The Pros and Cons of Social Media

# Introduction

## What is Social Media?

* Diffrent Platforms: (some oft hem)
  + Social Networks: Facebook, Twitter, LinkedIn, Instagram …
  + Media sharing Platforms: Youtube, Tiktok, Instagram
  + Buisniss Netorks: LinkedIn and Xing

## History of Soical Media

* + 1997-2003
    - Six Degrees, My Space and Linked In
  + 2004
    - Lauch of Facebook
      * First only availible in Havard
      * Form 2005 expansion to public and other universitys
  + 2005
    - Youtube
      * Initially Dating Site (Tune In Hook Up)
      * Soon realised Potential
  + 2006
    - Twitter
  + 2010
    - Instgram
      * 2012 baught by facebook for 1Billion

## Purpos of this Presentation

* + - * + Benefits and disadvantages of social media
        + Advise to think criticly
        + Afte Presantation : recomendations to minimize the nagative Impact on your live

# Advantages of Social Media

* Improved communication and connectivity
  + Connect with people all around the world
* Improved marketing and advertising
  + Cheaper
  + Personaliesd ads
* Education
  + Countless tutorials on Youtube
* Entertainment

Disatvantages of Social Media

* Privacy concerns
  + Companys want to colect as much information as possible becaus of money
  + Us it for better User experience, targated adds
  + Selling user Data to third party Companies
  + Cambridge Analytica scandal:
    - Hired by Trump Campaign
    - This Is Your Digital Life App
      * Was: Personallity Test
      * To use needed -> access to Facbook acount (share information about user and friends of user)
      * Collected data -> targeted political advertisements
    - Shows what Sensitive data can be used for
* Filter Bubbles
  + User exposed to Information he wants to see
* Decrease in face to face Communication
  + Can result in decreas of scial Kompetenz
* Comparison and self-esteem issues
  + Everyone posts theyre perfekt life on instagram
  + Makes youe feel bad