# THE DARKSIDE OF SOCIAL NETWORKING

**Abstract**

Using social media websites is one among the foremost common activities in today’s world. One among the kinds social media is social networking**.** The aim of social networking is to provide users a platform to connect with others. Such sites offering communication and entertainment have grown exponentially in recent years. Research and analysis have largely focused on the bright side of social networking. However, it is more and more evident that social media present enormous risks for people, communities, firms, and even for society as a whole. Examples for this dark facet of social networking embody addictive use, cyber bullying, trolling, fake news, negative comments, privacy abuse etc. Multiple studies have found a strong link between heavy social media and an increased risk for depression, anxiety, loneliness, self-harm, and even suicidal thoughts. These worsening symptoms cause you to use social media even more, and so the downward spiral continues. Users even don’t understand that these effects are due to social networking. People spend longer time on these sites than with real friends, they have no time for self-reflection, they engage in risky behaviour in order to get likes, suffer sleep problems etc. It also has impact on Politics because many people get their news from social media, so political parties run campaign to polarize people using social media like Cambridge Analytica data scandal. The aim is to illustrate the multidimensionality of the dark side of social networking and describe the related various undesirable outcomes. To do this, we adapt the established social media honeycomb framework to explain the dark side implications of each of the seven functional building blocks: conversations, sharing, presence, relationships, reputation, groups, and identity. On the basis of these reflections, we present a number of avenues for future research, thus to facilitate a higher understanding and use of social media.