

A decorative border featuring various tropical leaves and flowers in shades of green, yellow, and red, framing the central content area.

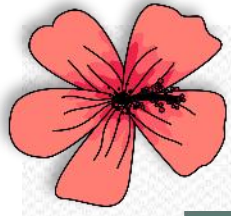
# SOCIAL MEDIA

01 ADVANTAGES

02 DISADVANTAGES

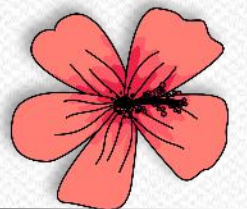
03 CONCLUSION



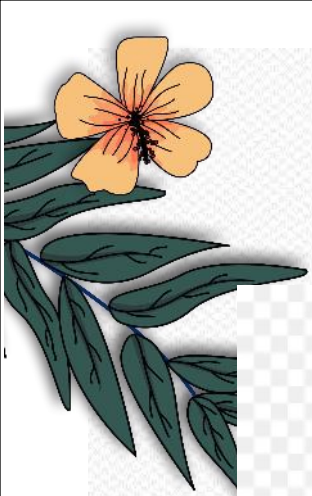


## What is social media?

Social media are interactive technologies that facilitate the creation, sharing and aggregation of content (such as ideas, interests, and other forms of expression) amongst virtual communities and networks. The term social in regard to media suggests platforms enable communal activity. Social media can enhance and extend human networks. Users access social media through web-based apps or custom apps on mobile devices. These interactive platforms allow individuals, communities, and organizations to share, co-create, discuss, participate in, and modify user-generated or self-curated content. Social media is used to document memories, learn, and form friendships. They may be used to promote people, companies, products, and ideas. Social media can be used to consume, publish, or share news.







# ADVANTAGES

## **Connectivity**

Social media can connect people globally, enabling instant communication. It also builds strength in relationships between one another person around the world.

## **Information and Awareness**

Social media provides real-time updates on news and events whether inside or outside the country. It provides access to educational resources and online learning platforms. Students easily gather information for the specific work to complete the given assignments.

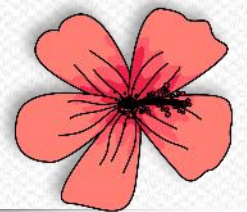
## **Business Opportunities**

The company enables digital marketing and brand promotion, so it reduces the cost for the marketing. Social media also has the facilities for e-commerce and networking.

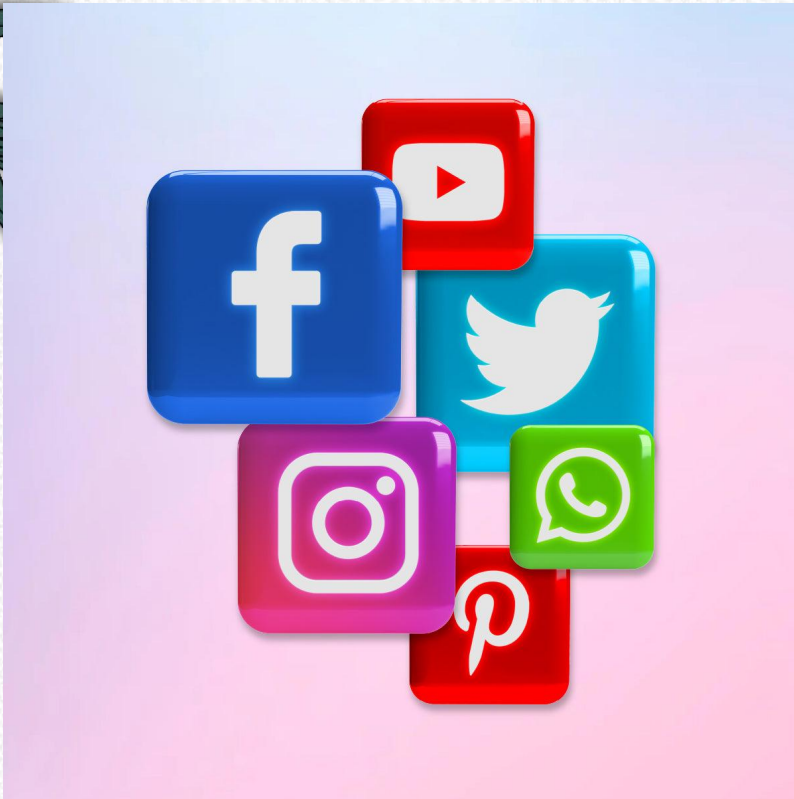
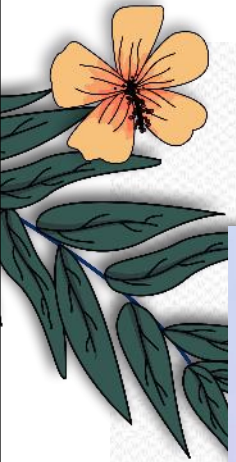
## **Creativity and Self-expression**

All platform social media offers a platform for sharing arts, writing and getting ideas for inspiration. It will encourage collaboration and innovation.

[positive effects](#)







# DISADVANTAGES

## **Cyberbullying and Harassment**

Social media will increase exposure to online abuse. Not all the content that upload on the social media will get the good comment, some of use will get critics from the toxis people so it creates mental health challenges.

## **Privacy Concern**

For the social media, we must have the account for the log into the platform. So, it risks of data breaches and misuse of our personal information. It also has a difficulty maintaining digital boundaries.

## **Addiction and Time-wasting**

When we use beyond the limit of social media, it will leads to exessive screen time. It reduces productivity and real-life interaction. We also wasting our time and get addition to it.

## **Misinformation**

Irresponsible person will upload the fake news to the platform to ensure the people believe the fake information. So, it easily get the attention from the society to believe them.

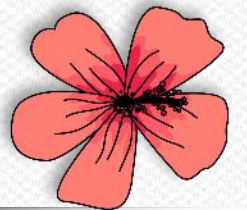
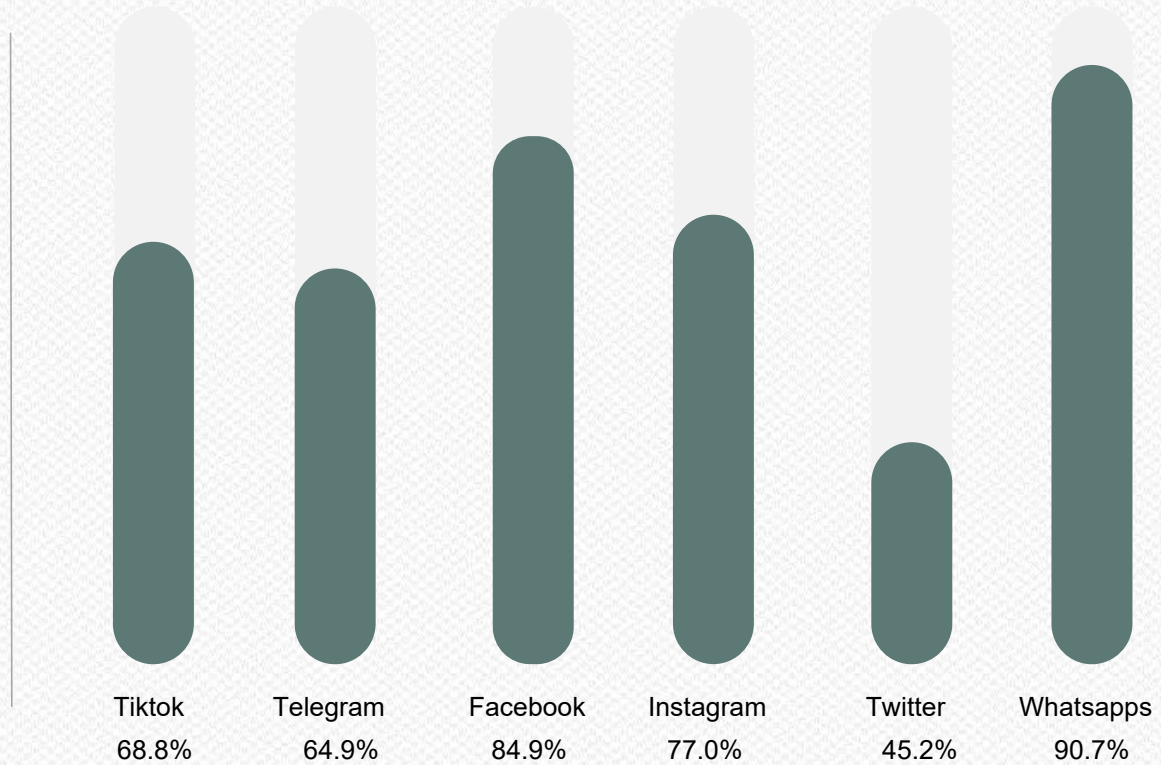
[mental health effects](#)



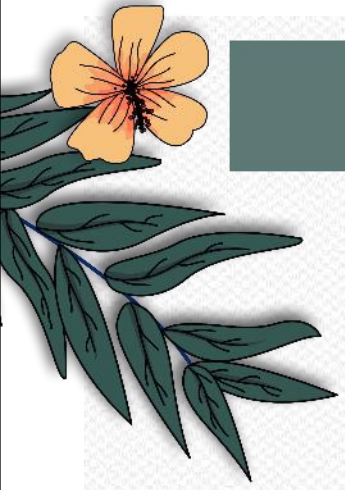




## GRAPH OF USAGE OF SOCIAL MEDIA IN MALAYSIA JANUARY 2024

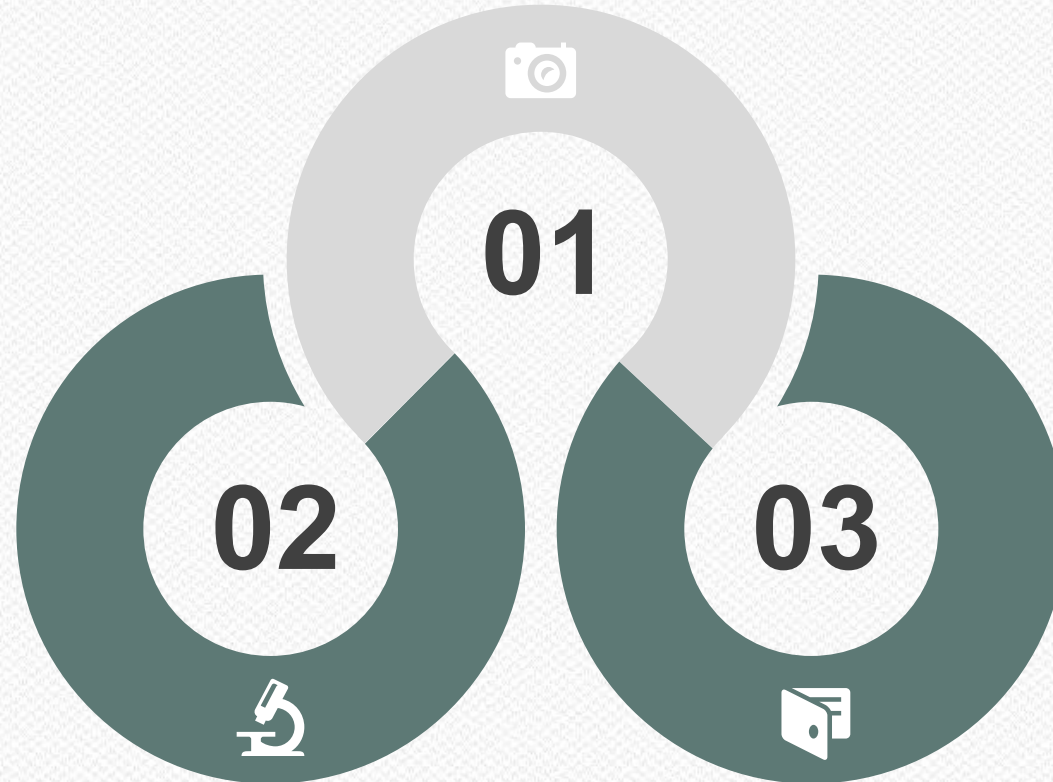






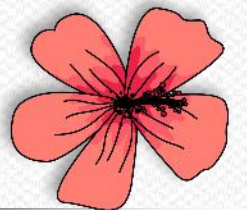
# CONCLUSION

Social media has both positive and negative effects



Encourages responsible and mindful usage

Leveraging benefits while mitigating risks can enhance its value to society





A decorative border with various tropical plants and flowers. At the top, there are green fern-like leaves and yellow flowers. On the left, a red hibiscus flower is prominent, with an orange flower below it. At the bottom left is a green monstera leaf. On the right, there are more green leaves, a red hibiscus flower, and a large green monstera leaf at the bottom right.

THANK YOU!!