



Social Media- A boon or a bane?

Social media in today's world is a revolution. It has transformed communication across the world to such an extent that texting a person in a different part of the globe is easier than talking to the person right next to us. We are no longer divided by oceans, continents or countries; the world today exists as a single unit on social media. It is the living proof of humanity's power to connect, to collaborate, and to create something beautiful along the way.

If there is one industry that benefitted the most from social media, then it is the marketing sector. Today, business firms no longer have to send burned-out salesmen in the depths of the city. Instead, they have the convenience of advertising to a larger audience more efficiently, all at their fingertips. The world is closer than ever before. The lack of physical presence does not bother us anymore; virtual connectivity has made us a strong team.

Speaking about the lack of physical presence, being able to be present at a place without actually *being present* at the place sounds like a paradox in itself. Thanks to social media and humanity's ever increasing knowledge of technology, this seemingly impossible act is now possible, and it has proved to be a huge advantage. It is because of this very technology that a person can sit in the comforts of their home and still attend business calls, a teenager with social anxiety can make friends in the other half of the globe, or a struggling artist can advertise his work.

Now, let's talk about the other, darker facet of this invention. A bright side in itself is the very proof of the existence of a dark side. Day after day, we are becoming more dependent on a technology that we have not yet mastered. At the moment, our situation with regards to social media is not different from walking in the dark – all we can do is stretch out our arms and try to grasp in as much as we can of the void around us, and hope that we know just enough of our surroundings to not end up astray.

The propagation of ideas of peace and harmony is an easier task with social media. But we cannot be blind to the misuse of social media for spreading the exact opposite message. Terrorism and hatred have also found a world stage with the growth in social media. Today, it is far too easy to mobilize people and influence them into performing tasks they would have otherwise despised of. The spread of fake news has also proved to be a major concern in recent years.

People tend to blindly believe any piece of information they receive via social networking platforms, which leads to a rapid proliferation of panic and outrage.

If you happen to walk into a park, there is an extremely high likelihood of you witnessing the Classic Twenty-First Century Milieu – hordes of people sitting beneath magnificent blooming trees, and staring right into their illuminated screens, oblivious to the beauty that surrounds them. Social media is addictive, and not even millennials can deny that. It has hampered the population's health – physical and social.

To conclude, it is safe to say that one can feel a lot about social media – one can love it, hate it, use it or misuse it – but one can't stay away from it. Social media is an immense universe that exists without actually existing.

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