

# WEARABLES SOCIAL MEDIA: A REVIEW

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**Abstract** – There is two things we know as fact: 1) Boys love their toys and 2) Women dominate the majority of the social media scene. Wearable technology takes both of these human habits and brings them together for the ultimate integrated technology experience. Its success speaks for itself; in the short time that wearable technology has been around, it has developed far beyond the oversaturated tech market. From its humble beginnings in watches to cutting-edge glasses and apps, the convenience of wearable technology is impacting on every aspect of our lives. The path wearables seem to be headed down isn't unlike the path mobile devices have traveled, and the social implications may be similar. The ubiquity of smartphones means that we have social networks in our pockets no matter where we are. We can check Twitter and Facebook while waiting in line at the store, Instagram images of the merchandise in the aisles, and leave reviews of businesses on our way out the door (or even sooner).

**Keywords:** smart device, wearable device, fit band, smart band, health manager, social media, gear band

## I. INTRODUCTION

Minimization is the key. The smaller gadget, having the greater value. Ranging from USB devices, to SD cards, the world is now looking at the tiny smart devices. Only a few years ago, the wearables technology industry barely existed, but today the trend of wearable tech gadgets is growing. The wearable industry is predicted to be a \$12 billion market by 2018, with a compound annual growth rate of 78.4 percent. While consumer adoption of wearable tech is still a long way from 100 percent, it's growing, with 40 percent of consumers interested in buying a smartwatch.

Beyond the ability to reach customers even more directly, there's a potential wealth of new customer interactions that wearables open up. Many wearables aim to keep tabs on your health — tracking things like steps taken, exercise duration, or heart rate — which some fitness programs have already tapped into. Accessing the data wearables collect could be a boon for any marketer, but it's the experiences third party businesses offer wearable users that really shines.

Consider feeding advertisements or notifications when a smartwatch user was in a certain location, like a shopping center. You might offer coupons on nearby items, directions to items on a shopping list, or even suggest shopping for new shoes if the customer has been jogging lately. Wearables offer marketers the chance to send personalized data to potential customers — and that's only going to become more common as the wearable market grows.

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Smartphones have brought social media very close to our day to day lives, but wearable technology could bring social media even *closer*. Wearables will offer social information in an even more immediate way, visible with just a glance at your wrist or even right in front of your eyes. Though most wearables have limited display areas to keep their size down, they're ideal spaces for straightforward notifications, and some businesses are already creating special apps that take advantage of having a direct channel to your wrist.

With the right wearable tech, you can dictate to Evernote, get directions from Google Maps, or check in on Facebook, all without fishing your phone out of your pocket.



Figure 1: Head to Toe Wearable Technology

- **GLASSES** – overlays navigation directions and information about points of interest directly on to the wearer’s field of vision.
- **SHIRT** – conductive thread means a computer is literally built into the fabric of the shirt, providing the processing power for all the other wearable gadgets.
- **WRISTBAND** – a sensor that tracks movement to determine the number of steps taken through the day – 10,000 is ideal – and how much sleep the wearer gets at night.
- **WRISTWATCH** – vibrates when a message arrives and displays it on the watch face. Tells the time too.
- **HAND** – embedded under the skin is a chip containing medical records, passport data and credit records. Information is transferred by waving the hand over a suitable scanner.
- **TROUSERS** – also made with conductive thread, the trousers take the energy generated by movement and use it to power the other gadgets.
- **SHOES** – GPS chip provides directions using LED lights in each shoe: the left shoe indicates direction, while the right shows distance.

A wearable device can be connected to any other systems such as computers/smartphones or another wearable device. Typically there is a constant interaction and data exchange between the wearable and connected device as long as the connection exists.

What happen to this data that is exchanged?  
As the wearable is connected to the smartphone,

the data stored can be further shared or processed. The data that can be stored/exchange can range from user’s health/fitness information, app notifications, etc. all such data is readily available in an unstructured form.



Figure 2 : Social Media

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As the wearable is connected to the smartphone, the data stored can be further shared or processed. The data that can be stored/exchange can range from user’s health/fitness information, app notifications, etc. all such data is readily available in an unstructured form.

Wearables are going to create another humongous means of data capturing and seamlessly sharing it with social media. With this new flood of information to social media from wearables, it becomes imperative for it to handle this information accordingly. Leveraging social media to convert, analyze and ideate this data into meaningful sttics and innovate ways to provide new and customized techno-solutions to the user community is the critical need of the hour.

Social media can be defined as a platform which users can utilize to create share or exchange information and media such as pictures and videos in virtual communities.

As detailed in Figure 2, social media is just not restricted to Facebook and Twitter. It is about collaboration, networking, sharing and exchange of information. It provides simplistic, accessible and

user-friendly platform for information exchange; and on other hand, wearables are going to capture and generate loads of valuable information with/without user intervention. Channelizing this information to social media and then improvising/and consuming it will not only open up new avenues across domains, but also change the way we look at things. This will require a paradigm shift in application and content development from technical perspective, and content analytics and consumption from business perspective.

## II. WEARABLES IN VOGUE

This section discusses the most commonly heard wearables in today's market along with authors viewpoint of how they can benefit when connected to social media.

**Health and fitness wearables** - Gadgets that help you keep track of your health are currently a very popular category, with companies like Fitbit and Jawbone creating trackers that you wear all the time to monitor your fitness goals. This kind of tech is particularly relevant to anyone in the health space. For instance, Fitbit interfaces with exercise app MyFitnessPal. But there's room to create wearable-friendly experiences for all industries: Walgreens lets you earn in-store rewards points by walking or running.

**Smartwatches** - The smartwatch sounds like something straight out of Dick Tracy: a wrist-worn gadget that not only tells the time, but also lets you control your music, check social notifications, view maps, look up reviews, and more. The specifics on what you see and what kind of interactions you have vary by model and software, but you can expect social followers with these devices to see notifications popping up on their wrists as well as on their phones. There are several smartwatches already on the market from Pebble and Samsung, but the biggest smartwatch is yet to come: the Apple Watch is due out this April and brings the possibility of a mainstream "wearable" device with iPhone-level popularity — and having that kind of platform on everyone's wrist will be an opportunity for marketers who want to connect with potential customers in a new and more immediate way.

**Glasses** - Smart glasses are worn like prescription glasses, but they provide a visual display of information right before your eyes. These gadgets can take photos, record videos, and even provide immediate contextual information on things you're seeing. However, the smart glasses market isn't as advanced or as large as the market for health wearables or smartwatches.

Google made the most headway here with Google Glass, but recently pulled the product from virtual store shelves, promising new and improved versions of Glass "when they're ready." It's interesting tech that will have big implications for social interaction when it becomes mainstream, but it's not likely to reach high levels of adoption this year.

## Other Wearables

You'll also see high-tech clothes and jewelry in the category of wearables, many serving as higher tech (and higher style) versions of fitness trackers, but some provide notifications or displays that could be used for social or marketing purposes. So far, these gadgets are less common than what's been mentioned above, but if you have a tech-savvy audience, you should keep your eyes on the next big thing in wearables.

## III. SOCIAL MESSAGING FORM WEARABLES

Though wearables are still a new frontier for social marketing, many of the strategies you use now will still be applicable to wearable tech with a little tweaking. Social platforms like Twitter have already taught us the need to be concise, which will be even more true with the limited notification space on most wearable devices. If you're specifically targeting messaging to wearable users, you'll want to be sure to keep it short and sweet for easy reading on a small smartwatch screen.

If wearables do take off with the kind of explosive growth that's being predicted, we may even see new networks arise to take advantage of them. It's also likely that we'll see tweaks to existing networks to improve ease of use on wearable devices, with their small screens and limited interface options. Small, micro-interactions are likely to come to social platforms to offer wearable users a way to participate rather than just passively receive information — for

example, the ability to Like, Favorite, Share, or Retweet with the tap of a button, which are features some smartwatches are already offering. Keep your eyes open for new, wearable-friendly interactions and take advantage of them when they arise.

#### IV. FUTURE OF WEARABLES AND SOCIAL MEDIA

Though the market is growing, wearables aren't yet a technology that all of your customers are likely to have. Businesses targeting a tech-savvy audience are more likely to find their clients sporting wearables, but they're not mainstream devices yet. Beyond an audience interest in wearables, it's important to know *which* wearables your customers are focused on, as there's little tech standardization from one to the next. Social media applications will work differently from platform to platform, so it's important to know what your clients are interested in and how it works before you decide on a messaging plan.

Instead of rushing into the wearable craze, we recommend doing some homework on your customers. What kinds of technology and wearables are they talking about? What kinds of technology are they using to access their social channels? If your clients aren't using wearables, then focusing on messaging to them won't be a good use of your time. But if they start adopting the Apple Watch in droves, it's time to take wearable messaging seriously.

- **Advertising and Marketing** – as a prerequisite, it is important that players adapt to certain challenges such as messaging and UI. For example, a user might not be interested in “click to know more” on a smartwatch; or pop-up ads. The size of icons, buttons etc. on the UI should be customized to create an appeal. The conclusion is to stay relevant to the user, getting to know the user base and their preferences which help in gauging what the user is expecting.
- **Healthcare** – healthcare sector will have access to the kind of data it never had, thanks to wearables, and data exchange on social media, auxiliary serve in healthcare can provide customized services to customers. For example, with usage of wearables and data exchange with social media, healthcare and insurance sectors can make real difference in servicing their customers.

- **Banking** – the banking industry should create stringent set of rules for all the organizations which are looking forward to the tap the potential of this new technology in the market.
- **Fashion** – the smart dress will be connected to the mobile phone. As the connection is alive and continuous, the notifications of the apps and messages are linked to the dress the user wears. For example, Ringly, a ring flashes every time there is a notification.

#### V. CONCLUSION

With the new technology shift, it is important that all of us adapt to it at the earliest. The users have to shed the apprehension of migrating to a wearable, specifically about being connected to social media and their perceptions of how a wearable can benefit them. Wearables have started to make a mark and are here to stay and become integral part of our daily lives.

This is going to be next technological wave after smartphones and what is important is reassuring the success of this revolution and building the confidence and loyalty in the user base. A paradigm shift is necessary from both sides – users adapting to the new technology and players by thinking in the future and cashing in on the new technology to establish a footprint. Wearables in conjunction with social media is going to change the way services are provided and consumed across sectors. We are close to world of magic in day to day lives with wearable and social media.

It will be like this one day! On a lazy Sunday morning, I will receive an alert from my gym instructor to show up at the gym early, by an hour, because my instructor had been alerted by my doctor that I had a heavy dinner the previous night and I need to shed those extra calories!

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