Effects of Social Media

Facebook, Instagram, WhatsApp, and Twitter have several differences in how they work and who is their audiences, but all of them have the same goal: connect people. This is a whole new way to interact and socialize; this is social media. Now this new and exciting type of communication is radically revolutionizing the way that people communicate. More than that, the way that people live. So this social network effect persons lives in three more stronger ways.

First of all, social networks gave people an easier way to communicate. So, now it doesn’t require anymore to go to a specific place or to schedule a meeting and more that it does not demand that both people to stay available at the same time. Consequently, this ease made people feel that they don’t need face-to-face contact anymore or at least not as much as before. This makes them addicted to it. Now people require a different type of attention and socialization, they just need digital feedback. For instance they want more views in their photos, more “like/Thumbs up” and replies in their posts. Hereafter this could lead to narcissism when they receive too much attention or isolation when they don’t receive as much attention as they need.

Second, isolation could be reached easily with social media because now people don’t meet each other as before, and when they don’t interact with anyone in the virtual world, it’s even harder to interact in the real world. They start to feel that no one like them, no one want to talk or even stay with them. So people start to isolate themselves from the world increasingly and then they start to feel depressed. When isolated people start to feel depressed they enter in a vicious cycle, which make them get more and more depressed. I depression is a shortcut for another types of problem. For instance, they will start don’t eat well as before, eating more or don’t eat what the body demands to work well and survive. This means that it will lead to health problems. When they get in this abysm, it’s almost impossible to get out. They will have to use medication and sometimes they even try to commit suicide.

Finally, it’s important to highlight that their personal lives and health won’t be the only ones that will suffer with the effects of social media. Their careers will experience some problems too. Several people became addicted to social networks, so addicted that they can’t control themselves even when they are working. This vice results in a decrease of performance in the work. So, many companies worried by this side effect of social networks, they start prohibit the use of this kind of programs in office hours or even in the workplace.

In summary social networks as any other kind of innovation or technology have bright and dark sides. So as always a tool can be good and helpful or can be bad and harmful depending of the hand that handles. However several users don’t know how to use social media and they end up getting addicted to it. So they start to isolate themselves and then begin to feel depressed.