Effects of Social Media
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**Introduction**

Social media has completely gained control over our lives and turned the world into a global village. It would be fair to acknowledge the *fact* how media has played a huge role in modifying the lifestyle of an average individual. It serves a major mode of communication which has not only reduced the distance between relationships but has also contributed to the field of advertisement (“What Is the Major Impact of Social Media?,” 2016). It is hard to fathom the benefits media is providing us considering the role of it in almost every aspect of our lives. However, on the other hand, it has an equal share in influencing our lives negatively. This essay will analyze both the negative and positive effects of social media in depth by providing evidence from various studies.

**Discussion**

Studies have reported that this excessive domination of social media in our daily lives has contributed to the prevalence of mental health issues in the population (Booker, Kelly, & Sacker, 2018). Evidence suggests that teens who spend an excessive portion of their day on social media such as Facebook, YouTube, and Instagram, etc. are reported to have an elevated ratio of depression and anxiety i.e. thirteen to sixty-six percent as compared to those who do not spend much time on social media. Social media has made individuals greedy for “likes”. This has resulted in the inclination of individuals towards making choices that do not define them but rather society. They alter their daily life activities, appearances, and even their behaviors for social acceptance. However, a greater percentage of the teenage population is aware that social media is only showing a part of the big picture, which actually may not be what it looks like. Despite this, they compare various aspects of their life with others under peer pressure. (“Lots of Time on Social Media Linked to Anxiety, Depression in Teens,” n.d.). Studies have shown that the introduction of social media in women's life has contributed to the prevalence of jealousy among them. The same trend is also observed in men but the ratio is higher in women (Brown, n.d.). Moreover, through the excessive use of social media, people are more prone to the risk of cyberbullying which increases the incidence of depression and anxiety often leading to suicide attempts. Another reason is that due to limited privacy, individuals are inclined to gathering an excess amount of fake friendships which increases the risk of cyberbullying. Furthermore, less face to face social interaction and increased online meetings hinder the development of the genuine connection between various relationships such as family and friends which often leads to a lack of empathy and compassion (“Social Media and Teens,” n.d.) According to the American Journal of Preventive Medicine, social media induces a sense of social isolation among individuals (Brown, n.d.)

Apart from negatively affecting mental health, social media is contributing to hurting a person's physical health. Various studies have suggested that the excess use of social media is a major cause of insomnia among individuals (Brown, n.d.). This is mainly due to the blue light of phone and laptop screens, which is thought to diminish the melatonin production in the body. Melatonin is a hormone that induces sleep but due to the excess use of blue light, individuals spend nights using social media without getting any sleep. This has, in turn, contributed towards decreased wellbeing. Due to the lack of sleep, individuals remain inactive and lazy during the day which has decreased their efficiency at work (Brown, n.d.).Teenagers are characterized as one of the highest media users. The study has shown that their health is diminishing with age (Booker et al., 2018). The author concluded that during the early teenage years, a higher level of social media involvement has consequences for health in late adult years, especially for women.

On the other hand, many studies have also depicted that it is a major source of information sharing and knowledge transfer. The research was conducted which focused on determining the relationship between social media use and knowledge sharing in the field of academia. Authors established that social media is used for the sake of effective communication, development of new ideas, and group formation in the field of academia (Ghazali, Sulaiman, Zaibidi, Omar, & Alias, 2016). This effectively improves the quality of scholarly work in academia. Another evidence from the study depicts that the use of social media for knowledge sharing is promoted among doctors in healthcare facilities. The use is related to information gain regarding job search, migration or relevant experience of the profession (Imran, Fatima, Aslam, & Iqbal, 2019). Social media has connected the entire world. Since the introduction of Facebook, more than half of the world’s population i.e. 80%, has incorporated its use into their daily lives. It has become a major platform for individuals from various backgrounds and ethnicities to connect (“What Is the Major Impact of Social Media?,” 2016). This has resulted in information sharing and knowledge transfer at the global level.

**Conclusion**

From various studies, it is concluded that social media has both negative and positive impacts on an individual as well as the society. It has increased the incidence of depression and anxiety among individuals. Privacy issues and cyberbullying have been major consequences of social media technology. On the other hand, social media has contributed to the sharing of information and knowledge transfer among individuals as well as communities which depicts that its effect is solely dependent on its use.

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