the Internet is not the content of communication, but the inclusion of the individual in the network structures of social and communicative interaction and the ability to successfully perform the function of a conductor of relevant information flows".

Self-presentation in social networks is no less important for schoolchildren and young people than in real life and this is one of the driving factors of the audiovisual content production. Forming certain audiovisual content on their page (by posting photos, videos and audio recordings, links, etc.), users construct their own model of attitude to the world around them.

With the ubiquity of the Internet, some users literally "live" in social networks, spend a huge amount of time on them. Schoolchildren and students are no exception. According to various surveys conducted over the past year, from 85 to 98% of schoolchildren have their own profile in social networks. In a word, "a new digital generation of Internet users is growing up, feeling natural and at ease not only in real life, but also in the global network as a whole".

Communication in social media spaces has long been a kind of self-presentation: users can independently choose under which name (nickname / username) to register, which photo to place as a business card, which age, circle of interests, etc. to indicate. Such freedom provides an opportunity for each user to independently determine what information about him others can see, and what

information needs to be hidden. If you wish, you can create such a virtual image that you can completely remain unrecognized even for close friends.

As a result, the virtual portrait of the user, which is created on the network, can be very far from the real one.

In the information content of modern social networking pages, two extremes are possible - excessive open or, conversely, too closed information. In the first case, the user places a huge number of personal photos on his profile, viewing which allows you to quickly establish all the details of his life. On the pages of these users, photos of the home environment, detailed travel photo reports, photos of relatives and family events, etc. are displayed in detail.

One can also easily find out about the mood, emotions and events taking place in the life of a too frank user if you read his notes (the so-called statuses), especially since in the comments to them, friends and acquaintances discuss in detail all the details of the event (sometimes with the names and surnames of those people who participated in them). Often, such discussions of certain events online take on the character of a skirmish with an abundance of mutual insults and accusations, which becomes the property of any user of the social network. Such frankness very often leads to sad consequences. For example, there are known facts that detailed photographs of a house or apartment, a user (especially if the profile indicates the place of his residence) can be used for theft or robbery, and the message of his phone number ends with a "hacking" of the profile. The audiovisual content is the crucial aspect that shapes the perception of the user online on social media spaces and is therefore, of great importance to the users.
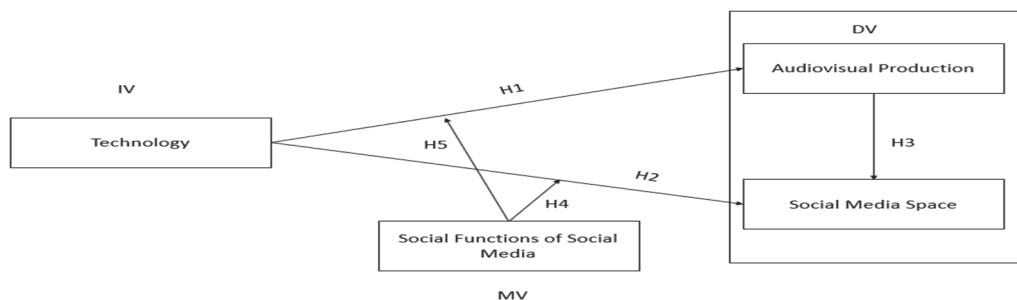
2.3 Conceptual Model

Figure 1: Conceptual Framework

2.4 Hypotheses Development

H1 = Technology has an impact on audiovisual production.
   H01 = Technology does not have any impact on audiovisual production.
   H2 = Technology impacts the social media space.
   H02 = Technology does not impact the social media space.
   H3 = The audiovisual production is affected by the changes in social media space.
   H03 = The audiovisual production is not affected by the changes in social media space.
   H4 = The social functions of SM influence the technological impact on social media space.
   H04 = The social functions of SM do not influence the technological impact on social media space.
   H5 = The social functions of SM influence the technological impact on audiovisual production.
   H05 = The social functions of SM do not influence the technological impact on audiovisual production.

3. Methodology

3.1 Research Approach

The researcher opted for a quantitative research approach for the current research. The rationale for selecting the quantitative approach was that it provides the researcher with measurable outcomes. Furthermore, quantitative research is appropriate for the current research as it also enables the researcher to measure the extent to which audiovisual production has been impacted by technology within the social media space.

3.2 Instrumentation and Sampling

The researcher used a survey questionnaire of 7 close-ended questions as the research instrument and distributed it to the participants through the internet. The sampling for the participants was done using selective or subjective sampling. The selective sampling technique relies upon the judgement of the researcher to choose the sample. the researcher selected the sample of individuals that were associated with the developments in technology in audiovisual production and social media space as they possessed the relevant knowledge to provide insights into the relationship between technological development and audiovisual production in the social media space. A total of 100 participants were selected for the research by the researcher using this sampling technique.

3.3 Analysis of Data

The primary research data collected from the research instrument was analyzed by using the statistical analyses software "Stata". The researcher used Stata software to analyze the quantitative data gathered from the respondents through the survey questionnaire to gain meaningful insights from the data. Additionally, the aim of the data analyses was to determine the impact that technology had on the audiovisual production within the social media space.

4. Results

Table 1: The technological developments have led to an increase in the production of audiovisual media in the social media space

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	22	22.0	22.0	22.0
	Agree	20	20.0	20.0	42.0
	Neutral	19	19.0	19.0	61.0
	Disagree	19	19.0	19.0	80.0
	Strongly Disagree	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

The above table shows the summarized results of the descriptive statistics of the first question regarding the impact of technology on audiovisual production within the social media space. The results indicate that the majority of the people are in agreement over the fact that the developments in technology have increased the production of audiovisual media within the social media space. Approximately 42% of the people agreed that the technological developments increased in the recent times and it has had a direct impact on the production of audiovisual content within the social media space.

Table 2: Technological advancements have played a key role in shaping the social media space

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	28	28.0	28.0	28.0
	Agree	14	14.0	14.0	42.0
	Neutral	19	19.0	19.0	61.0
	Disagree	19	19.0	19.0	80.0
	Strongly Disagree	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

The above data shows the summarized results of the descriptive statistics of the fourth question regarding the impact that technology has on audiovisual production within the social media space. The results indicate that the majority of the people are in agreement that the technological advancements have played a crucial role in shaping the social media spaces as they are today. A total of 42% of the people agreed that the advancements in technology have contributed to the growth, improvement, and shaping of the social media space as it is present in the current era.

Table 3: Social media spaces consist mostly of audiovisual content

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	24	24.0	24.0	24.0
	Agree	15	15.0	15.0	39.0
	Neutral	24	24.0	24.0	63.0
	Disagree	21	21.0	21.0	84.0
	Strongly Disagree	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

The above data shows the summarized results of the descriptive statistics of the fifth question regarding the impact of technology on audiovisual production in the social media space. The results indicate that the majority of the people are in agreement that audiovisual content is the crux of social media. 39% of the respondents agreed that the audiovisual content is the heart of social media as the majority of the content on social media spaces is audiovisual in nature.

Table 4: The production of audiovisual content is driven by the social media spaces

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	20	20.0	20.0	20.0
	Agree	20	20.0	20.0	40.0
	Neutral	14	14.0	14.0	54.0
	Disagree	21	21.0	21.0	75.0
	Strongly Disagree	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

The above data shows the summarized results of the descriptive statistics of the sixth question regarding the impact of technology on audiovisual production in the social media space. The results indicate that the majority of the people disagree that the production of audiovisual content is driven by social media spaces. The results from the analysis show that 46% of the respondents believe that social media spaces are the driving factor behind the production of social media content.

4.1 Hypotheses Testing

Table 5: ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.914	9	1.546	.768	.646[b]
	Residual	181.086	90	2.012		
	Total	195.000	99			

The ANOVA analysis shows that the sig value of the relationship between the dependent and independent variable is 0.65 which is slightly above the threshold of 0.5. Thus, the sig value of the current analysis indicates that there is a significant relationship between the audiovisual production within the social media space and technology.

Table 6: Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.271	.967		3.381	.001
The technological developments have led to an increase in the production of audiovisual media in the social media space.	.022	.102	.023	.218	.828
The technological impact on audiovisual production has increased the interest of the people in the process of producing such content.	-.141	.103	-.145	-1.378	.172
The changes in technology have changed the social media spaces drastically.	-.110	.102	-.112	-1.085	.281
Technological advancements have played a key role in shaping the social media space.	.054	.097	.058	.551	.583
The production of audiovisual content is driven by the social media spaces.	.066	.099	.071	.668	.506
The social functions of social media have an impact on the changes brought by technology within the social media space.	-.098	.118	-.087	-.823	.413
The changes in social media through technological advancements and are shaped by the social functions of SM.	.017	.106	.017	.163	.871
The production of audiovisual content within social media space is influenced by the social functions of social media.	.121	.104	.120	1.170	.245
The audiovisual content production is shaped by technology and influenced by its social functions.	-.048	.107	-.047	-.451	.653

The average sig value for the two datasets corresponding to the first hypotheses indicates that there is a positively significant relationship between them. This conclusively proves that for the collected data, there is a significant impact of technology on the audiovisual production. The average sig value for the second hypothesis H2 is found to be at 0.4, which is also positive and significant. Thus, the impact of technology was found to be significant for the social media space as well. The sig values for the third hypothesis (H3) was also found to be positive as the datasets corresponding to the hypothesis had an average sig value of 0.47. The sig value of 0.47 indicates that the production of audiovisual content is affected by the changes in the social media space. The sig value corresponding to the fourth hypothesis H4 was also moderately significant at 0.64, which indicates that the social functions of SM influence the impact of technology on social media space. The average sig value for the fifth hypothesis (H5) was found to be 0.45. Hence, this shows that the social functions of SM have a significant influence on the impact of technology on audiovisual production.

5. Discussion

5.1 Audiovisual Production and Technology

The results from the primary research indicate that the majority of the people are in agreement over the fact that the developments in technology have increased the production of audiovisual media within the social media space. According to Miles (2013), technological breakthroughs have ushered in a new era in the history of media culture: the era of the technical revolution, which is based on the market relations system, has accelerated the development of mass media at a rate unprecedented in earlier eras. This is seen by the evolution of the audiovisual arts. The comparison of the primary and secondary research indicates that the evolution of technology has had a significant impact on the advancements in audiovisual content production. The reason behind the strong and significant relationship between these two factors is that the advancements in the field of technology drives improvement in the processes and tools in many other areas, including audiovisual content production. The developments in the equipment and processes involved in the process of audiovisual content production have also improved.

The majority of the people involved in the current research believe that the quality of audio-visual content has improved with the improvements in the technologies that are used for audio-visual content production. "Multimedia," "media art," and "media culture," according to Feijóo (2007), are names and concepts from the information age that first surfaced at the end of the twentieth century. "Multimedia" denotes "many environments" or "many resources" (from the Latin multy - plural and media - environment). There was a phrase before "multimedia": animation. Animation is a type of cinematic art. Animation was dubbed "animation," a variation of which was also computer graphics, in conjunction with the development of multimedia forms of creativity. The comparison of the researches from these scholars shows that the parallel evolution of technology and audio-visual production is not a new phenomenon as the audio and visual arts have always progressed along the pace of technological developments.

5.2 Audiovisual Production Within Social Media Space

The findings from the current research as well as the literature review have revealed that the relationship between audiovisual production and social media exists primarily because that social media itself serves various social functions such as creative, relaxation, and many others. The findings of many researchers and the current research as well has indicated clearly that social media is based around the concept of consumption of audiovisual content. And the idea is not just that users consume specific types of audiovisual arts (reading novels, listening to audio recordings, watching movies, TV, playing computer games, and so on) in their spare time, when they want to enjoy, rest, and relax. Culture, according to J. Haizenga, a Dutch researcher, has a gaming element. According to Haizenga's idea, which is detailed in the book "Homo Ludens" ("Man Playing"), the game is not only a form of cultural origin, but also a necessary component of any cultural activity and the driving force behind cultural advancement.

The findings from the current research have also indicated that there is indeed a strong interrelationship between audiovisual content production and social media space. According to the findings of the current study, changes in the social media space, such as technological advancements, social media trends, and other similar factors, have an impact on the production of audiovisual content for the social media space. It can be considered that the changes in audiovisual content within the social media space are heavily influenced by the changes within the social media space as the content creators and the platforms that form the social media networks and spaces are transforming as well. The connection or link between these factors is such that they are both based on technology. It can alternatively be said that they are the by-products of technological improvements and since they are both part and parcel of a highly interconnected system i.e., virtual

socializing, the significance of the relationship between these two factors is quite high.

5.3 *Impact of Technology on Audiovisual Production within SM Space*

The findings of the current research have indicated that the social functions of the social media space have great influence over the technological impact on audiovisual production within the social media space. Furthermore, the findings of the current research revealed that technological developments have a significant impact on the production of audio-visual media within the social media space, facilitating the growth and improvement of both of these variables. The comparison of the literature review and the primary findings have revealed that the social functions act as mere catalysts or drivers of the changes that are brought about by technological advancements on the production of audio-visual content within the social media space. The research findings suggest that as social media space is entirely based on audio-visual content, these two factors heavily influence each other. Furthermore, the social functions that have been identified to be closely associated with social media serve as a driving and catalysing force, considering that the social media users are engaged with SM networks to attain one social function or another, and sometimes even more than one. The technological developments had a direct impact on both, the overall social media space, and the audio-visual content that is produced to be shared and uploaded on social media platforms. The audio-visual production is impacted because of the developments in the tools and equipment used in the production of such content while the social media space undergoes transformation because of the changes in technologies that support the network and systems of these spaces. It can be concluded from the findings of the current research that there is a crucial impact of technology on audio-visual production in the social media space.

6. Conclusion

The current study sought to determine the impact of technology in audiovisual output in the social media domain. The research begins with a brief introduction that provides an overview of the research as well as pertinent details. A study of relevant studies in the literature review found that very few studies have focused on the extent of audiovisual creation inside the social media environment. The literature on the social functions and implications of audiovisual media was critically examined. The majority of the literature that was analyzed, was found to be associated with the social functions of social media platforms, spaces, and networks. While a significant portion of the literature also focused on the evolution of audiovisual media throughout history. The current study's findings demonstrated that technological advancements have a substantial impact on the production of audiovisual media inside the social media space, promoting the growth and improvement of both of these factors. The findings of the current research also revealed that the social function had a significant influence over the technological impacts on the social media space and audiovisual production. Furthermore, Technological breakthroughs generate improvements in processes and equipment in many other domains, including audio-visual content production. Developments in the technology and methods used in the production of audio-visual material have also improved. It is also important to note that the concurrent evolution of technology and audio-visual creation is not a new occurrence, as the audio and visual arts have always advanced at the same rate as technological advances.

The current research findings indicate further that the concept of audio-visual content consumption underpins social media. And the concept is not just that people consume specific sorts of audio-visual arts in their leisure time (reading novels, listening to audio recordings, watching movies, TV, playing computer games, and so on) to enjoy, rest, and relax. Additionally, it was found that there is a strong interdependence between audio-visual content creation and the social media arena. Changes in the social media space, such as technological improvements, social media trends, and other similar elements, according to the current study's findings, have an impact on the

production of audio-visual content for the social media space. It can be argued that changes in audio-visual content in the social media space are significantly driven by changes in the social media space, as content creators and the platforms that constitute the social media networks and spaces are also altering. Another important conclusion from the current research findings is that the social functions of the social media space have a significant impact on the technological impact on audio-visual creation in the social media space. Furthermore, the current study's findings demonstrated that technical advancements have a substantial impact on the production of audio-visual media inside the social media space, supporting the growth and improvement of both factors. The comparison of the literature review and the primary findings demonstrated that social functions serve only as catalysts or drivers of the changes brought about by technology developments in the production of audio-visual material inside the social media space.

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