

The advantages and disadvantages of social media

[Media](#)



Technological advancement has not only improved development through industrialization but also social life. The invention of social media remains one idea that has been applauded for various reasons. Evidently, social media offer a platform for various advantages. To start with, it opens communication, hence promoting information delivery and discovery. Indeed, the 21st century has people with the highest access to information as compared to other generations. They read news through Facebook, updates on Twitter and other social sources. Apart from communication, social media has also improved the working environment. It allows employees and employers alike to post ideas, ask questions and share good links that either improve relationships or the working environment. Notably, this has helped in facilitating business growth. Additionally, social media open the playing field for business contacts. Certainly, this is because of the wide audience ranging from adults to youths. Additionally, it has served as a recruitment tool that expands market research instruments, direct clients to specific websites, and most propel marketing campaigns. In the professional fraternity, social networking initiates a like-minded platform where academicians and scholars share ideas and important research. According to Bozarth, " a blog can even be used to host an entirely online course." (Bozarth 84) From this perspective, the process has expanded the horizon of knowledge leading to more discoveries and exposure.

Among the many disadvantages, one cannot fail to capture the social ills associated with the discovery. Notably, hackers have been on the rise mainly in social media. They commit fraud, initiate virus attacks and launch spam problems that expose personal information. People have also fallen prey to online frauds leading to identity theft and other online swindles. Identifying <https://assignbuster.com/the-advantages-and-disadvantages-of-social-media/>

genuine users of social media is currently the main challenge in the social media fraternity. Conceivably, this is because of people targeting unsuspecting users hence reducing ethical levels of the modern trend. Interestingly, social media is not only a communications site but also a legal playing field. The legal consequences of postings between employees and employers in social media in many instances have resulted in lawsuits. In as much as social media has introduced discussion forums in the education sector, it has done more harm. Students are no longer interested in research but concentrate on social media (Bozarth 91). Moreover, it can affect productivity when employees are keen on updating profiles instead of concentrating on the assigned roles.

In conclusion, social media remain one of the great interventions with both advantages and disadvantages. It has improved access to information, promoted a serene work environment, and most importantly helped research. On the other hand, it opened floodgates for social ills ranging from scams, pornography, online prostitution, and identity theft. Additionally, it has shifted the attention of students and employees from their focus leading to poor productivity. In essence, social media is both a blessing but a curse in disguise.