

THE ROLE OF SOCIAL MEDIA IN HUMAN LIFE

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Annotation: *This article contains the advantages and disadvantages of social media in our life in small details. How social media is able to influence to our society and what kind of effects it may contribute to development of human being.*

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Social media has a huge impact on society especially on a person's mental health. It causes to change the way we communicate. There are many positives to social media, but there is also a dark side to the endless scrolling that keeps you coming back for more social media is able to affect a person's mental health. It can lead to stress and anxiety and lower self confidence. Many young generation already have hooked on social networks. According to psychologist's research, the rate of depression is 15 30 percent with increased use of social media. As we are social creatures, we need the companionship of others to live properly in life. Thus, being socially connected to others only can ease stress , anxiety and depression, but also provide comfort and joy, prevent loneliness and even prolong our life. In todays fast paced era, many of us rely on social media platforms ,such as Instagram, Twitter, You tube and Facebook to find and connect with each other. While each has its benefits we should always remember that social media can never be a replacement for real human human connection . It is important to have in person contact with others to alliviate stress and make you happier, healthier, more productive and active. Influence of social networks have more to young generation. According to research, half of the children age 8 to 18 have social networking profiles such as Instagram, Twitter and Facebook. This is fact that social media is an indespensible part of any platform. In our sophisticated life, social media plays a significant role. When it is shared on media, it has a wide range of effects on people .For example , in today's life people are informed with everything than a few past decades ago. In many ways, the year 2020 -21 has been quite different from any of the prior years with countries on lockdown for months. Our needs, priorities and way of life changed as well. Before this we did not earn, spend, learn or even socialize in the same way we did now. Social media is a digital platform that lets in its customers to create and share the content of

their preference with people. Social media has command on massive differ of websites and apps. It has made its importance in our lives in a very brief period. It has emerge as critical day with the aid of day activity for people.

Social media allows its customers to proceed to be in contact thru making verbal change easier. Sharing pictures, videos, expressing thoughts, ideas, and archives are really one click away. Exchanging messages and data from one corner of world to one-of-a-kind is made excellent with the help of social media. Back to ancient time, if anyone is even shifted to subsequent colony of the city. People have been now not in a role to have a stable connection with them and unaware of their existence happenings. Now human beings share their life activities and activities with their loved ones. Social media and net has modified today's life. The role of social Media can be decided in several fields such as communication, business, entertainment, food, way of life and welfare.

Social media has regularly developed a function in larger than personal life. Social media has made a knowledgeable alternate in recruitment and hiring of employees. Recently managers have began out utilising networking web sites to analyze the basis of interviewee's training and things to do in which they are involved. They use to visit their LinkedIn profile to seem out the area they stand in their occupation life and their experience. Some companies use to go by their Facebook profile and get an notion about their likings, disliking's and their journeying history. This reap to meet the company the authentic person, this way they can truly meet and interview the person. Social media has served in some different way as well it helps to arrange video call, conferences and meetings. Companies can arrange their meet overs virtually, they do not want to set up a area and come from one of a sort lengthy far-off locations. They agenda the meeting on line and take gain from the element of social media.

Spending enjoyment time by the use of scrolling newsfeed has come to be a new exercising in present day society. Now after waking up early in the morning human beings first of all search for their cell phones to take a look at out the newsfeed. How many likes, feedback they have got on their posts or status. People now have a tendency to like sitting on a couch and revel in the content fabric on the social media site. Social media has a flip out to be a supply of entertainment, now if it is raining one cannot go outside both one is in a waiting room waiting for their bus to arrive or a person is getting bored. They virtually want to open up their social networking internet web page and start scrolling it and get amused with the aid of extraordinary movies and posts of their friends and different people. Social media has won significance in our day by day lifestyles as nicely by using becoming a very accurate furnish of entertainment.

Social media is supporting human beings to earn through enjoyable exceptional people. One can start getting paid by using capacity of increasing the

range of followers on their social media site. If everybody has capability to share a content material which will have an impact on people and they will begin to like and share it. It will assist to enlarge the wide variety of followers and subscribers. This way they can begin getting paid by means of truly displaying their abilities.

It is crystal clear that there are advantages and disadvantages to everything in everyone's life, and that includes our social networking habits. The practical advantages and disadvantages of social media are a subject of frequent discussion. Participation in social media by the general public has increased sharply over the past nine years. In the U.S., the percentage of adults using social media has increased from 8% to 72% since 2005. Using social media is widespread across all ages and professions and is common around the world. Social media enables users to connect with others and create a community. It's more about building relationships than simply announcing or posting and not engaging with others. It is undeniably changing the way one communicates. Here are some of the main pros and cons that most people are familiar withing others:

1. Educational process

Using online social networks in the educational process has been supported by several educational technology researchers, who have emphasized the benefits of technologies. Rising of social networking sites, and a general interest in students have attracted attention to the use of internet tools to develop distance education.

2. Worldwide connectivity

We have the chance to connect with others and share information through social media. It's the communication that brings us all together, and it's easily accessible.

3. Online marketing

You can build a relationship with your customers that makes them more likely to use your services. You can get the feedback right away.

4. Information spreads fast

All important things such as major news events, missing person, weather information, etc. can cover in the world in a moment.

5. It lets us share anything with others

Instead of convincing a publishing company, social media allows artists to satisfies a million people and keeps creative control for themselves. The debate about whether social networking is good or bad is expected to continue. There is nothing to be nervous about if you and your children use social media sites in moderation. So if you or your children are worried about using social networking sites, do not be. Just keep your software update, double check information before you believe it and keep your privacy settings updated too. And if social networking



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is getting you down, take a break. After all, when you're using it correctly, it improves your life.

To conclude, the media has a huge impact on society . They keep the public informed what is going on. Each member of society, in tern predicts the future changes that will occur.

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