

THE ROLE OF SOCIAL NETWORKS IN THE LIFE

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Abstract: *The widespread use of social networks is viewed as both a benefit and a drawback for society. In the inevitable stage of civilization's evolutionary progress. The spread of social networks is an inevitable development.*

Key words: *Social network , easily connect, impact, communication, social.*

Social networking sites and applications enable connections, communication, information sharing, and the development of relationships between individuals and groups. People may connect with neighbors, relatives, friends, and people who share their interests. One of the most significant applications of the internet nowadays is social networking. Social media is the way that people interact socially and use it to build, share, and exchange virtual communities and networks of information and ideas. Without the Internet, we cannot envision our life. There, we may discover all the data we require. Every day, we use well-known services and resources. Social networks are among the most often used sources. The creation of the 21st century, the social network, is extremely beneficial. Social networking sites are being used by millions of individuals. [12] It is a website that provides us with the opportunity to support numerous contacts, maintain cordial ties with classmates, and meet new people. Social networks with more features enable users to see images and videos, listen to music, and more. There is an opportunity to join many intriguing organizations. Social networks that link individuals based on a common interest do exist. Indeed, it might seem like networked organizations outperform all other types of organizations, most notably vertical, inflexible, command-and-control bureaucracies. When social networks are successful, they have an impact on broader social processes by gaining access to their information and knowledge content as well as their human, social, natural, physical, and financial capital. Because social networks are created with people's interests and meaningfulness in mind, their influence over the state tends to grow with time. This explains why these relationships are so powerful. A link that suggests a bureaucratic or coercive relationship between a powerful political leader and a citizen cannot be considered to be equivalent. It's already been replaced.

People began to notice in late 2011 how social networking platforms were being used as political tools, and it was simple to dismiss most online activism as a passive pretext for social protest.[6] The ability to swiftly and consciously identify the proper individuals to present your idea, discover and exchange information with specific persons or groups of people, and do other activities needing social contact have all increased in speed .Because of our relationships on social

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networks, we require less time. Social media has improved the caliber and volume of student participation. Students may swiftly and easily connect with one another using various social media platforms like Facebook, Orkut, and Instagram with the use of social media. [4] The introduction of social media has led to an overabundance of knowledge among individuals, which has had a harmful social network effect on society. Additionally, a lot of fake news may be used to justify harassing or bullying someone online; hate speech on social media threatens the entire world. Children and adolescents are the most at risk age groups. One reason why social media might have a bad impact on children is that occasionally individuals post images or videos that are violent or otherwise disturbing, which can have an impact on children's or teens' behavior. The combination of false or misinterpreted information with aggressive and violent material might cause children to become more aggressive in their unruly conduct. Students that try to multitask, like accessing social networking sites while studying, for instance, fare less well academically. The distractions caused by YouTube, Facebook, or Twitter severely diminish their capacity to focus on the work at hand. [2] One more illustration: Constantly checking Facebook, Twitter, LinkedIn, and other social media updates is the worst social media impact. This addiction may have a detrimental impact on other worthwhile pursuits including paying attention in class, participating in sports, interacting with people in real life, and disregarding reality. Social networking sites have significantly streamlined our lives compared to earlier, and we cannot argue with that. Even if there are certain drawbacks, we may lessen them with increased awareness. Social networking sites should be used, but they shouldn't rule our life. Social networks, in sum, affect people's lives in both negative and beneficial way.

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