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# **SOCIAL MEDIA; THE NECESSARY EVIL**

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**15/U/20484/EVE**

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## 1 Introduction

Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces the challenges of defining.

## 2 Positive Effects of Social Media

Social networks help the businesses in a variety of ways. Traditional marketing mediums such as the radio, TV commercials and print ads are completely obsolete now and demand for thousands of dollars. However, with social media the businesses can connect with their targeted customers for free, the only cost is energy and time. Through Facebook, Twitter, LinkedIn or any other social site you can lower your marketing cost to a significant level. 2. The increasing popularity of social sites like Twitter, Facebook and LinkedIn, social networks has gained attention as the most viable communication choice for the bloggers, article writers and content creators. 3. These social networking sites have opened the opportunity for all the writers and bloggers to connect with their tech savvy clients to share your expertise and articles. Your audience will further share your articles, blog or expertise in their social circle which further enhance your networks of the followers. 4. Social networks have removed all the communication and interaction barriers, and now one can communicate his/her perception and thoughts over a variety of topics. Students and experts are able to share and communicate with like-minded people and can ask for the input and opinion on a particular topic. 5. Another positive impact of social networking sites is to unite people on a huge platform for the achievement of some specific objective. This is very important to bring the positive change in society.

## 3 Negative Effects of Social Media

1. One of the negative effect of social media or network is it leads to addiction. Spending countless hours on the social sites can divert the focus and attention from a particular task. It lowers the motivational level of the people, especially of the teenagers and students. They mainly rely on technology and the internet instead of learning the practical knowledge and expertise of the everyday life. 2. Kids can be greatly affected by these social networking sites if they are allowed to use them. The reason is that sometimes people share photos on social media that contains violence and sex, which can damage the behavior of kids and teenagers. It put the negative impact on overall society as these kids and teenagers involve themselves in crime related activities. 3. Another downside of the social media is that the user shares too much information which

may pose threats to them. Even with the tight security settings your personal information may leak on the social sites. Downloading your videos or pictures and copying your status is an easy task and can be done within few clicks. Conclusion. By now, we are all aware that social media has had a tremendous impact on our culture, in business, on the world-at-large. Social media websites are some of the most popular haunts on the Internet. They have revolutionized the way people communicate and socialize on the Web. However, aside from seeing your friends new baby on Facebook, or reading about Justin Biebers latest brush with the law on Twitter, those are some of the real impacts, both positive and negative, that social media has had on