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Q . Explain Social Networking and its significance in Contemporary Life

Ans –

The use of internet-based social media platforms to stay in touch with friends, family, coworkers, customers, or clients is referred to as social networking. Through sites like Facebook, Twitter, LinkedIn, and Instagram, social networking can serve a social, business, or both purposes. For marketers looking to engage clients, social networking is a valuable resource. As of December 31, 2021, Facebook is the largest and most popular social network, with 2.91 billion individuals utilising the platform on a monthly basis. According to Statista, the next most popular apps are Instagram, Facebook Messenger, Twitter, and Pinterest.

The key feature of social media that contributes to its tremendous popularity is the simplicity with which users can access it. Anyone with access to the internet and a mobile device or PC can simply become a user. As a result of the Indian population's easy and low-cost access to the internet, the popularity of social media has skyrocketed. Everyone is only a few mouse clicks away.

Visuals, audio, and text can all be used to generate content. They have the ability to create secret forums, public debates, audio podcasts, and even blogs. As a result, we may find content, graphics, and audio from a wide range of genres and topics. Social media promotes originality and innovation.

The fact that social media is instantaneous contributes to its extensive use and tremendous appeal. Your message is delivered to your whole circle of friends or group in a matter of seconds. What one shares, in reality, can be shared by others. This will assist you in gaining popularity or becoming viral. There have been numerous instances in recent years where posts have gone viral within minutes after being published. Every user on social media networks is a participant. In contrast, traditional media such as newspapers just disseminate information. Social media platforms have a two-way communication system. On a real-time basis, you can share your experience, give your comments, reviews, and exchange information. Not to mention the fact that social media involvement is inexpensive. To enter the social media sphere, the user merely needs to pay for internet access. Furthermore, there is no expense associated with remaining on these networks. Furthermore, you do not need to spend a lot of money on advertising or communication. In fact, when compared to other forms of advertising or communication, it is extremely cost-effective.