***SOCIAL MEDIA***

There is a paradigm shift in the modern age communication, and we have access to different platforms to communicate, such as print media, broadcast media, and social media. Currently, social media is used on a colossal scale for communication. Some of the most prevalent social media sites are Facebook, Instagram, YouTube, Twitter, etc. It is a web-based platform that supports its users to connect and communicate amongst various communities. Since it is a web-oriented platform, it can be accessed using electronic gadgets like computers, smartphones, and tablets, etc. It is thought to be one of the greatest accomplishments of mankind.

A study on social media conducted by Global Digital Report, 2019, states that there are around 3.484 billion users of social media, and also cited that the majority are between the ages of 15-35. It has a significant role in our day-to-day activities. On one hand, it can be used to keep in touch with one’s families and friends, and on the other hand, it is used for business, academic research, learning, exploring information, etc.

Social media is one of the best platforms where people use it to exhibit their talent and skills by posting messages, information, pictures, and videos, so that, they cannot go overlooked. According to the Fame10 website, Shawn Mendes, a popular musician, came into light through social media. People having similar ideas and interests can be associated, making their lives more comfortable and content. It can also be used for spreading awareness, pointing a specific problem or calamity dominant in our society. The issue of the forest fires that took place in the Amazon Rain Forests went viral on social media, and almost everyone is familiar with the disaster. It is not only used as a tool for communication, but also used to build a brand and elevate its prominence. It is used by businesses to promote their products and services. People can use it as a domain to buy and sell clothes, beauty products, jewellery, footwear, and many things. It is also used as a means by bloggers for sponsoring their content. This makes social media a great opportunity to make some handsome money.

Social media also comes in with a handful of drawbacks. Several people argue that it degrades human interactions and relations. Some sociologists and psychologists caution that there are many negative influences of social media, and some can be lethal as well. Teenagers are more likely to be affected by negative messages, comments, dislikes, where may lead to depression and stress. Due to this addiction, the majority of people stay indoors most of the time. This causes physical and mental complications. Several illegal and criminal activities such as cyberbullying, kidnapping, hacking, thefts, etc. are increasing at an alarming rate in which social media play a substantial role from which the attackers attain the personal information of a potential victim. This is done by monitoring the posts of the victim and stalking their every action. The private posts like videos and pictures can humiliate an individual’s dignity and respect in society. At an extreme step, this may provoke someone to commit suicide. Amid all the impacts, the rumors spread like wildfire through social media. It is not always likely that the information present on social media is true and accurate. One must not fall into these deceptions and risk their lives.

There is no obligation that social media act as a great interface for connecting people and ensure a healthy relationship amongst them. But it comes with a toll to pay. Therefore, one must always cautious while making new relations. Also, have some restrictions for the time that is used for social media and regulate the personal content shared on the internet. By following the above-mentioned approach, one can always enjoy the presence of social media.