**Importance of Internet in Society**

**Introduction**

The internet has made the world a village by connecting individuals globally with the click of a button. Today, the internet has become unavoidable in our daily life. Appropriate use of the internet makes our life easy, fast and simple. The internet helps us with facts and figures, information and knowledge for personal, social and economic development. There are many uses of the Internet; however, the use of the Internet in our daily life depends on individual requirements and goals. **What is internet, and why is it important?**

The net is a worldwide system of computer networks in which users access and share information. Sometimes, computer users communicate directly with each other. The Internet refers to the globally connected network system that uses TCP/IP to transmit data via various media types. It is a limitless space where people access infinite amounts of information. There are billions of computers and other electronic devices accessing the net worldwide.

The Oxford dictionary defines the internet as a global computer network providing various information and communication facilities, consisting of interconnected networks using standardized communication protocols. Today, there are lots of other gadgets connected by the network and used to access the Internet.

Internet access refers to the ability of individuals and organizations to connect to the internet using computer terminals, computers, and other devices. If you want to access the internet, you'll need an Internet Service Provider (ISP) and a router to connect to the ISP.

Below are the importance of internet in our life, education and business.

**What is the importance of internet?**

**Importance of internet for students (Education)**

The role of the internet in the education sector is unmatched, and it has become an essential learning tool. One of the reasons the internet is crucial in education is its wealth of information. Here are some of the reasons why the internet is essential in the education sector:

1. *Increased accessibility to education:* Education is accessible now more than ever, thanks to the internet. Several learning institutions can now offer distance learning programs to students across the globe. Others like Yale and Harvard universities offer free courses in diverse areas through Coursera and other apps. Sometimes, the student pays for a certificate, but the lessons are free.
2. *Innovative learning:* The internet offers extra resources and new methods of learning. For example, teachers can opt to have online classes which students attend from the comfort of their homes. Alternative education and study materials are available online, including crash course videos, images, animated videos, and educational games.
3. *Ease of communication:* Teachers and students can interact regardless of time using internet platforms. For example, students no longer have to wait until the next class to communicate with their classmates or teachers. One can easily send messages to the teacher or student in question through various online platforms. Additionally, most schools have online educational platforms where students discuss assignments.
4. *Source of study materials:* The internet is a world of knowledge. It serves as a teacher who allows students to ask questions and get answers instantly. Most academic institutions have developed websites where students can access free study materials. Students can watch video tutorials and lectures at no extra cost. They can also access learning materials from various online libraries.
5. *Research:* Before the internet, it was challenging for students to research as they had to read many books. However, the internet and online libraries have a wide range of information that both teachers and students can access at the convenience of their locations. There are thousands of research papers and books available online. Students access resources published during any period because most are available on internet platforms. As a student, you can get help on your research projects by looking for similar ones previously done.
6. *Online discussion forums:* With the internet, students can engage in online discussions with other people and learn from them. Moreover, there are many groups on social media platforms, and students can join the ones that interest them and participate in discussions in the group. Thus, the student learns from different kinds of people with diverse points of view.
7. *Career planning and guidance:* Selecting the right professional career is challenging for students. Hence, they need help shaping their future. Students can now access a wide range of professional mentors through the internet to guide their decisions. They can search for stories about global icons for inspiration and learn what people are doing to succeed. These publications help students discover their interests and pursue the right career path.

**Importance of internet in business**

The following points illustrate the importance of internet in commerce.

1. *Internationalization:* The internet facilitates meaningful international business relationships and connections. These global interactions are essential in online business transitions, social exposure, cultural knowledge, and embracing diversity. Like-minded business people can meet online and strike deals that eventually internationalize companies and firms between different countries without or without formal agreements.
2. *Ecommerce:* Today, purchasing things online and receiving them at your location is possible without physically visiting the seller. Online payment methods have gained popularity and are now trusted platforms for sending and receiving money. Online money transfer options and applications have also enabled business people to conduct virtual business transactions. These online channels are safe, secure, and convenient to ensure your business runs 24/7. The internet also helps business owners manage their finances better through numerous platforms.
3. *Business marketing:* Today's entrepreneurs can market their products and services online. They do internet marketing via websites, social media, apps, and other platforms. In the end, adverts reach millions or thousands of potential clients at a lower cost. With a well-done social media strategy, those in business can reap the benefits of their social media marketing strategies in the digital space.
4. *Global economic growth:* Business internationalization promotes the global economy. The internet is crucial in the growth and development of the global economy because it eliminates physical boundaries that hinder communication between buyers and sellers.
5. *Information dissemination:* Most business people use the internet for communication. The diverse online communication platforms ensure a smooth flow of communication among a company's stakeholders (shareholders, managers, employees, customers, suppliers, distributors, etc.). Businesses use formal platforms like LinkedIn and emails and less formal sites like WhatsApp, Facebook, Twitter, and Instagram to reach customers. Most companies use video conferencing apps like Zoom for formal internal communications.
6. *Product and market research:* Organizations use online survey platforms to research their customers' needs and their competitors' strategies. Data analysis converts responses like product ratings and reviews into data that can reveal current market trends and forecast future trends. Some business and data analysis experts do not rely on survey platforms alone when doing online market research. They analyze data from comments people leave on social media pages.
7. *Provision of services:* The evolution of technology led to the development of systems that help organizations to serve their customers online. Government-owned and private companies now have websites, apps, and social media pages for people to inquire about their services. Websites and apps allow customers to perform online tasks like filing tax returns, applying for tenders, birth certificates, certificates of good conduct, etc.

**Household use**

Most households in urban centres cannot endure a week without the internet because the net has become a basic need. You will, therefore, find that many apartments have Wi-Fi or cable connection. They can use it to communicate, get entertainment, security (CCTV monitoring) etc.

**The media and news**

The importance of the internet in media and journalism is undeniable. It facilitates accurate and timely reporting of news. Most people today get hourly, daily, or weekly news updates from the internet. The online presence of traditional media outlets makes it easy to access factual news. E-newspapers and online magazines also update news faster than traditional newspapers, which take at least a day due to the printing process.

**Entertainment**

Sources of entertainment are now primarily linked to the internet. Platforms like Netflix movies, YouTube, social media, music and gaming sites have free and paid entertainment. The internet allows entertainment and active interaction among people. For example, music and movie apps allow people to like and comment on songs and films.

**Communication**

The need to stay in touch with loved ones has enhanced the importance of the internet. The web ensures people remain in contact despite physical barriers. Today, it is common to meet couples who meet online. Surprisingly, most friendships and connections would likely die without the internet. Virtual connections may not be equivalent to face-to-face communication, but the internet allows people to maintain meaningful relationships. The internet also helps people to create new friendships and partnerships.

The internet also keeps people in touch with the rest of the world. Initially, one would only know the stories that the mainstream media reported. However, people learn about different countries and people around the globe directly from the source. The internet exposes people to the world without filters or boundaries, allowing them to develop informed opinions.

**Healthcare**

The internet has made it possible for patients to consult physicians online. Many pharmacies also have delivery services if you provide a soft copy of an official doctor's prescription. It is also possible to get information about medications or ailments, but it is advisable to verify the same through a medical professional.

**Travel and Leisure (Tourism)**

The internet promotes travel and tourism. Many travel enthusiasts book hotels and resorts online and discover new tour sites and destinations on the net. Hotels, travel agencies, car rentals, tour sites, and other businesses in the tourism sector also publish their rates and services online.

**Social networking**

The current generation is greatly influenced and impacted by the internet. Even the remotest parts of Africa have people using the internet on smartphones. Friendships, intermarriages, and business networks are created through the Internet. Social networking sites help people from different parts of the world to build friendships, romantic relationships, business relationships, and so on. The world has over 8,000 competitive online dating sites/platforms with about 323 million people using them. Online dating dramatically influences interracial and intercultural relationships and marriages by providing plenty of options for those looking for romance.

**Cultural transformations**

People have debunked myths about foreign communities after interacting with one another on social media. Moreover, there are also many cultural educative videos, photos, audio, and articles online from Google to YouTube. Friendships, intermarriages, and business networks created over the internet influence people to respect and adopt each other's cultural practices and values. In the end, cultural transformations are inevitable.

**Religious transformations**

The internet is among the leading causes of religious transformations. People share their religious videos online, which convince others to quit or join their religious beliefs. Religious organizations now run social media sites, YouTube channels, blogs, mobile apps, and more platforms where people can access their religious content.

**Politics**

Transformation of politics Power and counter power are the foundational relationships of society. The internet spearheads political transformations by helping organizations and politicians to share their agendas ad ideologies. Since the net is a major medium of mass self-communication in today's world, they use it to spread political views that unite or divide nations.

**Lifestyle transformations**

The internet has influenced people to change their lifestyles. For instance, the internet spread western culture worldwide, and Africa is largely influenced by it. It has helped Africans access knowledge about women empowerment, innovations, the urban lifestyle, etc., from developed countries. International programs for women empowerment through digitization in Africa and other online charity organizations help people get quality education, water, food, clothes, health care, jobs, financial aid, and more.

**Summary**

The internet is one of the most important sources through which individuals can quickly get information, remain in touch with their beloved ones, and perform thousands of activities. It is a vital source of information, a social platform, and a business network. The internet is a virtual tutor, online library, research tool, and a source of information and knowledge for students. They use the net to work on projects and assignments. Some schools also offer online classes and distance learning programs. The internet promotes intercultural and interracial marriages and relationships. It also boots virtual learning/education and enables people to do online business. The net spearheads cultural, religious and political transformations when people interact online. There is no doubt that the internet makes life easier and better. The internet is core in our life, education and business. It is a pivotal part of our daily life. People need it for entertainment, business transactions, and more.

Everyone is using different online platforms in their daily life. It increases the risk of getting personal information stolen or misused. The internet plays a significant role in keeping our files and data locked inside a safe. Nowadays, it has become easy to connect with people worldwide and talk face-to-face using the internet. The internet shortens the distance between the two countries and two businesses. The internet makes it easy to learn new skills and educate oneself while sitting at our home’s ease.

With the advent of the internet and technology, our life has become easy. It has so far touched different sectors and plays a significant role in delivering necessary services at people’s doorsteps. We can also watch different movies and TV shows using the internet without worrying about the data breach.

However, it is important that you enable internet privacy and take steps to protect yourself online from fraudsters because of the following issues

**Identity Theft and Fraud**

Cybercrimes are increasing day by day, and that is why we need security to save our data on online platforms. Cybercrimes are crimes that happen online such as identity theft. In this case, the fraudster who has accessed your bank account details can use it to do online shopping, illegal transactions, etc.

This situation can break anyone both emotionally and financially. Internet privacy gives you a right to complain against anyone who misuses your data.

**Computer Damage**

Internet privacy also protects your computer from getting hacked or caught viruses. The hackers can use the viruses to duplicate all your files on your desktop or sell your data for illegal uses.

You can change the privacy settings and set the number of times you can type wrong passwords. It will secure your account when a hacker tries to get access to your account.