### Outline the social and economic impacts of social media.

The internet and social media provide us with a range of benefits and opportunities to empower ourselves in a variety of ways. It allows us to communicate with any part of the globe, to shop online, to use it for education, to work remotely and to make online payments. Unfortunately, this rapid development has also negative impacts such as cyber bullying, porn, suicide, racism, internet addiction, social isolation, etc.

The main purpose of this essay is to analyse the impacts of social media on society.

The first aspect, perhaps the most relevant are relationships. Social media give people a way to stay in touch, especially with those who live far away. Thanks to the internet people can share fun, interesting and informative contents. Humans are social creatures that need the contact of others: the strength of our connections has a relevant impact on our mental health and happiness. In this period of social isolation social media play an important role in our everyday lives but paradoxically it can also make us feel more socially isolated. That is why it is important to remember that social media can never be a replacement for real-world human connections.

Various studies have linked mental problems with social media use: it can mainly cause inadequacy about the life or appearance, it can make people feel that other people are doing better than we are, it can impact our self-esteem, trigger anxiety, and also lead to a vicious circle of social media abuse.

In addition to the negative impact that social media can have on mental health, it is important to consider the impact on physical health. It is proved that prolonged use of electronic devices can lead to digital eye strain which also includes headaches, neck and shoulder pain, as well as interfering with sleep.

As to the aspect of communication, social media has made it easy the rapid spread of information. The point is that viewers do not often verify what they have seen or read, and contents often go viral. This causes the rise of fake news sites, or fake images.

Moreover, the digital writing is changing our way of communicating and thinking; when writing a message we usually tend to use as few words as possible, or even emoticons, sacrificing and grammar, so that our language is impoverished. One of the main disadvantages of this is that we can no longer see each other's facial and body gestures, and the voice intonation so that there may be misunderstandings.

Another important point to consider is that social media affects productivity as it distracts employees from work or students from lessons. Many of us access social media out of habit or just to kill some time but this can lead to a lack of concentration and to a reduced productivity.

From an economic perspective, social media represent a big help. As today people spend many hours per day online, social media has proven to be the most effective way for businesses to reach new audiences on a global scale, and it's the best way to engage with customers. Social media advertising is cheaper and more effective than traditional advertising. A company can choose a particular channel or platform that is most in line with its target customers. Users share their personal details on their profiles, and this promotes the market research which helps companies to improve their products. Social media algorithms help businesses to advertise their products to specific customers. An important benefit that social media have on business are feedbacks: positive feedback is public and can persuade other potential customers.

In conclusion there are many positive as well as negative aspects of social media. The web can be a blessing and a curse. It offers quick access to information and facilitates communications

# **Essay On Social Economic Issues**

**Clifford Lane** 



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