



## *SOCIAL MEDIA*

### *Introduction*

Social media is the communal interaction among people in which they create, share, or exchange information and ideas in virtual communities. It has become the basic need and quality of human beings to be social. The spectacular developments in communications and innovative and astonishing entertainment have given people access to information and the ability to provide a voice for people who would never have been heard. The current generation is fortunate enough to witness some of the most amazing technological developments in history. It has become the rage of this age.

### *Social Media and its Significance*

Every person's daily routine involves some kind of social media interaction. Anyone, anywhere, at any time, can connect with you through social media as long as you have access to the internet. While everyone was confined to their homes, unable to speak with anybody other than family and friends, it was critical to communicate with friends and family during COVID-19 to avoid being isolated. The outbreak resulted in social media becoming an essential tool for individuals to make entertaining videos and engage in social media challenges and activities, which helped keep people busy during these challenging circumstances.

### *Benefits of social media:*

- They address a large number of people, making it a valuable and effective tool for society.
- It reaches people even in remote areas, and the information is spread like fire.
- Teachers and professors can teach on different topics from remote locations.
- It is an excellent educational tool.
- Social media can be used to disseminate information to the media.
- It has the potential to open up incredible career opportunities online.



### *Social Media's Drawbacks*

- Users of social media are becoming victims of fraud and online scams that seem to be genuine.
- It opens up the possibility for hackers to commit fraud and launch virus attacks.
- Harmful and disrespectful comments and reviews from employees about the company hamper its image tremendously.
- Students too are exceedingly active on social media sites these days, limiting their outdoor activities.
- Some sites are used to express personal anger or dispute, due to which a lot of chaos and confusion is created.
- Users are more vulnerable to cybersecurity threats such as hacking, data theft, spamming, and other similar crimes due to a lack of privacy.

### *Conclusion*

Social media has both benefits and drawbacks. Using it productively can be a tool of immense help, but overuse can become a silent enemy. As a result, we as users must learn to balance and not control ourselves when using this technology.

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**- 22BE18**