The impact of twitter on people's life

Technology, Information Technology

The Impact of Twitter on Peoples' life" Twitter is an online blogging website which helpspeople from around the world to come together and share information about their lives and themselves. It has become one of the top 10 most visited websites on the internet. There is no point denying that social networking websites especially twitter has become a greater part of our lives, in some cases even the dominant part.

You can create updates and statuses informing your followers and friends to know how you feel, what you are doing, eating etc. You can even choose to follow specific people like celebrities and politicians and learn about their lives and how they live it, what they do, what are their daily routines and so on. President Obama is one of the many politicians who use twitter to get his messages around the world. He shares his ideas about his new campaigns and even a little bit about his personal information.

Being the social networking website that twitter is, it is also very different from other websites because a wide range of people come together and shares their stuff even famous people. They get their messages out, talk about their upcoming releases and movies because they are not penalized for whatever they say. Companies even promote their brands and products for example star bucks promoted their " promoted tweets" in order to get their business out there. Whatever the case, it is very important that we understand, to every ying there is a yang, everything has both negative and positive aspects to it which are as follows:

POSITIVE IMPACTS:

Twitter has been very helpful in setting up new businesses in a big way. Twitter allows small business owners to connect with the customers for free,

usually costing them some time and energy.

It has never been easy for the people to connect with others and make new friends because just a few decades ago it was tough to meet new people and socialize now twitter has completely erased the distances.

Our time has been stretched thinner and thinner due to work so twitter offers a very easy and speedy way to communicate.

In the Arab unrest thousands of people were able to reach out for help through twitter by uploading news and pictures of the conditions of the countries.

NEGATIVE IMPACTS

One biggest negative impact of social networking sites is that they can be very addictive. People may lose their focus at work or around the house. It is very important that they be used in moderation.

One more drawback to twitter or any social website is the amount of information that is being shared. People can lose their jobs and even relationships over sharing confidential information over websites.

People also have privacy issues because no matter how well hidden a person's personal information is or it doesn't matter if the privacy settings are on the highest level, it only takes an angry follower to copy paste a picture and leak it around to take revenge.

It is great how big a change twitter has brought in our lives but the right checks and balances we can make the most out the opportunities we have now. We should have a firm grasp over the reality and use all the facilities we have in moderation.

REFERENCES

SIMMONS, L. (2009). Common sense, social networks and the workplace the generational divide explored. Thesis (M. A. L. S.)--Georgetown University, 2009.

WEBB, W. (2010). Being mobile: future wireless technologies and applications. Cambridge, Cambridge University Press.

HUNTER, NICK. (2012). Social Networking: Big Business on Your Computer. Gareth Stevens Publishing.

BELL, G. (2009). Building Social Web Applications. Sebastopol, OReilly Media, Inc.

SHEMA, HADAS, BAR-ILAN, JUDIT, & THELWALL, MIKE. (n. d.). Research Blogs and the Discussion of Scholarly Information. Public Library of Science. http://www. pubmedcentral. nih. gov/articlerender. fcgi? artid= 3350512.

KEITH N. HAMPTON, & AND OTHERS. (n. d.). Social networking sites and our lives. Pew Internet & American Life Project. http://apo. org. au/? q= node/25209.

AXEL BRUNS. (n. d.). Ad hoc innovation by users of social networks: The case of Twitter. Snurblog. http://apo. org. au/? q= node/26307.