Commentary	Open Access

Interactive evolution in social media and its technology and implementation

Rabia Sarakinos[*]

Department of Mathematics, COMSATS University Islamabad, Lahore, Pakistan

[*]Corresponding author. E-mail: Rabiasara@lin.pk

ABOUT THE STUDY

Interactive media also known as "Interactive Multimedia" is a computer-based electronic system that allows users to control, combine, and interact with different types of media such as text, sound, video, computer graphics, and animation.

Elements of Interactive Media

Like a traditional media, interactive media is also meant to build up a user's experience. To do this, interactive media requires one or more of the following elements:

- Moving images and graphics
- Animation
- Digital Text
- Video
- Audio

The Influence of Interactive Media

Interactive media plays a very important role in today's world. Not only does it make people more active, it also gives them the opportunity to communicate with other people (people, businesses, organizations) that they normally do not contact. It also allows for free flow and sharing of ideas and information.

Types of Interactive Media

Interactive media was born out of the Internet revolution in the 1990s and thrived on advanced technologies such as smartphones, tabs and laptops. The common types of interactive media are:

1. **Virtual reality:** Virtual reality creates an immersive environment simulated using computer technology.

2. **Social media:** Social networking sites such as facebook and twitter are other examples of interactive media. Using graphics and text, users can share information and photos through chat, and can also play games.

3. **Apps:** Apps are application software for mobile devices such as weather apps to help you know about the weather or maps to guide you to the desired location.

4. **Games:** Electronic games use advanced computer programming and animation techniques to create videos and graphics on the screen. Here, the player uses the controller to respond to sound and illustrations.

Responsive Environments

It uses sensor technology and computing equipment to create a collaborative relationship between objects in the environment and the movement of the human body. Similar to the ability of a computer mouse to enable interaction between a computer and its users, in a responsive environment, body movements and gestures can interact with internal objects of the environments

In the early 1970's, computer artist "Myron Kruger" developed a virtual environment called a video place with a camera and projector. In this environment, the human body acted as an interactive device. The latest responsive technology is not limited to video screens and virtual areas. Advances in sensor and computer technology have made office buildings experimentally tested and responsive to employee behavior. In such offices, facility management is largely automated with responsive technology activated by motion or microchip badges. Employees move in and out to turn overhead lighting and ventilation systems on and off, saving power and improving efficiency. In some responsive environments, it blurs the line between the user and the computer, allowing the computer to function without additional input devices. Other applications of such technologies include responsive automotive systems and medical devices, "smart" highways, wearable computing, and various forms of interactive media.

Virtual Reality Design

The idea of digital truth has existed for decades. Interactive media graduates may work directly to develop this contemporary shape of communique through the improvement of:

- Virtual video games
- Virtual movies and television
- Virtual headsets and different gadget
- Compatible digital software
- Virtual art

Web Pages

Popular and widely used for over 30 years, websites are one of the most established and reliable formats of interactive media available today. All clickable aspects of the website user interface are based on the principles of interactive design and technology. Graduates of the interactive media program can design the web and user interfaces in the following positions:

- Web Designer
- Software developer
- Web analyst
- User interface developer

Technologies and Implementation

Interactive media can be implemented using a variety of platforms and applications that use technology. Some examples include mobile platforms such as touchscreen, smartphones and tablets, and other interactive media created only to resolve specific issues or a set of issues. Interactive media is not limited to a professional environment. It can be used for any technology that responds to user actions. This may include the use of JavaScript and AJAX in web pages, but it can also be used in programming languages or technologies with similar functionality.

One of the latest innovations in the use of interactivity that solves the problems individuals face every day is Delta's "Photonic Shower." The device was jointly developed by Delta Air Lines and Professor Russell Foster of the University of Cambridge. This device is designed to reduce the impact of jet lag on customers who frequently fly long distances across time zones.