Social Media and Its Effect on Human Perception and Socialization

"Any sufficiently advanced technology
is indistinguishable from magic",
as quoted by Arthur Clarke.

Good Morning everyone.
My name is Yash and today
I would like to emphasize my views on the topic,
"Social Media and Its Effect on
Human Perception and Socialization."

Before concluding whether social platforms are dystopia or utopia,
Let us first see how social media works.
Does it ever happen to you?
You get bored and think,
let's open Instagram or Facebook for 10 minutes
and before you realize
you have spent hours just scrolling through it
watching those cute cat and dog videos,
those hilarious memes, food posts, and whatnot?!
That's the first role of building social media platforms -
 ENGAGEMENT.

When you find a really funny meme or an awesome blog,
to share with your friends
who are not on that social media platform,
you urge them to join that platform.

That's the second role -
GROWTH.

You invite more of your friends,
and they invite more of theirs.
(Basically the pyramid scheme)

Has it ever happened to you?
That when you search about some shirts on Google,
You get advertisements while scrolling through Instagram for the same!
That's the third role -
ADVERTISEMENT.

Users like us, get convinced that these three roles
are aligned with our own principles of socializing
but in reality, they are just money-making strategies of companies
powered by brilliant algorithms whose job is to figure out
what to show us next so that we keep scrolling.
Which results in increasing the company's economy.

It's easy today to lose sight of the fact
that these tools actually have created wonderful things in the world.
They have reunited lost family members.
They have found organ donors.
They have done magic!
I mean, they have made meaningful systematic changes
happening around the world

because of these platforms.
They are positive!
So It has its pros and cons,
we just have to make sure that we are on the positive side of the impact.

If I would have to sum up all of that, then I'd say that:
"The idea of social connection
should be given more importance
than social media. "

Thank you