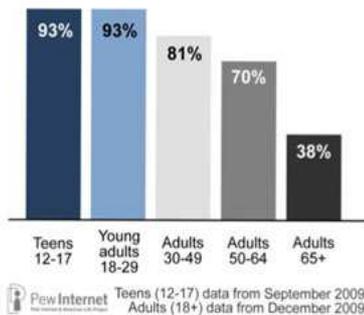




the world at large. Social networking facilitates us to enhance our viewpoints, as it enables us certain interactive learning activities. Thus, social networking sites are the most important parts of human lives nowadays.

With Facebook, Twitter, Vkontakte, Instagram and other social networks we have become much aware of the world we are living in and this is one of the changes being talked about. Social Networking giants create a whole new world where we are free to express our opinion and share it with our friends and peers.

Who's online? The internet by age groups



Statistic of age groups on the internet

Social Networking includes the 5 following spheres:

1. News. In social media news has become an important source. While the credibility of some sources can be clearly contested, news channels tweet or give updates on significant happenings all over the world. Their availability on social networks makes news more accessible. Additionally, news quickly gets passed around the networks in ways never experienced before.

2. Communication. Social media has furthered interaction by such a massive scale that is hard not to notice it. It allows people to keep in touch more regularly, and sometimes, more intimately, than was ever before because of time and space constraints. People from different cities and continents can keep in touch, creating an opportunity to experience different cultures.

3. Politics. Social media has enabled greater political awareness and organization, which has in some cases rewritten entire political landscapes.

4. Education. Social media has also played a large part in fostering literacy. Children who start using the platforms develop early communication skills, and generally become more literate. This is an encouraging trend, and thanks to the huge availability of information anyone can become as smart or intelligent as they desire.

5. Advertising. The whole dynamics of marketing have been changed, and rather than investing in mass channels advertisements, companies are becoming more consumer-centered through interactions made over social media. They are able to understand the needs of the market from the market itself, greatly changing the way marketing was done in the past.



Total minutes spent on social media (2011\2012)

However, we can face with some disadvantages.

First of all, social networking sites are disasters and nothing more than tools for narcissists. Social networking sites are increasing in popularity but really destroying natural and healthy interpersonal relationships and foster ignorance of the human condition.

Secondly, social networking sites serve as lazy attempts to see and to talk to friends and family. Why do we need a mediator for relationships we currently have and why do we always use the excuse for these sites: It helps to stay more connected to people and feel close to them. And not talking about people that are far away, talking about the friends and family right here in town.

Thirdly, many people think of social media sites as fun and games but these sites actually cause very serious problems. Social media sites cause more harm than good because they cause lack of activity and give people access to your personal information and many people get cyber-bullied on social media sites.

Fourthly, social networking like Facebook, Twitter, playing games and chatting etc. can be harmful because it is a destructive and negative distraction in education; nearly 60% of students have failed to achieve good grades in their examinations.

Fifthly, social networking degrades social interaction, changes the behavior in society, changes perspectives of tradition and culture. They are a platform of discrimination and catalyst for violence. Cyber-bullying has its varying effects on children, including everything between depression to suicide.

Social networking has become one of the most important parts of our daily life, as it enables us to communicate with a lot of people. Social media gives us lots of opportunities, nevertheless a number of various disadvantages comes along with it. That's why one should take into account that social media aren't the main principle of our life but the tool which helps to solve daily problems.