

SOCIAL NETWORKING: BOON OR BANE?

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ABSTRACT

In today's era Networks influence and permeate virtually every aspect of our lives. A man and a group of person are going to be more social through internet. In today's time lots of variant of social media are in trend and they have been proved as a BOON.....Communication through social media has so much cheaper, easier, faster that anyone can keep in touch with their dear ones. It was the time for internet revolution but when the time passes these social media is becoming a BANE due to the addiction of these applications. People have started to lose their personal life, medical health, their relationship among the family and within society. They spend their valuable time using their smart phones. And it's not a good sign for any country that maximum numbers of people having health problem due to using cell phones.

KEYWORDS: *Social Media, BOON, BANE, Communication, Networks, Social Networking.*

Introduction

From the drops of water, to the ocean of the world, from a blank book to an encyclopaedia, from one part of the Globe to the other, everything is now available on internet, and that is social communication system over internet. Social networking provides such a platform to people where they can share their ideas, views and information. Social networking has two aspects, one is positive and other is negative impact. It is totally depends on our perspective that we utilise it in a good manner. Social media is a part of social networking where the structure of communication, through which people can communicate from one point of the world to another point. Modern technology has revolutionised people's communication. The social media is filling the gap and bringing together the people of different cultures and background. Social media helps in keeping in touch with our friends, relatives and community. The super social technology is an essence of present era. Our world is transforming to become digital and social networking through social media is playing a vital role in this. There are so many applications and websites where people can share their views and remains in constant touch with the information are the world, these apps includes facebook, whatsapp, instagram and many more. One of the best uses of social media is that it has made learning easy, by providing knowledge and information of each and every subject matter together. The students, who cannot move to big and metro cities for good and high class education, can get the same knowledge through various online application and sites. The content of prestigious academic institutions is easily available on social sites. Social media has also increased the living standard of people, As, all the services is provided online, which have made the life of people free from hustle and hindrance. Now another use of social networking is that it has provided a huge platform to the business. It provides great expansion opportunities to business by the way of promoting them online on various sites, and with the help of the huge amount of public is covered who can get aware of services of business. The promotion through social media is very easy and provides great benefits to businesses. It also encourages and provides employment opportunities in the form of digital and online marketing. Modern technology has blessed us with advanced communication technology tools.

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Mainly social networking is the social networking is the use of internet which is based on social media sites to keep connected with the society. Social networking may have a social purpose, a business purpose or both. Social networking provides a significant base for the marketers seeking to engage customers and try to add more and more customers to the product or services. Despite of all Facebook remains the most popular social networking sites among the others. 90 % of U.S mobile users, as of October 2018, it was followed, in order of popularity, by Instagram, Facebook messenger, Twitter and pinterest, according to Statistica.com. As news source, In the united States, 81% of look online news of the weather first and foremost, with the percentage seeking national news at 73%, 52% for sports news and 41% for entertainment of celebrity news. Social networking makes it easier to express themselves in a very short period of time. Gladwell distinguishes between social media activism and high risk activism, which brings real changes among the society. Activism and especially high-risk activism involve coordination, motivation, hierarchies, relationships, exposing one to high risks making sacrifices. Gladwell discusses that social networks are effective in increasing participation.

Now the Question Arise that How Social Networking Works

Social networking works in the every aspects of life such as one personal life, public life. Let us assume persons as a customer and their area of interest about the need of a thing which they really want. So this is inevitable for every marketer that they should increase brand recognition and encouraging brand loyalty among their targeted customer. Now these days because of internet revolution, it is become easy only because of social media. Social networking helps promote a brand's voice and content. For example, a frequent user of facebook and twitter may hear of new company of resisting company, for the first time through a news feed and decide to buy or not to buy a product or service. More internet friendly users are the area where a company can find out new and potential customers. Marketers can use social networking for the product and can improve their services. Sharing blogs, posts, images, video or comment on social media allows followers to react, visit the company's website at least at once and become customers.

The main benefits of social networking are as follows as its prove A BOON:

- Increase knowledge by providing world wide information.
- Provides a platform for the social interaction and communication
- Rise up the living standards of people by making them aware of all new and modern trends.
- Helps in promotion of business, movies, elections and more.
- It can act as a valuable platform or tool for professionals.
- Aware everyone with the Government policies.
- Quick transfer of information is available there.
- It provides start-ups opportunities by the way of covering a huge group of customers.

Overall, Social media is bless for this modern technological world and helps in bless for this Morden technological world and helps in gaining a lot of knowledge and information throughout the whole world but When we use social networking in the reference to the recent market where customers may complement the company's offerings and motivate others to buy the products or services. Most of the customers are like to discuss about the company or the product on social networking, the more valuable the brand authority becomes. Social networking helps to establish a brand as legitimate, credible and trustworthy. As the time passes a brand grows stronger, increased company posts rank the company higher in search engines and more sales result. A firm or a company may use social networking to demonstrate its customer service level and enhance its relationship with consumers. For example, if a customer complains about a product or service on twitter or through other social media, the company may address the issue immediately, apologize, and take action to make it right. however, criticism of a brand can very quickly on social media simultaneously if people are appreciate a product or service in a positive manner, it will also spread over social media so quickly. This will make a brand image in the mind of present and future customer. Although social networking itself is free, building and maintaining a company profile in a very few minutes. In any kind of business no single marketing works for every business because every business is unique and has a different marketplace according to the business history, demographic and competition.

Now here we Come to the another Aspect of Social Networking

“THE BANE”

Social networking a platform where we shares all our personal data and information but now a day's various cases are emerging in which cyber crimes are reflecting much more. There is some recent news in which the twitter and Facebook accounts of people are hacked and are their personal data is hacked. Cyber crimes are increasing day by day and even it provides negative and fake news to threaten people. Only because of bad social networking youth is also getting distracted from their goals and they are going to the wrong direction. Recently Supreme Court has also said that “Centre should frame guideline to deal with social media misuse.”

Social networking has various negative impacts such as:

It kills time, Increase crime, Attack the brain of users, lead a negative impact over their life. It has made people totally dependent, it has eliminated on skills and creativity. Despite of this, Social networking is flaunting their adverse effects to the society. Here is some kind of negative impact of social networking.

Social Impact

- **Disparity**

Social networking is proving useless for those people who are homeless, living in poverty and who are living in rural or remote communities. They may have little or no access to computers and the internet. On the contrary, middle class and upper class people who live in urban areas have very high rates of using social networking through social media. Eric Ehrmann contends that social media is in the form of public diplomacy create a patina of inclusiveness that covers traditional economic interests.

Cognition and Memory

Many social media sites encourage status seeking behaviour of the person. A person makes their own associations, draw their own inferences and analogies, and foster their own ideas. If they lose their quiet spaces, or fill them up with "content," they will have to sacrifice something important not only themselves in their culture. According to Rosen, the practice and definition of "friendship" is changes in virtuality. In these virtual spaces friendship is thoroughly different from the real world friendship. In a general sense friendship is a relationship which broadly speaking, involves the sharing or mutual interests, reciprocity, trust , and the revelation of intimate details over time and within specific social contexts.

Physical and Mental Health

Social networking has negative social effects on users. Emotional and angry conversations lead to real world interaction outside of the internet, which gets users into dangerous situation. There are various effects of social media which receive criticism such as privacy issues, internet fraud and fake information. Social networking flaunting negative social effects on users. Angry , emotional and mood swing conversation can lead the real world interactions outside the internet which can get users into dangerous situations. Cyber bullying, online harassment and trolling are those some kind of issues that are losing the utility of social networking. On the other hand through the social networking people compares their own lives to the lives of their friends through the post. Often the things posted online are the positive aspects of lives but most of the time its creates negative environment for the users. Study has shown that self-comparison on social media can have adverse effects on physical and mental health. Social networking has practical usage - connect us with others. On the contrary one study suggests that because aspects of social networking sites involve spending hours, if not months customizing that forums for persistent "appearance conversation". These appearance cantered conversation that forum like instagram, Facebook among others provide can lead to feelings of disappointment in looks and personality when not enough likes or comments are achieved.

Adolescents

Adolescent are losing their sleeping patterns and it can cause disruptions in their physical and mental health, their weight and levels of exercise and notably in their academic performance. Research shows that people are spending so much time on mobile or other gadgets. Moreover, excessive internet usage has been linked to lower grades in their academic qualifications. In a recent study, it was found that time spent on Facebook has a strong negative relationship with overall GPA. The mode of various social media has strongly associated with anxiety among young adults than time spent online. Many parents restrict their children's access to social media for these reasons.

Effects on Youth Communication

Every culture has different value system, cultural themes, slang and grammar. People who are from different culture have different style to communicate with each other. Every social networking has allowed for mass cultural exchange and intercultural communication system. Social networking has affected the way of youth communication. Abbreviation has been introduced to cut down on the time it takes to respond online. The commonly known "yeah" has become globally recognized as the abbreviation for YES. With the introduction of social networking such social media platform like twitter, instagram and Facebook, the hashtag was created to easily organize and search for information. Hashtag can be used when people want to advocate for a movement, tweet from a movement for future use and to store content, and allow other social media users to contribute to discussion about a certain movement.

Conclusion

This is very much true that today's time is a time of technology and social media has become perceived as a trustworthy source of information by a large number of people. The continuous interpersonal connectivity on social networking may lead to people regarding peer recommendation as indicators of the reliability of information sources. This kind of trust can be exploited by marketers, who utilize customer-created content about brands and products to influence public perceptions. On the other hand twitter may have little relevance to the large number of people who do not use twitter. In united states, the social networking had 306 million accounts as of 2012. Twitter is increasingly a target of heavy activity of marketers. Communication through social media has so much cheaper, easier, faster that anyone can keep in touch with their dear ones. People have started to lose their personal life, medical health, their relationship among the family and within society. They spend their valuable time using their smart phones. And it's not a good sign for any country that maximum numbers of people having health problem due to using cell phones. Hence, it can be said that although technology has changed our life but its negative impacts cannot be neglected.

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