Student’s name

Course id

Submitted to

Date

Introduction:

Social networks have achieved rapid popularity especially among children and adolescents.

To make good use of social networks, it is essential to know their advantages, risks and profits. Social networks emerged spontaneously among people who are invited to be part of it. The presence in social networks brings interesting benefits, but it can also imply its risks.

Benefits and dangers of social media

Some of the social media advantages are that it creates more prominent correspondence and connection among people, they are communicated in a more better way, it encourages the connection between individuals without social and physical hindrances and Companies can connect with potential clients, potential applicants or give more notable visibility to the product, which they offer in an increasingly proficient manner. On the other hand some dangers of social media include privacy and virtual bullying, surely it is the first concern you have as a user. Being so exposed, we do not know where the limit is in our privacy and adolescents are the easy target to fall into this social phenomenon. By owning mobile devices very soon, this can cause children to make bad contacts or to share compromising information to humiliate others.

Conclusion:

In today's society, the media occupies a prominent place in our way of seeing the world. They influence our opinions and sometimes change the way we think about things, but also our ways of life. Today we are stunned by information. The media transmit information quickly, so we have information in real time. Without them, we could not be so knowledgeable. Nevertheless, their way of transmitting information is never neutral and without realizing it, they have a certain power of self-identity. They control us in somehow and tirelessly seek to manipulate us, persuade us. The individual must be exposed to a minimum of information and bring to this message some attention that will allow it to find an interest. That is, the source of the information must be credible and sufficiently invasive for the message to have an impact on the receiver. Then, the information must be perfectly clear so that the individual can understand and appreciate it according to his criteria, namely whether he is rather for or against the message. He will memorize the information later. The media must influence this individual by asking him questions. It is from this moment only that the person will be able to choose whether or not to be influenced by the media. The media therefore orient our opinion towards the directions they want. They influence our objectivity towards an object or a subject, which has repercussions on our way of apprehending the environment. They deliberately influence our attitudes. The individual perceives the message, puts his subjectivity into play and memorizes it, which in turn enables him to act accordingly, to adopt an attitude. Thus in the face of a certain situation, the individual will tend to act positively or negatively with respect to it. The individual will always act in adequacy with his attitude.

Reference

Turel, O., & Serenko, A. (2012). The benefits and dangers of enjoyment with social networking websites. European Journal of Information Systems, 21(5), 512-528.