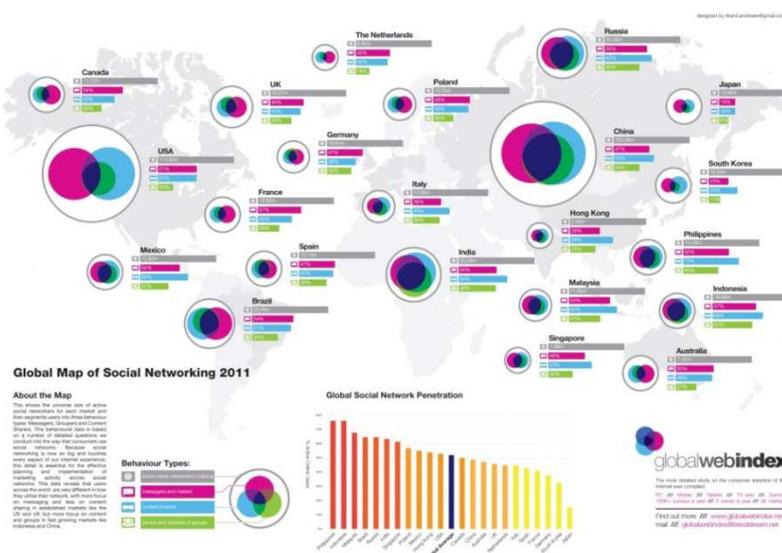


SOCIAL MEDIA IN OUR LIFE

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We all know what a social media is. Do we know their impact on us? What comes to your mind when you hear the term “Social Media?” Perhaps some people think about the media that makes them be able to meet and communicate with people around the world. While some others think about that, social media is the channel that gives them the chance to send and receive much information. Others think that social media is the way we get many updates from people who we follow and maybe someone out there thinks social media is a part of a new marketing strategy. Nowadays, social media seems like a big part of our life. When your friends don’t reply to your text, you can greet them on Facebook. When you want to listen to music or watch a music video from your favourite singer – go to YouTube. When you wake up and open your eyes, you don’t have to walk outside to get the newspaper, just take your phone and scroll your Twitter timeline then you’ll get the information. Blog and Forum are also types of social media because they allow you to share “what you think” about articles, pictures, videos and so on. There is social media which allows the users not only to share about their profession, major of study, works and company, addresses, political views and religion, but also allows them to find a job and allows the company to find the employees. Everything looks and feels easier to do with social media.



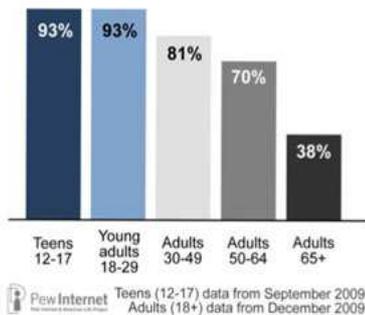
Global map of social networking 2011

Since the creation of social networking sites such as MySpace, Twitter, Vkontakte, and Facebook, individuals are given opportunities to meet new people and friends in their own and also in the other diverse communities around the world. By doing so, individuals can become friends or fans of the profile, and will be updated on current events, specials, and other essential information that the masses would like to share. In earlier days people cannot think about social networking because in those days science was not so advanced, but due to advancement of technology over the period of time people has become very much accustomed to this particular method of socializing. It is also a platform where our creations and thoughts are presented to a large number of people. Social networking is very informative, entertaining and it also aware us about various situations or events which are going on in the society or in

the world at large. Social networking facilitates us to enhance our viewpoints, as it enables us certain interactive learning activities. Thus, social networking sites are the most important parts of human lives nowadays.

With Facebook, Twitter, Vkontakte, Instagram and other social networks we have become much aware of the world we are living in and this is one of the changes being talked about. Social Networking giants create a whole new world where we are free to express our opinion and share it with our friends and peers.

Who's online? The internet by age groups



Statistic of age groups on the internet

Social Networking includes the 5 following spheres:

1. News. In social media news has become an important source. While the credibility of some sources can be clearly contested, news channels tweet or give updates on significant happenings all over the world. Their availability on social networks makes news more accessible. Additionally, news quickly gets passed around the networks in ways never experienced before.

2. Communication. Social media has furthered interaction by such a massive scale that is hard not to notice it. It allows people to keep in touch more regularly, and sometimes, more intimately, than was ever before because of time and space constraints. People from different cities and continents can keep in touch, creating an opportunity to experience different cultures.

3. Politics. Social media has enabled greater political awareness and organization, which has in some cases rewritten entire political landscapes.

4. Education. Social media has also played a large part in fostering literacy. Children who start using the platforms develop early communication skills, and generally become more literate. This is an encouraging trend, and thanks to the huge availability of information anyone can become as smart or intelligent as they desire.

5. Advertising. The whole dynamics of marketing have been changed, and rather than investing in mass channels advertisements, companies are becoming more consumer-centered through interactions made over social media. They are able to understand the needs of the market from the market itself, greatly changing the way marketing was done in the past.



Total minutes spent on social media (2011\2012)

However, we can face with some disadvantages.

First of all, social networking sites are disasters and nothing more than tools for narcissists. Social networking sites are increasing in popularity but really destroying natural and healthy interpersonal relationships and foster ignorance of the human condition.

Secondly, social networking sites serve as lazy attempts to see and to talk to friends and family. Why do we need a mediator for relationships we currently have and why do we always use the excuse for these sites: It helps to stay more connected to people and feel close to them. And not talking about people that are far away, talking about the friends and family right here in town.

Thirdly, many people think of social media sites as fun and games but these sites actually cause very serious problems. Social media sites cause more harm than good because they cause lack of activity and give people access to your personal information and many people get cyber-bullied on social media sites.

Fourthly, social networking like Facebook, Twitter, playing games and chatting etc. can be harmful because it is a destructive and negative distraction in education; nearly 60% of students have failed to achieve good grades in their examinations.

Fifthly, social networking degrades social interaction, changes the behavior in society, changes perspectives of tradition and culture. They are a platform of discrimination and catalyst for violence. Cyber-bullying has its varying effects on children, including everything between depression to suicide.

Social networking has become one of the most important parts of our daily life, as it enables us to communicate with a lot of people. Social media gives us lots of opportunities, nevertheless a number of various disadvantages comes along with it. That's why one should take into account that social media aren't the main principle of our life but the tool which helps to solve daily problems.