

SOCIAL MEDIA: PROS and CONS

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Outline:

1) INTRODUCTION:

2) WHAT IS SOCIAL MEDIA?

Multiple platforms with the aim to share information and connect.

3) PROS OF SOCIAL MEDIA:

1) Virtually connects people around the globe

↳ Pew Research Center (2011) reveals, according to 80% of teenagers social media makes them feel more connected.

2) Open new job opportunities:

↳ As per the survey by hootsuite, social media advertising is the second biggest market in digital ads.

3) Helps companies to hire employees:

↳ According to CareerArc's 2021 future of recruiting study, 86% of job seekers use social media in job search.

4) Influences online shopping:

↳ Curvate consumer survey reveals, social content is the new storefront as 76% of consumers purchased a product they saw in a brand's social media post.

5) Raise Awareness:

↳ According to Global Web Index, 46% of internet users get their news through social media.

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4) CONS OF SOCIAL MEDIA:

a) Consumes a lot of time; lacks productivity.

↳ According to a recent research by Statista, Time spent on social media people spend around 2, 3 hrs.

b) Common platform for cyberbullying.

↳ 73% of teenagers who have been cyberbullied have experienced it on social media → As per Cyberbullying Research Center study.

c) Mode of Addiction.

↳ According to research from the University of Michigan, an estimated 210 million people worldwide suffer from addiction to social media.

d) Effects Mental Health by Social Comparison.

↳ A study by Pinnak et al (2017) → link between use of multiple social media platforms and increased depression and anxiety symptoms in young people aged 19-32.

e) Privacy Issues:

↳ As per legal jobs, even nearly 33% of social media users were victims of at least one cyber attack in 2018.

5) How to effectively use social media to outweigh disadvantages:

a) Time management by limiting usage; set screen timer.

b) Review settings time and again to ensure privacy.

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- c) Follow the strategy of detox periods so that do not get addicted.
- d, Stay abreast with the new policies and education that do not fall for misinformation.
- e, Stop random and useless scrolling, thus practice mindfulness.

5) CONCLUSION

Essays

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The borderless connection, made possible by the emergence of social media, weaves a digital tapestry that seamlessly penetrates the lives of people at all levels, transcending boundaries and uniting people in the shared rhythm of the online era. But, as every coin has two sides, so does social media come with its benefits and baggages. Undoubtedly, social media collectively has transformed the way people connect. The positive side is, the rise of dopamine with every like and praiseful comment. However, neglecting the addiction and time wastage would be unjustified. Moreover, social media has multiple advantages, a key medium for virtually connecting people across the globe. It is a new avenue for job opportunities. It is bridging the gap between employees and employer. Also, over the years it has proved to be a vital mode to raise awareness. Among all the pros, there are cons that must be highlighted. People lose track of time while using social media. Moreover, it is a common platform for cyberbullying along with the social comparison which takes a toll over a person's mental health. Furthermore, there are ways that help people to gain more advantage and mitigate the negatives of social media. To start with, media literacy and limiting the screen time have the tendency to bring a positive change. All in all, social media has changed the way people connect, but, by taking care of privacy would reap more fruitful results.

Social Media, a broader term used to represent multiple digital platforms, whose main purpose is to share information or connect people virtually along with sharing life moments through pictures or other mediums. The emergence of Social Media has opened the doors to a new world with unique ways to communicate and different opportunities, such as, communication through likes and comments with opportunities such as being an influencer. There are many platforms of Social Media being widely used, for example, tik-tok, youtube, whatsapp, facebook, Instagram and many. Thus, all with a common purpose to share information on one platform.

Social Media comes with many advantages, its core agenda being the biggest benefit, to connect people virtually across the globe. The people can be at any end of the world and still remain updated and in touch through Social Media platform. To quote, Pew Research Center (2022),

“According to 80% of teenagers Social Media makes them feel more connected”.

It has turned out to be the best place to turn off the real world and enter into a digital world. Social Media has helped people to connect with like-minded groups. Thus, a different way for people to connect and communicate was introduced by Social Media.

Additionally, Social Media has become the mode

for people to earn living. It has opened avenues for new job opportunities. The options, that were not heard of in the traditional world have become the mainstream in the world of Social Media. The survey by hoot suite found,

“Social Media advertising is the second biggest market in the digital ads”.

Along with digital marketing, influencers are now found everywhere. This has been possible due to the presence of Social Media. Hence, platform for people to generate income is a major attraction of Social Media.

Moreover, another name for Social Media should be job search. It acts as a bridge between the employers and the employees. LinkedIn, is a popular social media platform solely for the purpose to connect people to companies. The data of career Arc's 2021 reveals, 86% of job seekers use Social Media in job search. Unfortunately, people who do not adopt to the new way of searching lag behind. Thus, it is the need of how to realize the significance of Social Media in the professional world; it has transformed the way companies hire employees.

Further, Social Media has highly influenced the daily activities of people. Social Media has become so reliable that people do not make any purchases without consulting from Social Media.

Thus, it influences shopping styles of people. The feature of reviewing something, holds immense importance to shopaholics. Curate consumer survey reveals, "Social content is the new storefront as 76% of consumers purchased a product they saw in a brand's social media post".

It emphasizes the fact, the level of trust people have on social media is unmatched. To sum up, social media has penetrated into day-to-day lifestyles of people, be it as simple as shopping.

Furthermore, social media is the best tool to stay abreast with all the happenings around the world. As, social media is more transparent than conventional medium. Israel-Palestine's war is being openly criticized on social media whereas the traditional media is broadcasting biased views. This highlights, people can be more critical as it presents a broader picture rather than an enclosed vision of the realities that surround. Plus, it helps people to join hands in order to support a cause and make an impact in the society. In a nutshell, social media has proven to be a prominent tool in raising awareness amongst the audience.

Amongst all the brighter sides of social media, it is equally important to cast light on its darker side as well. Time flies like wind, while scrolling users fail to realize where time went by. Moreover, time is essential as its nature, it

goes by and does not wait for anyone. Social Media has the tendency to consume huge chunk of time of people's lives. It results in lack of productivity and equivalent to time wastage. According to a recent research by Statista, Time people spend on Social Media are around 2 to 3 hours. Thus, not paying conscious effort in the moment that it is actually a distraction from valuable tasks. To wrap it up, the energy and time of users could be utilized on some other important task than sticking to the screen on social media.

Cyberbullying is another common problem people have to face on Social Media. Cyber-Bullying is a collective term assigned to multiple activities occurring online in order to humiliate or threaten a person or group. Moreover, it is an online crime and unfortunately is mostly carried out through Social Media Apps. Cyberbullying Research Center Study supports, 73% of teenagers who have been cyberbullied have experienced it on Social Media. Cyberbullying is one of the major flaws of Social which cannot be ignored, as it has the tendency to takeover a person's health; who is being bullied. Hence, Social Media users are always at risk of being a victim to Online harassment.

On top of it, for today's generation, Social Media is sort of an addiction for users. Intoxicating a person, at times makes people oblivious to reality. Furthermore, an activity that hikes the dopamine level, acting as a distraction from

one's own life. It is an escape route that could be turned on anytime. Unfortunately, now there is this trend, everything has to be on social media if it is not then it is not happening. According to a research from the University of Michigan, an estimated 210 million people world wide suffer from addiction to social media. This addiction is causing a serious problem for people as they fail to set priorities. To sum it up, social media is undoubtedly, a new kind of addiction but equally harmful like any other intoxication.

Subsequently, nobody likes to be compared, but social media is like a platform which serves open comparison on a plate. Comparison seriously affects the mental health of a person. It gives birth to insecurity and eventually takes a toll. Moreover, the terms like anxiety, depression and social isolation were not heard before, but in the era of social media are very commonly used. A research conducted by Piirah et al (2017) backs, link between use of multiple social media platforms and increased depression and anxiety traits in young people aged 19-32. The increased cases of mental health disorder have caught the attention and the reasons remain valid. Overall, social comparison is an underlying problem of a miserable mental health.

Last but not the least, social media has increased the concern for privacy. It poses threat to personal privacy. Further, data is the asset in today's generation, and there is

personal data everywhere on social media platforms. The data ranging from pictures to locations, that users share happily is lying out there used by companies as commodities. This seriously jeopardises the data and individual's privacy. The legal jobs survey supports the argument as nearly 33% of social media users were victims of at least one cyber attack in 2018. All in all, it raises safety problems and the tech companies take advantage of such situations by running their business.

The world of social media is a complex web, thus it is responsibility of the user to be careful and take vigilant steps to gain maximum benefit and mitigate losses. The user must prioritize time management. The user should take advantage of the technology's feature to set screen timer. Hence, it would lead to limiting the usage. To quote Miles Davis,

"Time isn't the main thing,
- It is the only thing."

The only thing should not be wasted like being concerned about other people's lives or spending on social media. Thus, prioritizing is the key by setting limit to usage.

Furthermore, media literacy should be promoted at every level in schools as well as public forums. It is highly important for the people to be aware of media usage along with the benefits and the backlogs it brings. It would broaden the horizon of the users and prevent users to

be victim of social media tactics. To quote Linda Ellerbee,

"Media literacy is not just important, it is absolutely critical. It's going to make the difference between whether kids are a tool of the mass media or whether the mass media is a tool for kids to use."

Thus, the significance of media literacy cannot be emphasized enough. Ultimately, media literacy must be inculcated in the courses to educate people regarding the dynamics of social media and its usage.

lastly, the network system has to be secure to prevent privacy issues. Policy amendments are required to protect the nation from any propaganda, disinformation or privacy issues. The steps must be taken in order to make the web system protective by ~~exer~~ implementing protective protocols. The phenomenon of cybersecurity is crucial and must be implemented. In the words of Martina Navratilova,

"Security used to be an inconvenience sometimes, but now it's a necessity all the time."

Security while using social media cannot be ignored, the user is always vulnerable. To draw the curtain, network security must be prioritized as a nation for collective nations as well as individual protection.

In conclusion, Social Media has emerged to stay, along with its benefits and disadvantages. Unfortunately, people choose to turn a blind eye to the cons, such as invasion of privacy or addiction. The problems aggravate to the level, that if they cannot be ignored, thus calling for timely measures. It might seem impossible at first, but if the tasks are broken down into chunks and go about proper planning the crisis can be handled well. Furthermore, inclusion of media literacy as a course to educate people regarding social media and implementation of privacy protocols would give a boost to the goal of benefitting from the usage of social media. In finality, social media can reap greater benefits, if cons are curtailed.