Essay

Social media has a significant impact on people because it is changing the ways in which they interact, but it is also has a detrimental effect on its users. It can be said that due to social media, human relations will never be the same as they used to be since the Internet has brought many changes to people’s communication. Nevertheless, social media as a tool of communication has the biggest effect on young people. Those below 30 and above 18 are the ones who feel the impact of social media the most.

There are many reasons for people to use social media. Young users like it because they use it to make new relationships. They can meet friends and make some acquaintances. Social media also allows exchanging information which is very important nowadays. Thus, more and more people become active social media users. The increasing growth of such websites as Facebook, Twitter, and Whatsapp shows that people tend to spend more time online than they used to.

Popularity of social media has many consequences. Among positive ones, it is important to state growing confidence. People who use social media to exchange information may also use it to interact with others. Thus, even shy people get a chance to meet new people and improve their self-esteem. People also find a lot of practical information from those who are experienced in a specific field. On the other hand, there are some negative aspects of social media. According to psychological research, social networks may be the reason for a depression. Some people also feel that they are missing out real communication because of online chatting and texting. Nevertheless, social media can bring more good than bad if people are willing to use it wisely and carefully.
It would be wise to begin with the fact that social media encourage people to communicate with others. Those who have been too shy to speak to people in person have a chance to interact with others online. Thus, people are able to overcome the hardships they faced while talking to others since social media allows people avoid many difficulties. For example, one does not need to worry about making an eye-contact in Facebook which is a big issue in face-to-face communication (Alden, & Phillips, 1990). Thus, social media became a tool that connected shy people with society and enabled them to be as socially active as possible (Raacke, & Bonds, 2008). This way, people are becoming more confident and secure. They communicate freely and exchange information with others. It is important to keep in mind that such relaxation may lead to disclosing personal information, but users have to be extremely careful why putting something private on social media (Altman & Taylor, 1973). Although social media allow opening up to others, people should always think about their safety first. Despite that, it would be wrong to deny positive impact that social media has on improving people’s relations. People can express their thoughts freely without fearing pressure or disapproval, and they also communicate very quickly due to tools provided by social media (Licoppe, & Smoreda, 2005). Shy people started communicating more thanks to Facebook and other social networks (Asendorpf, & Carpenter, 2005). Thus, it can be said that social media carries a lot of valuable information; and one of the main benefits is the ability to find out more about improving one’s social skills (Roberts, 2000).

People improve self-esteem thanks to social media. People become much happier since they feel better about themselves. They relax and become less nervous which leads to many positive consequences. For example, people start communicating with more eagerness; their work performance may also increase due to social media’s influence. People interact with those
whom they like; and that makes them feel better (Stephen, & Willcox, 2012). They share personal information and receive positive feedback (Gonzales, Jeffrey, & Hancock, 2009). Thus, they cooperate with others closely as well as emphasize on things they find relevant. For example, Facebook users may use this social network to raise awareness about a certain issue. Unlike in real life, information in social media can spread instantly to millions of people. This way, people will be able to attract others to a certain problem, and they will not have to fight with their shyness in order to do that.

The main positive impact of social media lies in its socialization effect. People are able to communicate effectively, quickly and without many efforts (Lewis, & West, 2009). As it was mentioned before, such possibilities increase self-confidence. They also improve cooperation among people (Baily, 2013).

There are very many people using social networks. According to a recent study, there are 200,000000 users from the United Kingdom who use social networks (Kiss, 2007). As for the United States and Canada, there are as many as 400,000000 and 300,000000 users respectively (Burcher, 2009). Such statistics shows the importance of social networks for people nowadays, especially when it comes to building and maintaining relations (Lewis, & West, 2009).

On the other hand, there are some negative consequences of social media usage such as depression (O'Keeffe, Pearson, & Kathleen, 2011). Study showed that almost quarter of Facebook users feel depression (O'Keeffe et al, 2011). Social isolation is one of the negative consequences because people tend to spend less time communicating in “the real world.”

Nevertheless, social media should not be viewed from one perspective only. It is true that there are some negative aspects behind its usage such as depression and social isolation. On the contrary, it has many positive aspects. For example, people become more open and confident;
they are eager to make new acquaintances and friends. They share information with others learning new things and presenting themselves to the world. It is important to always remember that effects of social media depend on the ways people use it. It is the reason why people have to find a balance in social media: they have to use its benefits and avoid its negative aspects.
References


