Social networking enhances our world through the communication of information. It has definitely affected our world in many ways, from allowing old friends to reunite and bringing cultures together to giving hackers an edge with information and taking away time for human interactions. The effects of social networking cannot be labeled as either positive or negative, because at they say-beauty is in the eyes of the beholder, or in this case, labels on social networking effects depend on who you ask.

There are three main layers of social networking: the teen network, the adult network, and the organizational network. The teen network is associated with Instagram, Snapchat, and Kik-all of which use pictures to portray feeling and thoughts. The adult network deals with Facebook and Twitter, two main social medias that provide information about national and international news. The final and perhaps most important layer of social networking is the organizational network, which uses both the teen network sites and the adult network sites, all for one reason-advertisement. Why?

Advertisement is the vital revenue for a networking business to make money. Every company that wants their product sold will buy space on network sites such as Facebook, Twitter, and Kik to reach out to the many users of those media sites. For example, according to the Social Networking Statistics, about 56% of the world has a Facebook account. That means that over half of all the people in the entire world see those ads that businesses buy to promote their product, which greatly improves a business' chance of selling more of that product. One such business is that of one promoting virtual vacations around the world.

Social networking allows people to experience parts of the world virtually, when they may not get the chance to explore the world for real. Some such adventures take place in a virtual game called Second Life. A quote from Samantha Gross from the Associated Press describes Second Life like this. *"The tour was a whirlwind…Time elapsed? Less than two hours. With no tickets required, no money spent and no need to leave your seat, touring in the virtual world of Second Life holds a certain appeal for travelers willing to delve deep into the internet to find their escape…With the help of elaborate 3-D locales designed and built by the world's residents, tourists can watch their online embodiments-known as their avatars-lounge on the beach, dine at a romantic restaurant, or go out dancing at a crowded nightclub."*

This is just one of many examples of how social networking has changed the way we, as humans, understand others and our environment. People can gain experience inside the game, by interacting with humans and the environment, then use that experience to better understand people in the real world. While not every aspect of social networking has a positive association, it is simply another form of communicating and sharing information with others, which could be risky.