

## Project

Social Media, an impactful source of entertainment, knowledge, creativity, and general source of interactiveness. Social media is something that some deem is needed in our world. Although I agree, I also believe that it could be better. In today's world, I believe one of the most important discussions is mental health. It's finally being talked about in a positive light, which is needed today. I decided to write about "The Pros and Cons of Social Media?" In today's world of multimedia and social networking, we humans are going through a transmission from being in physical space to virtual space. The reason for this shift can be the ease to express, openness to ideas, freedom of expression and anonymity of the user in some cases. It is a fact that we are getting too connected due to social media and now we are not limited to any geographical boundaries or any time constraint, 24/7 we all are together with each other. With the current state of our world, I figured it would be more responsible to discuss this topic. There has been a surge in suicide rates and with so much influence in sensitive areas, via social media, I feel like that may have something to do with that. With that being said, I'm going to be discussing if Social Media has more of a negative impact on the world or a more positive impact.

Most would prefer the bad news before the good news. With that, I believe that one of the many negative things that comes with social media is how often it triggers insecurities in people. I often tell people that platforms like Instagram, Snapchat or Twitter shows you the highlights of a person's life, which can be bad for someone with insecurities. I look at it similar to sports. An athlete isn't going to show you the hard work he/she goes through. They're most likely going to show you the finished product, AKA the dunks, the touchdowns, the home runs. Social media is only going to show you the "wins" that they are enduring, very seldom they are going to show the low's in their life. A very popular instance is college students and graduations. A student that you came into school with may graduate on time and display that to the world, and just because you're graduating later, you could find yourself disappointed or depressed about it. When in reality, we all have our own race.

## Project 3

Rap artist Drake, actually had a very accurate interpretation of this. In the song "Emotionless", Drake stated.

"I know a girl whose one goal was to visit Rome  
Then she finally got to Rome  
And all she did was post pictures for people at home  
'Cause all that mattered was impressin' everybody she's known  
I know another girl that's cryin' out for help  
But her latest caption is "Leave me alone"  
I know a girl happily married 'til she puts down her phone  
I know a girl that saves pictures from places she's flown  
To post later and make it look like she still on the go"

This is a very real and sad thing that social media brings to the world.

The positive to that is the inspiration and creativity you could possibly receive. If you are confident and secure about yourself, seeing others highlights of their lives could inspire you. Instead of being depressed that you are in Arkansas for spring break but your friend is in Cancun, maybe you'd be insightful and want to add Cancun on a list of places you'd like to visit. Instead of seeing someone graduate and being disappointed, maybe it will fuel you, to study and to graduate. It's honestly all about perspective, focus and what you choose to do with your time.

Another con that social media can bring is the ability to become addicted. According to "whatagraph.com" on average people spend 3 hours a day on social media. Those who are constantly online for the majority of their waking hours usually put tasks and duties on hold. Procrastination negatively impacts people's sense of responsibility, especially if they have become addicted to social media use. Spending three hours a day on social media could deplete your creativity and exert into laziness. I do understand how easy it is to spend that amount of time on social media because it's so much to access. Whether it's traveling, blogs, sports, news etc, it's something for everyone on social media. I think that some of those hours could go to a craft that you enjoy, or maybe to studying, or doing whatever makes you happy. There's not many things that require you to be into social media that much unless it's your job. Which could obviously be a positive. If you're building a brand, coding or learning a business through social media then it would be worth it sitting looking at your screen for 3 hours for that. In all other cases, I don't think it's necessary.

Being on social media often can cause depression due to loneliness. I've heard on numerous occasions from friends of mine that they get jealous or sad when on social media because they see other happy relationships and friendships that they don't have. Social Media will do a great job at making you feel alone. When in reality that's not the case. There are tons of people out here who aren't in relationships and a ton of people who have lost touch with old friends. Social media creates a notion on individuals that they are being judged continuously and this encourages especially teenagers to act what is desirable and they tend to be too perfect which might be very different from real life. The constant self validation and evaluation on social media platforms create conflict and stress among them which leads to mental health issues. Teenagers are obsessed about their appreciation on social media platforms such as facebook, instagram, twitter, snapchat and many more. They evaluate themselves on the bases of likes and comments they receive on these platforms.

Oddly enough, social media can also be helpful in that area. You can meet new people via social media and find old friends that you lost touch with. You hear about couples meeting each other on social media everyday. Social media allows you to filter out people you aren't interested in and it also allows you to connect with people you are interested in. Social media also speeds up communication as well. The same thing applies to old friends. There are so many ways to find people on social media. If you grew up in an era when social media wasn't as big like I did, you had old elementary friends that you grew apart from simply due to location change and lack of getting to contact them. Social media changes that dramatically. You can connect with your whole class from elementary now easily. For various reasons, many people live far away from their families and loved

ones. With social media, the distance can be bridged with regular chats and calls, and direct messages. Communication is never broken and can even make the bond of family stronger.

Drifting away slightly from the psychological pro's and con's of Social Media. I'm going to discuss the Pro's and con's it provides for businesses.

Reaching to a larger pool of audience- Social media is very popular between people of every age group. Hence, promoting one's business on a social media platform such as Youtube, Facebook and Instagram will definitely attract a large traffic to a company's brand and products. This will lead to more purchase of the company's products. Collaborating with social media stars - As we have already witnessed the kind of response, the social media platforms get. Everyone is also well aware of the stardom it offers. These social media stars have a great influence on the people who like their content and hence collaborating with them, will for sure give a huge boost to an organization. It works on the foundation of trust, which these social media stars have managed to build with their viewers and hence this trust can rightfully be converted into generating a lot of leads. Gauging one's customers - The best part of social media is that it is an interactive platform. The customers and the brands build a relationship on the basis of transparency and this transparency comes from the opinions and statistics the brand has developed. The reviews that the consumers leave below a particular product helps in the improvisation of the brand itself. It also enables the amount of sales a particular product has managed to earn from the people, letting the business owner to indirectly know about the needs of his or her customers.

The cons of using social media as a business tool are the following. Ample amount of time investment - Although, looking at the pros that social media has to offer about launching a particular business on it. It also comes with a lot of dedication and maintenance which an owner needs to put in, in order to keep the trust intact between the brand and the customers. The growth of a particular business on a social media platform is majorly based on the quantity of time given in order to update, generate new deals and in making best content for the promotion of the product. If a business owner fails to do so, gradually they will end up losing their customers and eventually it will decrease the sales too. Trolls prove to be a curse - Social media gives liberty to it's users to comment and review the products, but it can prove to be a curse to businesses, as there are many competitors in the market who surely do not want your business to do well. The comment section, can sometimes be filled with negative and bad reviews about the products and if this continues to happen. It will create a drift between the customers for the product. Protection against hackers - One of the bitter truths of social media is that one cannot control how vulnerable the businesses are against the hackers. In Spite of a lot of protection and security these hackers successfully hack many top class businesses on the platform. The even worst part is that, in most of the cases these hackers hack the account and get away with it easily. Though, a business account can be revived again but till then it would have already done the damage by defaming the name of the brand itself.

Next is transitioning into how Social Media can ruin your views and your mental health.

Social Media provides happiness but as of late it has been a real traumatic experience. With everything being open and available for human conception it has taken a toll on our mental health. Asian people have seen floods in their ancestors' homes that they normally wouldn't have seen. Arabic people have seen first hand how bad it is in their home country with war and poverty. Black

people have seen history repeat itself when we never thought it would happen. We have seen people that look like us be harmed and killed daily and it's all on social media for the world to see. Views have been tarnished during the social media age because of so much persuasion. Seeing all of these things happen to people who you look like you can be traumatic for people. It could make people sad or enraged. It can make people no longer like a certain group of people based on clips of injustice. Yet and still, while this is going on, we still have to hear about COVID-19 and how it is negatively impacting the world as well. It makes for depressed people in my opinion. Only good thing about social media in this case is that maybe, just maybe, people can see how other people of other races and ethnicities are treated in hopes that they can comfort them. We can all learn to understand each other's struggles. We can learn to join hands and help each other out as one. It allows for positivity to spread and allows for us to become inspirational to each other.

For some social media can actually be therapeutic. Some use social media to escape their vices. Whether I agree with that strategy or not, It is a very real solution to some people's vices. As stated earlier, social media does provide entertainment for people and it works.

With all being said, I believe that social media provides the perfect balance for the average human being. It provides entertainment, news, education and experiences. It provides an escape, it provides an alternative marketing scheme for businesses. You have access to literally everyone, from a regular peer or a celebrity. That being said you can also lose yourself in the process of exploring technology. You can become sad if you don't feel like your life is keeping up with your peers' lives. Your views can be changed for the worst on social media. You can become numb to injustice situations in life due to the constant negativity shown on social media. It's almost as if it has negative propaganda to it. All being said I do believe that Social Media is needed in the world and it just depends on how people use it if it's negative or positive. Very necessary addition to life.