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Social Media: Friend or FOE

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Abstract:

People from all around the world can express their private worries and opinions in public by using social networking. Is it required experts in social media already understand what it means when they are familiar with all aspects of social media? Social networks have been used to define the relationship between groups of people. Ideas, photographs, films, and much more are created, shared, and traded via the internet and in virtual communities. Because of the prevalence of mobile devices and websites like Twitter, Myspace, and Facebook in today's society, social media has become an integral part of children's lives. The social network affects how young people behave and use technology when communicating with their parents. The two consequences of social networking are separate.

I.   INTRODUCTION

Social media, such WhatsApp, Wanderings, Facebook, Twitter, and other networking sites, have emerged as the first and most influential forms of communication thanks to developments in mobile technology and the Internet.

current vital media. Social media goes well beyond being just a forum for people to air their grievances and thoughts.Social media has emerged as one of the most significant facets of life in contemporary culture, influencing everything from commerce to email, business tools, and education. It significantly affects both people's lives and ways of existence. Although we are aware that it has a wide range of uses, we can even comprehend its fundamental goals of informing, amusing, educating, and influencing

the attitudes of many people.

Social media's negative health effects-

• inaccurate self-diagnosis

• potential privacy violations

SOCIAL MEDIA'S EFFECT ON BUSINESS

The promotion of news, news, relationships, and groupings like companies, associations, and brands is the new driving force behind social media. Web-based social networking is used by corporations to improve association performance in a variety of ways, including to achieve business goals and increase the scope of related annual products. The benefit of online social networking is that it encourages two- way communication between a business and its shareholders through a correspondence phase. Numerous unofficial long-distance locations offer opportunities for business growth.To grow their business and draw in the best

clients, a major portion of the organisation actively promotes its online networks. Online networking allows for consumer connection and collaboration.

Social media's negative effects on business include:

• Social media platforms are not totally secure for company because of a significant

A certain group has a certain number of followers

and supports; a negative observation may leave one disappointed.

• Feedback from unhappy clients might be devastating.

• There are more and more ingredients on the internet.

• Social media errors are challenging to fix Social Media's Effect on Education You can share ideas via social networking technology. Being able to communicate and conduct business one on one is beneficial on the planet's side. Through the use of social media, students can engage or exchange information quickly using a variety of social media platforms including Facebook, Orkut, Instagram, and others.

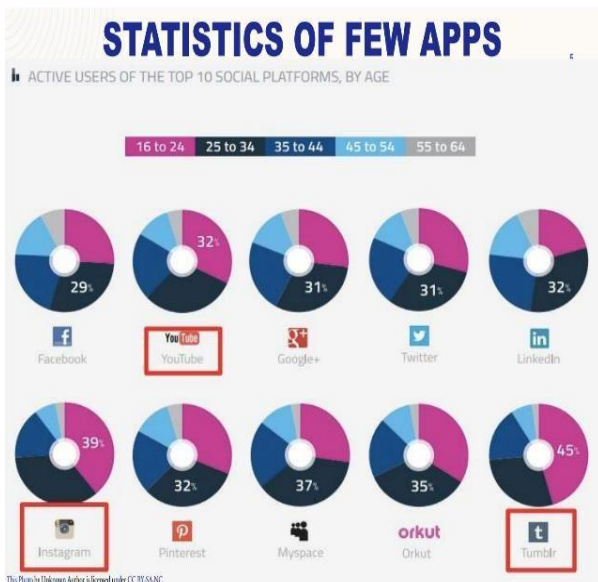## Social media's beneficial effects on schooling

You can utilise it in order to obtain exceptional academic

Making friends

Having friends and being social are important parts of growing up.

Why is that relevant? [6] because it's OK for kids to exchange ideas and learn new things. There will always be an increase in self-assurance.

Information Exchange

Students can readily and productively exchange knowledge thanks to this. During corona, due to lockdown online education were started & use of social media WhatsApp increased for information passing.

DISCUSSION:

Web-based social networking has been engrained in everyone's consciousness because to technological advancements. Groups depend on this technology all the time. Student collaboration has increased in both quality and quantity because to online networking. Corporate employs internet networking in a variety of methods to improve business performance in order to achieve corporate objectives, such increasing its annual offers. Every day, young people engage with a range of media. Social media has many benefits, but it also has some drawbacks that affect people. Instead, inaccurate information can result in educational fraud, improper organisations can hinder productivity, online networking can control the public by jeopardising personal security, and

young people on some unreliable sites can behave very erratically and participate in dangerous behaviour.

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CONCLUSION:

Social media is becoming the norm for everyone as technology develops, and it is obvious that users like it every day. We discovered that social media, especially on individuals, has a wide range of consequences at various levels. Students have developed a high degree of quality and a rate of knowledge collaboration that has greatly increased in social media. Corporations may improve their performance by using social media to increase revenue and help them achieve their goals. Young people get a lot by using social media frequently. The closure of schools, colleges, and universities during corona period use of social media has increased tremendously. We can't ignore social media's disadvantages, which could lead to a variety of issues if we don't use it appropriately, despite the fact that we are all aware of its many benefits.

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