

# POSITIVE ILLUSIONS IN LOVE AND THEIR RELATION WITH THE SATISFACTION IN THE RELATIONSHIP



The development of the Web 2.0 service represents the second generation of web and Internet services that enable two-way communication between users, computers and other users, adding a socialization element. Web 2.0 service is the beginning of online evolution where users play a leading role in creating their own Internet content. Social media has created an evolutionary Internet trend in the center of which is an individual user. Unlike previous traditional media, social media operate on a global scale and make up a new trend in modern lifestyles and modern business. One of the most important events in the distant history that represents the first media revolution is the printing of the "Bible" in 1455 by Gutenberg's printing press. It was a great discovery for mankind, to which the information became accessible and portable, which made the basis for further progress. Several hundred years later, there is the development of massive electronic media - television and radio, which represents the second media revolution. Television and radio have become an indispensable element of people's lives, which have become the target of market strategies. Marketing campaigns focus on large groups of people, advertising their products and services during a television program to attract people's attention and interrupt them in what they do. Electronic media became indispensable in households, and their number grew increasingly, on the other hand, advertising spaces began to become more and more valued, and people believed in what was being advertised. The market was adapting to all the changes and thus created a vicious circle at the heart of marketing. By the end of the 1980s, he marked the third media revolution, when Tim Berners - Li and Robert Kajo presented the Internet Service - WWW, which is a system of interconnected hypertext documents available over the Internet. Traditional business remains a history because people have become aware of the advantages of the Internet. Initially, there were only a few hundred users, while today the number is in billions. Today, the Internet is not an option, it is a necessity for modern business, and the former traditional form of trade is in increasing decline. Although traditional media are obsolete, their porosity and development have led to the emergence of modern media. Social media is a phenomenon of web 2.0 technology, and represent one of the biggest Internet trends. These are, in fact, free web services that allow content sharing, interactive communication and action on

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multiple different channels. It is important to emphasize that social media is not a social network, but social networks are part of social media. There are several definitions, but one is common - they represent a blend of technology and social interaction.

- Social media is a set of Internet applications, platforms and media that aim to facilitate collaboration between people and sharing and sharing content (Palmer & Koenig- Lewis, 2009). The importance of social media is in the interaction between customers and the community, i.e. in allowing synchronized, instant, and interactive communications to run, with low cost.

- Social media is a set of different new sources of information on the Internet that are created, powered up, distributed and used by users in order to educate other users about products, services, brands, individuals and challenges (Mangold & Faulds, 2009).

- Social media democratized information in a way that changed the behavior of people - from those who read content, to those who create content (Solis, 2010). This has led to a shift in the mechanism of information transfer, from the "one to many" model, to the "many to many" models, which is the basis for conversation between authors, colleagues and people.

- Social media is a category of web sites through which, in a simple way, it is possible to merge modern Internet technology with interaction of users (Osterrieder, 2013).

Social media allows two-way communication, which is their main advantage. A large part of the population use by social media precisely because of the main features: fast information flow, and ease of use, and all do not require financial costs because they are free. In the first place it is important to distinguish social and traditional media. The traditional media include: television, radio, newspapers. Television occupies the first place among these advertising media as it is an integral part of all households and is used to a large extent. The combination of sound-visual communication is very appealing to a large group of consumers who become the target market game. Advertising through commercials on television has reached a high value, which represents very high marketing costs for one employer. In accordance with the desires and needs of the target audience, it

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is important to adjust the advertising method in order to achieve the ultimate goals. Daily newspapers can also be an alternative to television because they have access to a wider audience in a very short time, while the radio is a cheaper medium that is most often accompanied by another media. Since these are sound signals, the message to be transmitted must be interesting to the target audience. All these traditional media transmit one-way messages that are most likely to be manipulated by the public, which is not able to respond to unwanted messages. With the development of the Internet and social media, traditional media are becoming obsolete, and information becomes easily accessible to everyone. Social media is divided into 10: social networks, multimedia content sites, social bookmarking, blogs and forums. Social networks - make up one network platform for connecting people around the world, enabling them to freely transfer information by audio-visual, audio and text-based. The development of technology was the main contributor to their development, and the fact that they were easy to use and freely free were attracted by a multitude of users. In addition to informal communication among users, there is also a commercial part that is moderate to the target audience by focusing on groups of users with similar interests. Among the most popular social networks are: Facebook. Twitter, Instagram, Snapchat as shown in the graph. Most users are teens and use all networks, explore all the novelties, while older age groups are loyal to Facebook. The average Facebook user is also active on three to four more social networks.

Pages for sharing multimedia content are very similar to social networks, and are very popular. They make it possible to share graphic, video and audio tracks that become available to everyone, and they can all be viewed, regardless of whether they are the users of such sites. To publish such content, it is necessary to create a user profile through which such content is placed. Such sites are the most common metadata of propaganda messages from numerous companies, which are trying to reach the target audience in an interesting way. The most popular sites for sharing multimedia content are YouTube and Flickr.

Social bookmarking is a method of creating and storing a web link of some site to a public website. In the multitude of information available on the Internet, bookmarking allows you to find targeted information in the masses. Links are grouped by topic,

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category, tagging which makes it easier to use. If a link is exceptionally visited, it will be at the top of the chart. The main advantage of bookmarking is better organization of data and simplified link exchange. The disadvantage is that there is no defined keyword and tag standard that leads to ambiguities and mistakes in their creation. The most popular services of this type are Digg, Delicio.us, StumbleUpon, while Spremi.com is a Croatian version of this service. These services, apart from exchanges, allow commenting, rating and writing notes. Blogs - Publications on the Internet featuring periodical articles in reverse time - the latest articles are at the top of the page. The blog is an abbreviation of the word weblog, which translates into a network diary. It's actually a free communication tool that serves as a web site where individuals write their opinions and attitudes. The blog community is very powerful today and has over one million members. Except for entertainment, this communication tool connects business people around the world, serving to exchange knowledge and experience. Creating a blog does not require great knowledge, the very steps to creating are very simple, after which content is made available to everyone. The space for writing and entering the image is limited, and the design of the website is chosen among the proposed ones.

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