

The impact of social media on our society

Linguistics, English



The impact of social media on our society Online Change: Is it a possibility?

The emergence and popularity of online social networks in recent years has changed how living beings interact with each other and has made society undergo profound changes. The popularity of and easy access to social media has definitely contributed to the society in a positive way, bridging gaps between different communities and helping people to grow and market their businesses.

Social Networks have made it possible to instantaneously share data within no time, with no space limitations. Be it social activism, promotion of one's business, a community networking former schoolmates, social media has helped humans to discover their potential and creativity in new ways. Social media sites propping up on a daily basis contribute to " all phases of the content value chain including production, processing, distribution and consumption. It also originated and brought to the multimedia sector a new underestimated and now critical aspect of science and technology: social interaction and networking. The importance of this new rapidly evolving research field is clearly evidenced by the many associated emerging technologies and applications including online content sharing services and communities, multimedia communication over the Internet, social multimedia search, interactive services and entertainment, health care and security applications." (" Social Networks Overview", 2010). It is evident that this medium isn't limited for entertainment use only, but also facilitates societal change in a faster and convenient way.

In conclusion, it can be said that social media can help bring down tyrant political dynasties too, as we have seen in the Middle-East recently.

However, it must be clear that without working on the ground, social media alone cannot promise change.

Works Cited

Social Networks Overview: Current Trends and Research Challenges.

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