

Social media: The Double-Edged Sword of connection

Introduction

Thesis statement

Social media is neither good nor bad itself; its impact depends on how it is used.

Positive impact of social media

- A source of global connectivity - whatsapp etc

(Pew Research Report 2021: 72%

U.S adults find social media an important source of connectivity)

- Access to information and

learning - (X), Youtube, Google

(50% of students use Youtube as a learning tool for academic purpose)

(The Journal of Educational Technology)

- Impactful in social movements and Awareness - #MeToo, #Black lives Matter

- A hub of business opportunities - Amazon, Alibaba etc

- Creative Expression of talented people - Tiktok, Instagram etc

Negative impacts of social media

- mental health issues via spreading/promoting unrealistic standards — stress, depression, insecurities etc.

- spread of misinformation via platforms like facebook, twitter, youtube.

(59% of social media users encountered misinformation about covid-19 in 2020:

Reuters Institute)

- Addiction and wastage of time leading to ~~the~~ reduction of productivity and social isolation.

(over 210 million social media users affected by its addiction:

The Lancet Digital Health)

- cyberbullying and harassment leading to psychological issues.

— Harassment cases of

Leslie Jones (actor)

(41% of Americans have experienced some form of online harassment:

The Pew Report 2022)

- websites working for terrorism fundings — Dark web
- Exposed to inappropriate websites — Pornhub
- Privacy concerns rising due to exposure of personal data for targeted advertisement and political Profiting. — Cambridge Analytical scandal — 2018.

suggestions.

- Online platforms for cybersecurity
- Rules and Regulations implementation
- Strict action against violation
- social media ethics awarness
- Parenting and monitoring tools.

Conclusion :