

Social Networking Benefits And Threats

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The world is said to be growing to be a global village. The main reason is the Internet. However, the internet is the general term; the reason supporting the global village is the issue of social networking through social media. That's what makes the world a global village. In the current regime, people in different corners of the earth can easily communicate as if they are next to each other. All these cannot be compared to the past centuries when people had to pass messages physically. Social networking is the mother of all successful businesses in the world. It has made billionaires into online entrepreneurs. Such people are Mark Zuckerberg, the Facebook owner and among the founders. Such inventions have led to employment opportunities for millions of people. People benefit from such a program both directly and indirectly. Directly, people are offered employment in such a Company, while indirectly, people use social media as a marketing platform and earn from it.

Social networking did start today; it started decades back (Steinberg, A. 2015, 110). The only difference is that there are major advancements as people wake up every day. People in the past used to walk to socialize, and that was social networking, too. Things changed when the internet was introduced. One of the known networking platforms is Facebook. It was also the mother of social media platforms. It was introduced first before companies like Classmate and Instagram. Millions of people have accounts with the company. It's a worldwide platform.

Methodology

To get the trends and developments in social networking, there was the need to do research on people who work in social media companies and the users. The best form of collecting the data was through surveys and interviews. Interviews were conducted with the employees in social media companies, while online surveys were done with the general public.

Interviews conducted with employees of social media companies were focused on the trends and issues affecting such companies. The employees touched on areas like hacking and information release as some of the challenging issues. The trends revolved around making social media as close to human beings as possible.

The online surveys to the users, who are the general public, revolved around the help that social platforms have brought and the future of social media. They indicated the merits and fewer demerits associated with social media. Most of the people who appreciate the use of social media are the youths, developers, and people who use the media for business purposes.

Results

Social media can be used to do various things. These things change over time. Taking a company like Facebook, it just started as a social media platform where people just added friends and pictures. The uses keep on changing as people also understand how such platforms can be used for the better compared to just socializing. Currently, people have even settled businesses on other people's platforms. For example, bloggers use social media sites like Facebook and LinkedIn to show their prowess in matters affecting human beings. Look at them now; some are millionaires because of that. But before, it was just a platform that was used to communicate. In developing countries, people use social media to do business. People advertise used cars and such platforms for resale. There are others who are developers; they advertise their services on such platforms to get clients. Social media is used everywhere (Shi, J. 2018, 00).

There have been trends in social media; it has been growing at a very fast rate (Oh, H. 2014, 70). As indicated above, such platforms started as communication platforms, and now they are used for both communication and business purposes. That's a major trend, and there are many to come. During the invention of social media, people used to chat and add pictures to their profiles. These days, people can use social media to call a person who is located anywhere in the world, provided there is an internet connection. The call can be a voice call or a video call, too. The video call is of high quality, with over 1080 megapixels of HDD. The video call can be clear to the point of feeling one is fully connected.

Today, people can open business accounts on social media platforms. Facebook, for example, allows people to open business profiles with business names to enable people to advertise to the whole world on the product. In the business profiles, one can invite a friend who can also get a link and invite many other friends to the platform. There are other platforms where people communicate according to their line of work. Since this is an IT field, if developers want to share ideas, there is the GitHub and stack overflow, where developers come together, share, and solve hard algorithms and codes. These are the works social media has brought to the world. Everything is simplified to its best.

Although social media has been on the forefront in making sure people communicate and earn, there are other negative issues (Lento, T. 2016, 460). These issues include information leakage of the clients registered on these sites. People have valued information hidden in their profile accounts. When such information goes to the public, there can be a lot of confusion since there can be secrets that can be known. It is one of the current problems most people have experienced on Facebook recently. The client's data must be protected at all costs. Hackers are also bad news on social media platforms. They get into people's profiles within no time and access everything. They are the most common threats and also the most dangerous threats.

People might think that social networking has come to an end, but there will always be more. Inventions don't stop; they evolve over time. There are still more in the future, and they will be better

compared to now. In social networking, everything is equally possible.

In conclusion, social networking started a long time ago but has continued to advance as time keeps changing. Some of the social platforms are Facebook and LinkedIn. Such platforms have helped the general public in very many ways. Social networking will keep on changing, and it will never be constant (Fox. 2015, 162).

References

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