

# Benefits and drawbacks of online social networking

[Sociology](#), [Social Networking](#)



A certain part of society advocates that social media channels are potential powerful tools when building new and up-to-date individual and collective relationships in many fields of actions, whilst others hold the view that the ostentatious aspects of virtual networking are endangering the agreed values for the welfare of people and communities along decades. The former and the latter points of view will be enlarged below.

On the one hand, arguments against social networking related to individuals endorse the idea of measuring how decisive -for personal and professional future-, are those indelible marks in people's past that have supposedly been left behind; time frames are recorded including achievements and failures, as well as personal history. This has meant for many, that when trying to start a new life, a new career or just simply a different path in life, past follows their efforts jeopardizing it.

What is more, in many occasions, these unpleasant situations must be faced and justified by them; very valuable professionals end up not having the same opportunities than those who have not been that exposed to the media. This can be illustrated by the cases when employers have been looking for the most suitable candidates for a position. They would dig into their curriculum vitae and would look for any trace that, by searching in social networks then, could lead to any apparently hidden personal information saying more than printed resumes.

In addition, potential companies can realize how much time people spend posting, commenting or sharing in social media as well as the type and the quality of information spread by these users. All in all, in a

professional environment, people do not want the personal information be exposed to every friend of theirs or even to public. Thus, something as simple as an Internet session is brought as a menace into themselves when privacy is compromised.

Another two reasoning supporting the downside of online social networking highlight the fact that our society is increasingly becoming more individualistic and networking can exacerbate social differences between societies in or out the Internet or globalization world. Online networking is a time-consuming activity taking time away from other activities and taking over from real time interaction. Loneliness is a modern illness that society has claimed to have as a consequence of non-satisfying relationships.

Research has shown that friendships has helped people to develop their resilience and ability to bounce back after adversity, as well as an ability to gain dramatic consequences on health because it disrupts sleep, raises blood pressure, increases depression and lowers immunity and overall subjective wellbeing, feeling isolated from others can cause mental health problems occurring more frequently in unequal societies where vulnerable people are often left behind.

And when globalization exalts societies with high standards of connectivity in detriment of those who depend on factors such as governmental policies, local economic system and population, is not it unfair when trying to build new basics for the new era's humankind? By treating social networks as incidental, individuals and society as a whole, are neglecting the profound

double-edged sword of exposing lives, radical preferences, political inclinations among others, privileging amount of information rather than quality shared.

On the other hand and from an individual point of view, social networking can be employed as a very useful tool for those who need to unveil difficult personal issues such as " getting out of the closet" or revealing illnesses in front of others; in this way, not only can they be examined and evaluated by their acquaintances but they can also gain support from their family, friends and community. At the same time, by sharing concerns, interests, and knowledge or study subjects, individuals can enrich the perspective of their own interests while others interact with them.

For example, someone who has been feeling isolated because of a very rare illness can post his/ her feelings, inquire about symptoms, look for financial support when this person is trundling with the situation and what is more, can also find a cure when someone else in somewhere else take notice of this suffering. People can also obtain advice of goods and services or just simply gain awareness of some situations that may potentially affect them in a positive or negative way.

Experts have demonstrated how important social networking has become when a natural disaster such a seaquake occurs; a piece of news reaches an isolated location before the main wave strikes the land saving many lives. It is seemed that individual existences are put into a more employ society when sharing their woes and concerns, transforming a particular issue into

common interest. Is it history, memories and traditions constitutive part of the common interest then?

As it has been mentioned many times, another argument in favor of social media is mutual awareness. This is to say and from a collective point of view, by understanding society with its failures and achievements, different societies have been able to considerate diverse ways of reaching expected goals when learning from the past. By way of example, social media has proved to be an inexhaustible resource of knowledge while exposing key information, requirements, unknown facts or simply people searching for people.

Someone inquiries into a partially well-known fact and within few minutes somebody else is replying with clues, advice or just hints which open new doors to new questions or potential answers. This can also be endless, but what if society wants to honor a dead person or keeps memories by spreading these facts around? The infinite transfer of information through media is invaluable when hidden events and key people come then to light. In the end, associations constitutes a positive input in the approach of building knowledge and consciousness of where, why and how the world has evolved.

By way of conclusion and from a user of the Web-based group standpoint, today's society cannot deny the new era that the world is living in. The main bone of contention is about how society should learn, teach and wisely trespass the appropriate ways of using the media. Online communities and

Blogs are becoming very popular and moreover, since the advancement of embedded systems, people can use them "on the go" with the help of cutting-edge handheld devices.

Because of the ease of sharing information -with the help of embedded photo and video-, the whole world has become interactive in nature for better or worse. Similarly, people as individuals and as part of communities, are exploring the unthinkable potential that making connections through online sessions and are finally comprehending that the opportunities provided from this medium are immense; social networking website is a revolutionary idea with a very bright future with further scope for advancements in the 21st century.