



Social Media and its Effects on Society

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Rec date: Feb 29, 2016; Acc date: Mar 02, 2016; Pub date: Mar 08, 2016

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Opinion

With the technological advances and the increased scope of media, communication with anyone around the world has become easy. Earlier we had to wait for days or sometimes months for a beautiful handwritten letter sent through post from close and loved ones. But now any dialogue happens in a fraction of seconds.

Social media is one of the major platform communications. We cannot imagine our daily routine without it. Internet penetration has brought the world together on one platform. Now we can easily connect with anyone from a different city or for that matter, a different country. With the pictures or videos that are overflowing the social media platforms like Facebook and Twitter one is constantly updated about near and dear ones.

But nothing comes with all good or best. Every coin has two sides and so does social media.

While talking about the positive side of the coin, social media has been one of the best source of communication, and advertising because

of its ever increasing scope and reach, cost effectiveness, business development features, worldwide connectivity, matchmaker or find ones romance, opportunities for job, free publicity, real time information sharing, platform to share cultural information, and much more.

But one cannot neglect the fact that there is also a negative side to the coin. Social media keeps you hooked up for hours and your time is wasted. Hence, it can be called as addictive. The other negative aspects would include the increase in crime (cybercrime), increasing fraud, hacking of information, virus attacks, low productivity in work, negative publicity and low internet penetration in some parts of the world. One cannot just overlook the unfavourable aspects of social media.

Hence, when a person learns to balance his time for social media keeping in mind the other activities in his daily routine and taking care of his security, social media can always be a boon.