

## PROS AND CONS USING SOCIAL MEDIA

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### ABSTRACT

*In present days social media has become a vital part of modern society. Social media are web based services that allow users to connect and interact with friends, contacts and strangers. In other words social media is a website that allows individuals to construct a public or semi-public profile. Users data include important information related to his hobby, passion, business background etc. the main purpose of this paper to find out pros and cons of social media.*

**KEYWORDS:** *Social Media, Pros and Cons, Public or Semi-Public Profile.*

### Introduction

Social media has gain its widely visibility in the world whether in companies, schools, homes. you can note separate media and person with a media capability gadget, such as cell phone, laptop, desktop because although it is a recent phenomenon, it has proved to be an effective and efficient tool of communication.

Social media takes many different forms including magazines internet forms, web blogs, social blogs, micro blogging, wikis, podcasts, photographs or pictures and video rating and social book marking. On these sites users create profiles, communicate with friends and strangers do reach and share thoughts photos, music, links and more. With the use of social media u can be friend with all sources of people without actually seeing and knowing. In many ways social communities are the virtual equivalent of meeting at the general store or at church social to exchange news and get updated on friends and families.

Although it has brought about many benefits, allowing us to easily connect with friends and families around the globe, allowing us to break down international border and cultural barriers, social media has come at a price. Social media has a negative impact on our lives because the combination of isolation and globe reach has eroded our culture. Social media is robbing us of trust and comfort we once placed in one another, replacing the human fellowship, physical and emotional support we once drew each other with virtual connection. It robs us from self-control and from the ability to think independently.

### Objectives

This theoretical study aims at achieving the following objectives

- To identify the pros and cones of using social media
- To identify the benefits the social media

### Methodology

This study is based on secondary data collected from various journals, articles, research papers, publications and other websites.

### Pros

Social media provides or helps in the following:

- Face to face interaction
- Increase voter participation
- Reduce loneliness of senior citizens

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- Quick diffusion of public health and safety information
- Prevent suicide - the us military and the department of veteran affairs use social media to help prevent suicide.
- Disarm social stigmas like anxiety or depression
- Attain a goal
- Academic research to a wider audience
- Improve overall well being by providing users with a large social group creating a 'contagion' effect.
- Professional networking sites like LinkedIn greatly assist companies to find personnel and job seekers to find work



### Cones

- Post cannot be entirely deleted.
- Endanger our activists, journalist and military.
- Personality and brain disorders.
- Lower grades to students who heavily use social media.
- Social media can exacerbate feelings of disconnect and put children at high risk of anxiety, depression and low self esteem.
- Commit and promote crimes.
- Social media can be a drain on time and use up hours that you can't get back.
- Invasion of privacy.
- Can cause personality and brain disorders, ADHD in youth.
- Social media facilitates sexting, which can lead to revenge porn and criminal charge.

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