

find their own work and structures being changed by changing communication tools and patterns of communications.

Social media tools are woven into many young people's day-to-day lives. Young people are in conversation and communication with their peer groups using a wide variety of different media and media devices every day.

10 years ago, young people may have only been in touch with friends and peer-groups when hanging out at school, or meeting up in town. Now young people can be touch through instant messaging, social networks, online games and many other tools. Young people are growing up in a constantly connected society.

Young people are using social network sites for:

- Sharing content, engaging in self expression & exploring identity;
- Hanging out and consuming content including commercial and user-generated content;
- Accessing information and informal learning;
- Participating in informal groups, and formal youth engagement opportunities;
- Keeping in touch with friends and acquaintances;

- Developing new contacts often with friends of friends, or people with shared interests;



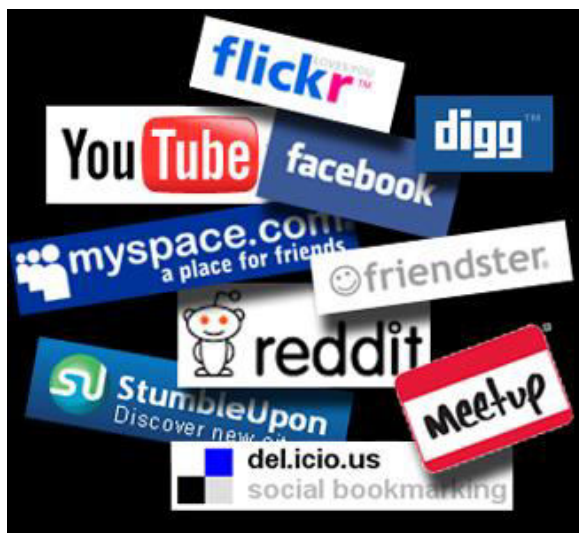
All these changes have a big impact on organisations working with young people. They can shift the expectations young people have of services, provision and engagement. They can shift the balance of power between young people and organisations. And changes in communication tools and markets can change the role and nature of organisations themselves.

The influence of social media on adolescents and teenagers is of particular importance, not only because this particular group of children is developmentally vulnerable but also because they are among the heaviest users of social networking.

Social media offers platforms that every one can use freely, it gives young people the opportunity to share information among themselves in any way very easily and the level of interaction is very high because your contacts to which your

message is been carried is always online (at the computer or via cellphone). In the moment when you send a message, the person on the other side receives it and the conversation goes on.

Knowing this innovative and easy method to mobilize people, youth can organize meetings or protests via the internet where every other young person online can find out about it and get all the information. This has made the world very communal in the sense that these social media platforms give young people the chance to communicate instantly among themselves and so easy that events happening miles away from locations of other people can be shared online for everybody. Wherever you come from, you have the possibility to know what is going on and even comment about it.



In the old days when events happened at one place, it would take a while before people at another would find about them but now through

social media, events and news are known worldwide in split seconds after they are shared and this has made the world one. Take a look at the events in the Arab world and recently England. Information among young people to mobilise themselves was the work of social media and even the whole world got to know about events in those places. Besides the political dimension, social media is also a way to find friends and find out about people that you have not met for a long time.

Positive Effects of Social Media on Society

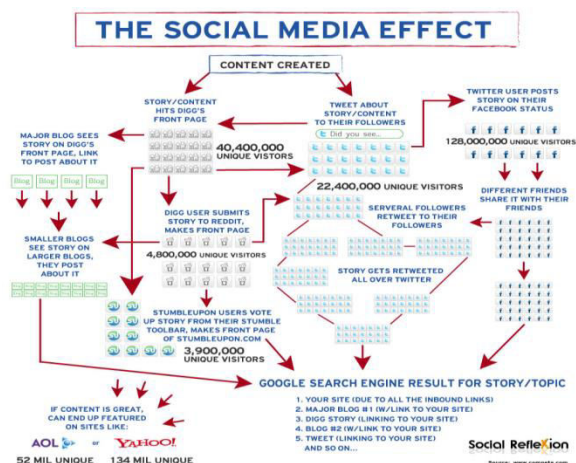
- It is very beneficial for the ones who are far away from their loved ones and want to keep in touch, specially, it is found to be a great source of association for armed force personals when they are far away from their homes.
- Families settled outside want to have strong communication with their homeland and its inhabitants.
- It is very helpful for people who feel shyness in social interaction. It is a useful source to make friends and share your thoughts easily.
- Persons who are restricted to their homes due to any sort of disability or environmental factors find a way to deal with their isolation.

- You are able to get connected with old friends and refresh your bond.
- It also helps people to find online friends with common interests living in different locations and then make this virtual friendship a real world friendship.
- When you are caught up in a tiring task and want a quick refreshing break, Social media proves to be highly favorable.
- Social networks help the businesses in a variety of ways. Traditional marketing
- The increasing popularity of social sites like Twitter, Facebook etc, and social networks has gained attention as the most viable communication choice for the bloggers, article writers and content creators.
- Another positive impact of social networking sites is to unite people on a huge platform for the achievement of some specific objective. This is very important to bring the positive change in society.

mediums such as the radio, TV commercials and print ads are completely obsolete now and demand for thousands of dollars. However, with social media the businesses can connect with their targeted customers for free, the only cost is energy and time. Through Facebook, Twitter, LinkedIn or any other social site you can lower your marketing cost to a significant level.

Negative Effects of Social Media on Society

- Social media has given rise to gossiping as well, as people have found an easy way to get updates about others personal lives.
- It is quite distracting if not used within limits, for instance, a student may adopt the habit of updating his online status twice an hour. This is the reason that you will find many adults stick to their mobile phones and laptops to check social networking websites frequently.
- People busy in their lives feel easy to communicate through Social media but at times it becomes very annoying when virtual communication takes place of real life meetings.
- The biggest drawback of Social media is that it has a very narrow border line



between favorite pass time and addiction. One starts using it initially to catch friends and ultimately ends up with a lot of lavish time in taking playful quizzes and exploring various Social media applications.

- Being a part of your family members' life is good, but knowing about each and every moment of others personal lives can prove to be very dangerous at times. Involving others even in your small decisions or forcing your ideas in others decisions is hazardous for personal liberty.
- One of the negative effect of social media or network is it leads to addiction. Spending countless hours on the social sites can divert the focus and attention from a particular task. It lowers the motivational level of the people, especially of the teenagers and students. They mainly rely on technology and the

internet instead of learning the practical knowledge and expertise of the everyday life.

- Kids can be greatly affected by these social networking sites if they are allowed to use them. The reason is that sometimes people share photos on social media that contains violence and sex, which can damage the behavior of kids and teenagers. It put the negative impact on overall society as these kids and teenagers involve themselves in crime related activities.

Conclusion

I think that the effects of social media have been somewhat unbiased. There are many good things about it, and many bad things. In the end, if you can keep your own life centered in reality and use social networking as a small part of it, you should be just fine.