

# - The pros of Social Media -

Social Media is a technology by which users share information, ideas and content through various online platforms. The social media, fostering interaction with friends, family and across the world, it also builds the community engagement. It becomes a significant part of modern communication through different applications such as Facebook, X, Instagram and WhatsApp. After the COVID-19 pandemic, the world saw the increase of users of social media across globe. COVID pandemic gave it chance to make its roots strong in the globe. The pandemic proved that in future the world have need of social networking, because in the days of COVID - which badly affect the people around the world - every things and works, education, business as well as political meeting was done on the social media platforms. It changed the shape of the world. The communication and connectivity with peers and family members are become very easy because of social media. The communication and connectivity with family or peers are not just the leverage of social media, but it provides online business opportunities, educational

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resources and learning, information and awareness or the political engagement and public participation. Additionally, not only advantages, it has disadvantages also.

Social media plays a significant role in providing online business opportunities through various platforms. Since COVID-19, its scope has become broad because of online business. It reduces unemployment rate around the world; through social media, users start their businesses without any investments and also they have access to the world easily. Nowadays, it is important to note that digital marketing is a vast field which engages 5<sup>th</sup> generation towards new technologies like AI, Information technology and many more. It gives multiple opportunities including online coaching, content creation, freelancing, web-development, or E-commerce; by the help of these online business opportunities we can easily do business within the state or worldwide.

Social media revolutionized education and learning through educational videos, tutorials, podcasts, webinars, articles or research papers. Before the COVID-19 it had limited scope, but COVID-19 enhanced the scope of social media

moreover, shifted the old learning institution towards online. Furthermore, social networking provides platforms which make educational resources accessible, it offers a vast amount of learning opportunities for individuals, it also makes it easy to interact with different researchers, educators, leaders even experts also; Additionally, it increases the ability of self learning experiences.

Social media is a powerful tool for spreading information and rising awareness, which impacts on various aspects of society. With the help of social media platform, we can simply access current issues although raise awareness about ongoing topics like global warming, political instability, moreover, humanitarian issues such as Hamas-Israel conflict and Russia-Ukraine war etc. It allows users to share information, opinions and build awareness of people through videos, news articles or research papers on several platforms; For instance, Youtube, facebook also via X.

Social media is a powerful tool for spreading information

Social media platforms give opportunities to youngsters although adults to see

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what's happening in politics and also express their views about political unrest via video clips, posts or debating on X. It has a potential that it fosters the different forms of political participation. As per. According to a research indicates that social media enables people to engage in non-institutionalized political issues such as commenting on politicians posts, following different political personalities, sharing political contents also debating on political issues. Overall, social media serves as a tool for people to participate in politics through online applications and it also influences offline political behavior.

Along side leverages of social media, it has badly affected to users. Specially to youngsters. It affects on human health like cause of eye weakness problems and anxiety mainly. Not only that but, it also affects education because of access. use of social media, means it cause wastage of time, further more, the new generation becomes full dependent upon social media means it cause addiction. There are some platforms which specially made for addiction like Tiktok, Snapchat. even Instagram also.

Social media is a technology by which users share information, ideas as well as contents. It fostering interactions with family, peers and all.

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around the world. The Communication and connectivity with family or peers are not just the leverage of social media, but it provides online business opportunities, educational resources and learning, information and awareness or the political engagement and public participation. Additionally, not only advantages, it has disadvantages also. The many researchers argued that social media platforms are providing access knowledge to young generation by which, the youngsters are taking benefits. Not only knowledge, but it provides opportunities for every one to do online business and make their life luxury or earn money. Although, it has beneficial, yet, it is also have disadvantages which are harming to our new generation. It makes youth addictive towards social media platforms like tik tok, snapchat and whats app, it causes various health issues like eye site problems, anxiety and depration, not only these, but it also affects our time. By using more ~~to~~ social media becomes the time waster for adults, they are going away from their educations through these kinds of activities (using social media platforms). So, we need to use social media as a beneficial benefitor, not for affecting the life lives. For that, we have to aviode these kinds

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kinds of platforms which are not useful for our new generation, which are mainly dependent or upon social media. Specialy, it is responsibility of ~~perant~~ parents.