SOCIAL NETWORKING: A CRITICAL EVALUATION

Kavita Devi[*]

ABSTRACT

Are you an online network socialite? Do you Twitter about your Facebook status while listening to music? Do you check how many times your friends have noticed you online? How many likes did your status and photos get? If this is the case then you are a big user of social networking sites. Just a few years ago, the idea of an online social network was revolutionary. While the web has always provided a way for people to make connections with one another, social networking sites made it easier than ever to find old friends and make new ones. Today, it's rare to find someone who hasn't at least heard of Facebook, MySpace, Twitter or one of a hundred other social networks. The main purpose of this paper is to highlight the Pros and Cons of Social Networking sites, how SNS has put its effect on various sectors like, education, business, politics, personal, etc. Apart from this how can we avoid the negative aspects of SNS and take advantage of its positive aspects is also the main attraction of this paper.

KEYWORDS*: Socialite, Social Networking, SNS, Sustainable Development.*

_____

Introduction

Social networks allow users to communicate, collect & share their thoughts, ideas, photos and information's with each other, either through internet on their computer or on mobile phones. Kataria et al... Enlightened that "The initiation of Web 2.0 tools and techniques resulted in a number of services and ideas; notable among them is Social networking." Social networking sites are becoming more popular by the day. Millions people daily use social networking sites such as Facebook.com, LinkedIn.com andMyspace.com, some of them are used for professional contacts, e.g. LinkedIn, while others are primarily used for communication and entertainment. According to the UN-backed Broadband Commission for Sustainable Development, 2019 is the first full year when 51.2% of the world's population-3.9 billion people are logging onto the Internet.

Due to the use of social networking sites, meeting someone in person has become a thing of past 'Poking' has become the new handshake. Making friends and renewing old ones is easy. Thus, meeting people and staying connected with classmates and a friend, is a major benefit of social networking. Social networking has changed the way we communicate, do business, and get our daily news fix and so much more. But are we really used to all this?

That depends on who you talk to and how you're using it. We've taken on the task to break down the positive and negative aspects of online social networking sites. Before we go much farther, understand that there are a lot of things you should take into consideration before signing up. You should also know that the good tends to put weigh the bad, particularly if you're careful about the way use these sites. So, let's start off with the pros of social networking sites.

The Pros of Social Networking

- **Connecting people all over the world:** Without a doubt, the best reason to join any social networking site is that it lets you make connections with other people. You can use social networking sites to stay to speed with what your friends are doing. You can find people with common field of interest. Now a days social media dating is more common as compared to traditional dating. Social media helps people in making new friends and also helps in communicating with our old friends. Messaging on social media sites can lead to face-to-face interaction when plans are made via the sites.

---

[*] Student, CRM Jat College, Hisar, Haryana, India.

- **Easy Communication:** Now we stay connected wherever we go, we don't have to rely on our landlines, answering machines or snail mail to contact somebody. We can simply open up our laptops or pick our smart phones and immediately start communicating with anyone on platforms like Twitter or one of the many social messaging apps available. Through these social networking sites any information can be transferred quickly from one place to another. We can give mass invitation online for the various events.
- **Quick Access to News:** Now gone are the days when you had to wait for 6 o'clock to get news on TV or for the delivery boy to bring newspaper in the morning. If you want to know what's going on in the world, all you need to do is jump on social media. In addition with you can customize your news and information by choosing to follow exactly what you want.
- **Business Application:** Social networking sites like LinkedIn are a great resource for business owners to find new talent or even partners for a new venture. Business owners and other types of organizations can connect with current customers, sell their products and expand seeds using social media. In fact, there are actually lots of entrepreneurs and business that thrive almost entirely on social networks and wouldn't even be able to operate without it.

Some social networking sites provide a business owner with the opportunity to advertise to a very specific demographic for very little money. So he can advertise to exactly the customers that he wants to attract and save money versus other forms of advertising.

- **Professional Use:** You can use these sites to network professionally. If you are an actor, musician or writer, you can use social networking sites to promote your work. May sites allow users to create special pages for bands or theatre companies. You can keep fans informed about everything from your latest single to the next time you'll perform. Social networking sites give people the opportunity to interact with the artists they admire.
- **Help in Education:** Social networking allows students to share their knowledge and experience on their subjects, collect &distribute the information on their researches. It helps students to connect with other education system. In one click they get to know much information which is very essential for them as a student. According to a survey, 59% of students with access to internet have reported that they use social networking sites for educational purpose regarding their career and future planning, and 50% use the sites just to discuss their school assignments. A large number of faculty using Web 2.0 to record, share and reveal their experiences.
- **Politics:** One of the objectives of the political social network is to bridging the communication gap between political leader and voters. These social networking sites are made for the people, who are interested in the politics, want to participate in discussion groups on hot topics related to politics and many more activities concerned the same field. In this way social media increases the voter participation.
- **Investigation:** Social networking services are increasingly being used in legal and criminal investigations. Information posted on sites such as MySpace and Facebook has been used by police and other officials to prosecute users of said sites. In some cases, content posted on MySpace has been used in court. One UK police force has sifted pictures from Facebook and arrested some people who had been photographed in a public place holding a weapon such as a knife (having a weapon in a public place is illegal).
- **Public Welfare:** Social media allows for quick diffusion of public health and safety information during crisis events. It also helps senior citizens to reduce their loneliness. Social networking sites create an opportunity to connect public to the government in order to obtain information and services and to participate in policy making.

Moreover, using social media you can take advantage of health specialist within 60 seconds. Like **mfine** App - Connect with a doctor- anytime, anywhere. mfine is an AI-powered health care platform that connects you to hundreds of top-notch doctors online. With just a tap on your mobile phone, you can have an instant chat or video consultation with a general physician or a specialist. With mfine's online doctor consultations you save both money and time.

The Cons of Social Networking

- **Excessive Information:** With so many people now on social media tweeting links and posting selfies and sharing YouTube videos, it sure can get pretty noisy. In such a situation, it is difficult for a person to understand what is useful and what is useless. A lot of fake information is also circulated on the social network which is very harmful for us.

- **Privacy Issues:** With so much sharing going on, issues on privacy will always be a big concern. In order to create a profile on a social networking site, we have to share some information about ourselves that could give unscrupulous people the chance to send us spam or steal our identity. The problem is that, if we don't share any information, none of our friends will be able to find us on the site.

- **Distraction and Procrastination:** How often do you see someone look at their phone? People get distracted by all the social apps and news and messages they receive, leading to all sorts of problem like distracted driving or the lack of gaining someone's full attention during a conversation. Browsing social media can also feed procrastination habits and become something people turn to in order to avoid certain task or responsibilities.

- **Sleep Disruptions:** Since social networking is all done on some sort of computer or mobile, device, it can sometimes promote too much sitting down in one spot for too long. Likewise, staring into the artificial light from a computer or phone screen at night can negatively affect your ability to get a proper night's sleep. Also people are becoming lethargic because of this; they usually spend time on social sites rather than going outside in their leisure time.

- **Time Consumption:** Social media can be a drain on time and use up hours that you can't get back. At the time when you could do other important work, you waste that on social networking sites. Moreover, the use of social networking in the education can cause lack of motivation towards learning and can be boring sitting in front of computer for a long time.

- **Hackers and Scammers:** Our profile information creates a goldmine of info for hackers, the kind of data that helps them personalise phishing scams. Everything we place in our profile, personal preference, political opinions, social commentary and more – is exposed even if we control the privacy settings. Any negative comments about an employer are accessible to that employer without any expectation of personal privacy.

- **Impact on Employability:** Many people use social networking sites to express their personal opinions about current events and news issues to their friends. If a potential applicants expresses personal opinion on political issues or makes potentially embarrassing posts online on a publicly available social networking platform, employers can access their employees' and applicants' profiles, and judge them based on their social behaviour or political views. According to **Silicon Republic's** statistics, 17,000 young people in six countries were interviewed in a survey. 1 in 10 people aged 16 to 34 have been rejected for a job because of comments made on an online profile. This shows the effects that social network have had on people's lives. There have been a number of cases employees have lost their jobs because their opinions represented their companies negatively. In November 2012, a woman posted a racist remark about the President of the United States and mentioned a possible assassination. She lost her job and was put under investigation by the Secret Services.

"Social Media should Improveyourlife,
Not become your Life"

-Patrick Driessen

"Years ago when we referred to social networking, images of a happy hour cocktail or high tea with a group of friends would come to mind. Today, the term has gone electronic and sociologically provided some of the same concepts, but in a different manner- face to face has become computer to computer. Social network has made the life of people more easy and interesting; its negative impact has created insecurity among them. But in this world, everything has some good effects and some bad effects but it fully depends on individual how to utilize good effect and how to convert bad effects into good effects.

Points should be considered at the Time of Registration on Social Networking Sites

- Don't post personal information including your personal phone number, residential address, social plans, etc.

- Don't post anything that might be discomforting you in a potential employment situation.

- Use "Privacy" settings on your social network account –you can adjust your privacy settings so as to control who has access to your personal information.

- Don't maintain a constant presence on social media.

Conclusion

There are many advantages and disadvantages of social networking sites. The best part is pros for social media overweigh the cons. You can ignore the drawbacks and step forward for the Pros because everything in this universe has some drawbacks and social network too have some. With a few healthy habits you can avoid or minimize the drawbacks. Just remember to be careful and responsible before you sign up.

References

➢   "1 in 10 young people losing out on jobs because of pics and comments on social media" Silicon Republic.

➢   "Woman fired over racist anti-Obama Facebook post"

➢   Herald and Weekly Times(Australia)website

➢   Social networking for Event Management: A case with ETTLIS2010@Ning

➢   Way back Machine The Journal(Edinburgh)website

➢   http://web.pacific.edu/x4989.xml

➢   en.wikipedia.org

➢   www.emeraldinsight.com/Insight/View Content Servlet/

➢   www.lifewire.com

➢   www.pcworld.com

❑❑❑