**The influence of social networks on human society**

Influence of social networks on human society is as good as bad. It again depends on person to person how they use it in their life. There are pros and cons of social networks. Social networks and media like Facebook, WhatsApp, Twitter, LinkedIn and others came into picture to provide a better way of communication and makes us feel closer than before. Today world seems to be smaller than ever due to fast communication.

Different companies now a days use social media for cheap marketing. It is also very effective to build a brand image and popularity, which indirectly effects our interest and knowledge of products.

They do business according to customer interest. For ex. You searched for an item online today and you will start seeing ads of similar products on your Facebook page.

Now we can meet like-minded people easily on social networks, can make a platform to discuss on a topic and get to know different views and opinion on the topic. In the mean time we modify our thoughts with the new views told by someone sitting miles apart.

Bloggers and article writers are coming to these platform to showcase their feelings and thought. That helps people culturally and physically apart from each other to know their feelings, their way of thinking, their culture and finally making out an amalgam of different culture. This also change our culture and way of thinking.

Peoples now take a stand for humanity with a stronger voice than ever with the help of social connectivity, let it be “Nirvaya” Rape case or 2g, 3g Scam or it be Indian General Election.

It also impacts election of various big nations like US, Iran and India. Now a days, due to social media young people are taking interest on politics and started thinking and discussing for the betterment of their nation and world.

As always, there are two side of a coin and we need to see the other side to come into a conclusion.

Though, social networks has many positive influence on human society, it also has many negative influence which cannot be ignored.

Now a day’s teens love to spent most of their time in social media which impacts their health, self-expression ability and many more. Study suggest that people who invest more than 3 hours per day on a social platform and typed more than 12 text messages per day has the high probability to get into depression, poor sleep pattern, suicide, poor academic performance.

Cyber bullying and harassment are worst thing that can happen to young kids. Kids does not have maturity to analyze something. There are many obscene and terror-provoking contents that can change the behavior of a kid and can build him/her as a potential threat to the society like what has happened in Bangladesh bomb blast last year by few under-graduate student. They used to follow one such person in YouTube from last 4-5 years. Addition to that, one can easily hurt you by commenting against you on a post in social network. Everyone can see that and will make fun of you later. That leads to depression and suicide in many cases.

Excessive use of social networks leads to less verbal communication which is the best way of communication. You simply cannot text your emotions by putting emoticons. The effectiveness of non-verbal communication and body language cannot be beaten by social network. Less social interaction makes people isolated. They have thousand friend in Facebook but know none of them personally. They have no true friends and does not know how to build friendship. More into social networks makes them less interested for their own culture, tradition and language. Sometime people post just to get quick attention and they are more interested on number of comments and likes than what actually their own friends say on that.

All of these things influence our society directly or indirectly in a good or bad sense.

But it is again we who need to take care of teens, adults and ourselves to analyze and predict the limit. Too much of anything is good for nothing. People should use this for a good cause and should stop using this as a primary source of communication. They should go out and interact with others which will make them happier and socially strong. Bonding with your peers starts with an interaction and amount of time spent and not with how many hours you chat with them on a social platform.

It is the emotion, feelings and humility which make all of us closed. That makes our society full with morality and humanity. These nature and way of living transfers from generation to generation by a healthy interaction between elders and Youngers and also with your peers. Physical interaction which comprises of body language (non-verbal communication) and emotion is much more effective than social interaction. Social interaction can never fulfill the affinity of emotions in us which sometime leads to destructive and criminal tendency that leads to a negative impact on the society we live.

I want to conclude the topic by saying that everything is made for a good cause even nuclear fission and fusion reaction is invented for betterment of humanity but we are using it to make nuclear and hydrogen bomb. So it is us who needs to choose the right path and put a limit on everything. Otherwise everything has a good or bad impact on us. We have to act accordingly.