



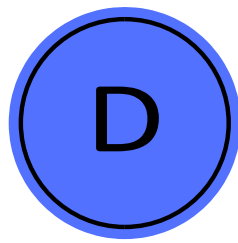
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## IMPACT OF SOCIAL MEDIA

**Batch:**

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# DIMENSIONS

THE LIMITLESS

Social media are various online platforms that allow users to share and participate in social networking. The idea was first introduced to the world for networking and general socializing, the purpose was to shrink our big world around to connect us with people we care about.

But with time it gave rise to a new focus. It transitioned to a platform that is more about one's identity than the interactions, which could be used to either express their true selves or to hide it behind various behavior like deceptive selfie angles, curating one's profile page, etc. It has encouraged the toxic habit of seeking approval through constant feedback from online functions like comment, share and react, thereby making people more reliant on public opinions.

In its endeavor to help people from every part of the globe to feel connected, it has unfortunately lead to a decline of face-to-face interaction. Although very appealing to those of us with low self-esteem, in the process it has left us humans feeling emotionally disconnected.

The list of disadvantages can be endless, this shouldn't take away from the fact that social networking has also helped in the progress of the world. The advances added to social media has changed the way we communicate with people. The other side of the coin is that it has made communication quicker and efficient. In the perspective of business, it has no doubt helped in many aspects which wouldn't have been possible otherwise. Social media is a great platform to expand business contacts. It can also help increase consumers for the same in creating awareness, promoting a product, creating an image and more business activities. In the light of daily routine, it has helped create awareness especially about the current affairs, it is much quicker to get information on a calamity, protest, safety measure and news in general.

I think it's safe to say, keeping in mind the endless conversations and debates of its impacts, that social media has a magnitude of influence over our lives, it is slowly progressing to be a livelihood staple and it is up to us to balance the positives and negatives of the same.