Your Name

Teacher Name

Course Title

Assignment #

Date

Benefits of Technological Advancements

Introduction

With the advent of technology, the human society underwent multiple transformations, modifications and alterations. These changes impacted the quality of life, socialization manners, communication mediums and other similar aspects of the society. While technology is praised for promoting accessibility, precision, rapidness, interactivity and remote engagement; it is also criticized for creating a digital divide, digitizing the emotions and socialization manners, promotion of cyber crimes such as identity theft, etc. However, weighing the benefits over demerits, it can be said that the technological advancements have done more good than harm. For the sake of comprehensiveness, respective paper will focus on how the evolution of social media has brought positive and constructive changes in the society.

Impact of Social Media

Social Media, like any other form of mass media, have significant and long-lasting impact on the perceptions, ideologies and philosophies of a common user. These perceptual impacts become more prominent and sometimes stereotypical when they are focusing on ethnic or national identities such as Muslims, Arabs, Americans, etc. Some of the most common forms of cross-national or ethnic effects that the social media creates is usually in form of hate speech or negativities. While there have been good impacts for goodwill of the people as well, but the impact of hate speech is usually more apparent, violent and gruesome.

While media might have begun as a venue to reflect the happenings on the planet, it has advanced into a business instrument to accomplish the business objectives of expanded productivity. Obviously, as an instrument of business or politics, media in this sense will dependably be manipulative, molding an individual's convictions with a specific end goal to drive them to purchase certain items or backing a specific strategy. It must be said that media per se is not the guilty. It is an unbiased instrument that can be utilized both for good and awful purposes. The limit of media to effect constructive or antagonistic effects on an individual or a given society depends on the people utilizing the media as a capable device to propel their own, regularly selfish causes.

In a broad spectrum, social media has revolutionized almost all domains of life. For common users, it has provided a platform to meet likeminded people from all across the globe, sharing their experiences and harnessing more opportunities of cross-cultural understandings. Furthermore, the social media has also transformed the marketing for all levels of organizations and businesses by allowing them to interact two-way with their potential consumers and targeting a global audience rather than a specific niche. This has allowed the organizations to develop opportunities for better profits and revenues.

Overcoming the Geographic and Time Constraints

The technological developments have also removed geographic and time constraints. For instance, through e-learning portals, it has allowed the students to continue their studies without worrying for time constraints of classes or their location. Now even working parents, or students living in far-off regions can enroll themselves in prestigious institutes for continuing their studies and improving their quality of life.

Conclusion

Critically analyzing the controversies surrounding the technological advancements and their benefits, it can be stated that they are doing more good to the human society than bad. The technological inventions can be compared to any other invention that can be used for both bad and good depending on the intentions of the user. For instance, a knife can be used to cut fruits or kill a person. In such an instance, it is not the knife to be blamed. Similarly, the technology should not be blamed for its ill-usage.