

ADVANTAGES AND DISADVANTAGES OF



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Is Social Media..



Good?

or

Bad?

What is Social Networking?

Social Networking means creating a public profile within a particular website and making relationship between other people who are using the same website.

Even though Social Networking can be useful, if used within preventive measures, its Advantages overweigh the Disadvantages.



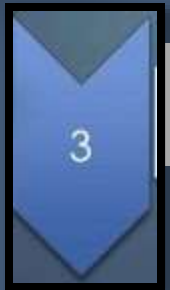
Advantages of Social Networking



Worldwide Connectivity



Real-Time Information Sharing



Free Advertising



1. Worldwide Connectivity



With social network sites,

- It is easier and faster to make new friends or business connections or extend their personal base.
- There are new websites dedicated to allowing people to connect and to interact via the internet.
- These connections can help one with a variety of things such as,

1. Finding romance

2. Seeking a new job

3. Getting product and services referrals

4. Receiving support from likeminded individuals

5. Making or receiving advice on career and personal issues

1. Worldwide Connectivity (cont..)

- Place of exchange news and get updated on friends and family.



- Commonality of interest: you can pick and choose those individuals who has similar likes and dislikes.



- You can virtually meet with your friends online anytime.



2.Real-Time Information Sharing



- With social networking site, you exchange information easily in real-time via a chat.
- In addition, the internet is the ultimate online textbook.
- Other than students, social networking can provide a tool for managers to:
 - Utilize in term meetings, for conference organizers.
 - Use to update attendees and
 - Use as a means of interacting with clients or prospects.



3. Advantage in Advertising



- The best part of advertising in social networking site is that you can spread the word for free!
- Entrepreneurs can find contacts via professional groups and make use of the large user bases to market their products and services.
- Facebook has a range of services designed to help businesses market themselves more effectively.
- By having company social network profile, You can deliver improved customer service and respond effectively to feedback .



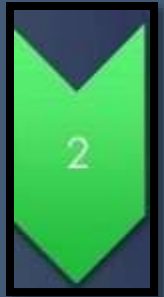
Disadvantages of Social Media



Cyber Bullying



Higher Risk of Fraud and Identity Theft



Privacy Issues



Other Disadvantages



1.Cyber Bullying



- Cyber Bullying is when a person is continuously bullied through online accounts.
- Bullying has always been a problem among young people, and even adults.
- However, when social networking sites (SNS) come around, bullying has been taken to a whole new level as SNS becomes the perfect venue of bullying.
- People can be harassed for 24*7, and it can be done anonymously:
 - Can expose individuals to harassment or inappropriate contact from others.
 - People might do or say things on SNS that they would not have the guts to do in real life.



1.Cyber Bullying (cont.)



- Easy to spread false information. Anything can be spread to millions of people in an instant.
- People can take advantage because everything is being performed behind a screen, which makes it easier to make fun of someone. (Not face to face)
- The victim (Emotional Distress): -> self-esteem issues & depression.
- The consequences can be life threatening whereby victims could go as far as taking their lives or become psychologically distressed enough to require medical attention.



2.Higher Risks of Fraud & Identity Theft

- Being part of a social network means understanding the security risks that online users can face; which is identity fraud.
- Anyone can forge a false identity on a social network & pose as someone else. Without verification of someone's identity, one could befriend a complete stranger & not even know it.
- Information posted on SNS is available to everyone -> this opens up the possibility for hackers to commit fraud & increase the risk of identity theft.



2.Higher Risks of Fraud & Identity Theft(Cont.)



- Most thieves need just a few key pieces of your personal information (date of birth, name & location) to create a false identity.
- Without proper settings& privacy controls -> high chance of someone stealing your private information/photos & use it against you.



3.Lack of Privacy (Privacy Issue)

- Safety is at stake when you share everything online. With so much sharing going on, issues over privacy will always be a big concern.
- Personal information: sharing geographical location @ “checking in” with their exact location on SNS, and tagging the location where they work & live.
- Predators (Eg: Rapists) can obtain this information & easily identify where they can find you at any given time.
- Putting yourself in danger when you share too much personal information in SNS.



4. Other Disadvantages

1. Addiction



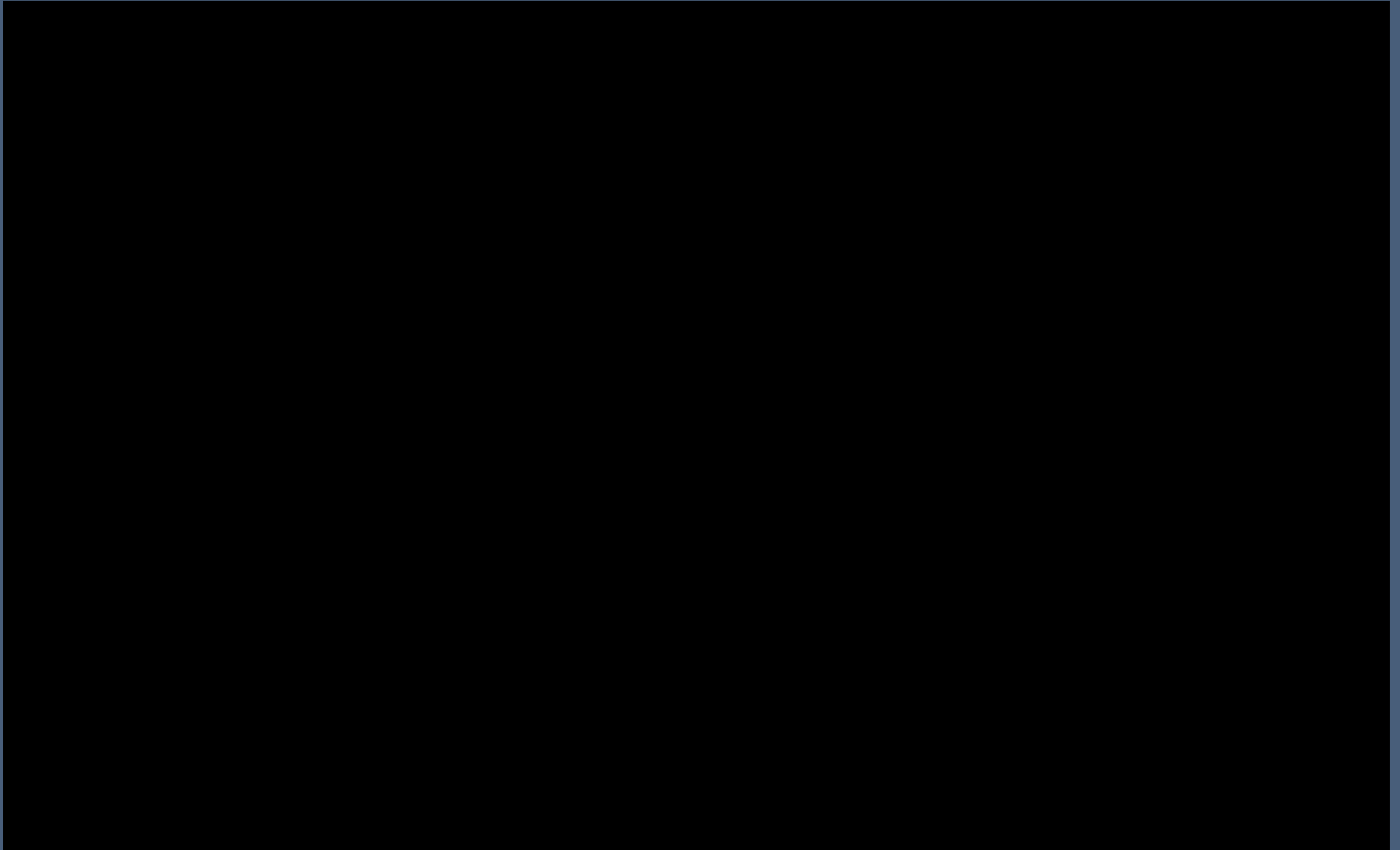
- The most common disadvantage of social networking sites is addiction. Often users of these sites get addicted to it. They spend hours using these sites and it harms their performance in other fields. It causes mental health problems and sometimes it harms their body too. Sometimes user provides their personal information to others which is insecure.

2.Loss of Motivation in Students

- The student's motivational level reduces due to the use of these social networking sites. They rely on the virtual environment instead of gaining practical knowledge from the real world.
- Students have started relying more on the information accessible easily on these social networking sites and the web. This reduces their learning and research capabilities.



Here is an interesting video for u !!!!



Conclusion



- We can see clearly that social networking sites are advantageous only if they are used wisely. Using these sites would be helpful, if users do not spend time unnecessarily. Wise members never provide personal information to strangers. Use of a tool depends on users. A doctor can operate with a knife and a murderer can kill a person with the same knife.

Is Social Networking Harmful to Society?

It's up to the individual. We need to take responsibility for our own safety.



YOU DECIDE!

Thank you!

