

Social Media-A Boon or Bane:A Case Study

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I. INTRODUCTION

The question of the day in everybody's mind whether Social Media is a boon or bane? Is it really a blessing or curse.....this question has been a topic of debate across the Globe.

Social Media is a platform for the people to share their opinions with each other and present their views and thoughts via virtual communities and networks like Facebook, Twitter etc. Their usage primarily relies upon individual interests. Whether this implausible power of the Social Media is a Blessing or a Bane is a Big Question. Both Internet and Social Networking Sites have given an edge to users to find their own creativity.

II. SOCIAL MEDIA AS A BLESSING

- Communications between the family and friends who are staying away from each other in various parts of the world have augmented because of social media. This has reduced the gap in terms of societal relations.
- It is an enormous opportunity for any company, especially for the Startups who need to invest a lot on advertising prior to start their venture. With the emergence of social networking sites, the entire scenario got changed, hence they can bring forward their business with less cost or no cost at all. Now, business which is done online gives an opportunity to understand their customer well which even helps them to boost up their brand name and thereby reaching many people.
- Now each passing day, each passing hour, individuals' use of the web and internet based life, has been expanding at a higher pace. With the inception of **Digital Marketing**, business can be done very easily.
- People are now becoming more creative and innovative which would have sounded crazy at the start, but later on it turned out to be a huge brand and the people who initiated it have become millionaires and billionaires in no timeframe like Google, Facebook, Twitter. Thereby it has increased the living standard of the people tremendously.
- People are able to express their views openly as well as understand the view point of others which has helped the people to join for a particular cause.
- There are millions of people who are accessing social media platforms. It's a great opportunity for any new business to reach a large mass of people who are interested in your products or services.
- The ability to post organic content for free is an incredible benefit of social media for business. This opens many opportunities for any company to connect with valuable leads at no cost. It's one of the reasons why companies love using these platforms.
- The last advantage to social media marketing is the ability to assess one's performance. Social media platforms make it easy for those who does online market survey to find out if the outcome is productive.

III. SOCIAL MEDIA AS A BANE

- Nowadays people are so much involved in the virtual world of social media they are slowly losing touch with the real world. The valuable personal and face to face interaction, i.e. the social life of the people is weakening. This has resulted in loss of Social Gatherings.
- People have lot of friends online, some of whom they might have never met, can be untrustworthy at times.

One of the greatest curses of Social Media is that some people have misused Social Media for abusing and bullying another person.

- People spend hours on social media which has a negative impact on their health both physically and mentally. Prolonged watching adversely affects eyes because of the glare from laptop, mobile, tablets etc.

- Hacking into the personal information of others creates a real problem nowadays; they fake the Id's, get bank details, etc. Some of the fake news has created lots of unrest and problems in the society.
- Business has also tasted the side effect, the consumers can now post negative comments which will not only affect the prospects with the new client but also lose the existing client. Even the competitors can spread false news of the company in terms; tarnish the image of the company.
- Because of Social Media, a person's life has become an open book to anyone who is interested in getting the personal information about him. In short, a person's privacy is compromised.

IV. CONCLUSION

As the technology is developing, the web-based social networking sites has turned into a routine for every last individual, people; groups are seen dependent with this technology time and again. Every man/woman made invention has their own positive and negative side to it. Let us take a simple example of a knife, which is an essential tool in our house or invariable in kitchen, but it can also be used as a lethal weapon to hurt or even kill someone. In the same manner, social media, if used properly can be a boon, If not a curse. It all depends upon how it is used and/or how much information we share.

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