Social Media Platform

**Introduction**

The social aspect of life is important just like other phenomena or activities that human beings indulge in. From a simple perspective, social aspects majorly entail the manner in which different people meet and interact. It is primarily concerned with how people live, how they talk and perform most of their activities together. We are in the 21st century where the manner in which things were done long ago has really changed and evolved, mainly because of the role of technology. The changes observed are believed to have been caused by technological advancements, which have caused a revolution on how human beings perceive and engage in social interactions. The technological advancement has not only changed the manner in which people interact but also the overall social life of people in different parts of the world. Social network is a technological invention that has been used by various people at different levels. There are different types of contents that people may be interested to exchange and social network is a medium purposely designed to help individuals share these contents without much difficulty (Noorden, (2014). One important aspect of the social network is that information or any other thing being shared is usually done on an online platform. This paper comprehensively discusses different aspects of the social network, including advantages for social life, challenges that it creates, and what can be done in order to get the best out of this technology.

**Part 1**

A social network can be categorized to be a type of service that is offered by the social networking service or the social media. It is basically an online platform that has been designed to be used by different people from different locations to build social relations or social networks. As commonly known that networking means bringing different systems together with an aim of sharing information and other resources, the core idea in the source development of the social network will be sharing of information. Various people registered or approved to be part of the network will be able to freely share resources and messages. However, there are some conditions that have to be met in order to freely share information and resources. One, there must be an internet connection by the parties willing to share some information. This will enable access to the website created and other more activities that can be done as per the design of the site. The second is the credentials as per the developer of the website. In order to get access to the social network, the users are required to sign up so that they can acquire an account to interact with other people (Scott, 2017). When signing up, personal information is always used for identity and other purposes. For instance, this information may be used to know more about someone who is on this platform. The network that connects various users will appear as shown below connecting a number of people.

 People are uniquely different and this is the reason why we always find that different people have different like things. To add, different people also have different hobbies as well as different interests. This source social media platform has been used to solve such cases where it has been made possible for people to build social relations with other individuals whom they share similar career or personal interest. There is quite a number of phenomena that people can share in common and these include things like real-life connections, backgrounds, activities and many more.

The services offered by the social network are not uniform and usually, vary in format as well as a number of other features. These services are designed to incorporate different communication tools as well as other new information used in different sectors. Some of the services are only designed to work on desktop computers and cannot be compatible with any other device while others have been designed to operate on laptops. In this modern era, more inventions have been done with a high number of people using a variety of mobile devices (Noorden, 2014). These include the tablets and smartphones that have been made more available to people by their prices and other factors. The number of people using mobile devices such as smartphones has grown enormously and this has called for the need to offer formats of social network services that are compatible with the devices.

**Services featured in social network**

The social network service has been built in a manner that it provides an individual-centered service. This is a feature that makes it very different from the online community service which is more of group-centered. Some examples of the services offered are sharing of videos, photos, and messages between people. More important, their services may also feature diary entries which are also known as digital weblogging. The social network offers a space through which individuals can continue interacting beyond the in-person interactions. The communications do take place in a form of computer-mediated interaction to link members of different networks. This is something that may help in developing social ties as well as maintaining the existing ties.

 **Part 2**

**Prior knowledge**

The social network is a new technological platform that works very different from how I thought it operates. For the better part of my life, I have only known about Facebook as it is the first social media that I was introduced to by my friends. When I heard about the social network, I just thought that it operates like facebook where friend requests can be randomly sent to any person without paying attention to important factors such as interest, hobbies, profession and many more (Scott, 2017). In facebook, you just like somebody and then send them friend requests after which you can freely start talking to them on different topics. I knew that interaction between people on the social source network was based on the feelings and that you could just like someone’s photo, start following them, and then talking without paying attention to what a person does and their likes.

As a matter of fact, it came to dawn on me that I never knew much about social network. It is until recently that I have coke to gather more information about this new technology. I have come to realize that the social network allows a person to make a social networking website. This will then assist your members to build a social relationship. A key factor to note is that the social relationship is built with only people whom you share a personal interest or similar professionals. It has also been a great idea to learn that the main types of social network services contain different categories. These category places are grouped into age, religion or occupation. It then works by connecting people who have some related self-description pages.

**Advantages of the social network**

Social network is being used by many people to look for potential employers. Most of the college students, as well as other unemployed, are using the services of this network to connect with professionals for job opportunities and internships. An example of a great resource used for such purposes is the LinkedIn. It is also a great tool for interaction in the modern world. Most people use social network to find old friends, meet new friends and as well locate some people who have the same interests or problem. More friendships and relationships are being created online nowadays and then taken to an offline setting (Heymann, & Jacomy, 2009). In fact, experts suggest that relationships which have started online are much more likely to prosper. Communication is also made easier as various resources can be easily shared no matter the distance between people.

**Challenges and their solutions**

The first issue is privacy. There is a growing concern raised among the users on the dangers of giving out too much personal information. When too much information is given then there may raise the threat of sexual predators and other malicious people who may follow someone to steal from them. The issue is the theft of data and viruses. These two may lead to loss or damage of important information to malicious cybercriminals. To add, there may also come the issue of control over data. This is where a data that has been deleted by a user may still be retained by the company and then passed to third parties. There may also be a potential misuse of the social network by some people (Heymann, & Jacomy, 2009). The major reason for this is because of the relative freedom is given by the social network. Currently, Facebook is grappling with an issue of hacked accounts being put up for sale, without the owners’ express permission. Some of the accounts being auctioned have intimate information, which means that privacy needs to be kept as one of the main cautionary steps of social networks moving forward. In the US 2016 Presidential elections, it was alleged that Facebook and hacking played a prominent yet unfair role in influencing the outcome of the election. It is an abuse of a nation’s sovereignty, and though investigations continue, it shows why privacy can have devastating impacts if not addressed.

In order to control the issue of privacy, the site should take adequate steps in ensuring that they protect the users’ privacy as the third parties usually use the information posted for different purposes. On the side of the users, they should also avoid posting some more confidential information that might be used to harm them. The users also need to update their security systems by installing the latest versions of antivirus as well as a firewall to protect them from online viruses and scams. People also need to be educated on the constructive use of the social network so that they use it appropriately.

Social interactions have been redefined by social media. It is very common, and accepted, for people to use social networks to express human feelings such as empathy and love. The level and role of intimacy has evolved because of social networks. It is not uncommon to find people who feel connected through social networks but lack real-life connections such as time to spend on meaningful activities together. More and more people are also spending longer periods of time on social networks at the expense of human conversations and dialogue, and whether such interactions take a text, visual or audio form, the bottom line is that it eats up social capital. Therefore, the people need to find a way to improve their humanistic tendencies such as dialogue while reducing reliance on technology.

The second challenge is anonymity, which means that there is a lot of superficiality which goes on in social networks. The question of anonymity needs to be seen from different paradigms. First, anonymity has seen people have the freedom to share offensive and misleading aspects of life. For instance, it is not uncommon to find people who have posted nude pictures or pornographic materials on their social network sites. What’s worrying is that these people are not held accountable, and such content can be accessed even by children. It creates a moral decadence which can morph into social challenges such as sexual offenses escalation. The anonymity has also led to people being unreal when it comes to what they show the world. While people are at liberty to do such things, it is the latent outcomes that should be of concern to all people. There have been different definitions of beauty, wealth among others. It has led to some people chase after such illusions, developing eating disorders and stress levels among such people. There is a need to try and have accountability on social networks, and the federal governments need to play an integral role moving forward. The situation needs to be arrested soon since social networks are eroding social institutions such as democracy. The society needs to have a conversation and reflection about its values, and to try and offer children on how to develop aspects such as self-esteem and self-control (Davenport, 2012). The social networks will continue to be part of the social fabric, and the society needs to find a balance on its use and impact.

**Emerging trends**

It is very evident that the popularity of social networking is on the rise and new uses of technology are developed almost on daily basis. Nowadays, the high population needs convenient solutions to most of their daily needs. Conclusively, at the forefront of these emerging trends is the concept of “location-based services” and “real-time web”. The real-time web enables the users to make some contributions on contents which are then broadcast as they are being uploaded. An example is the “live feed” where the activities of the uses are streamed as they take place (Noorden, (2014). Most of the organizations have also started to merge their business technologies with solutions. An example is cloud computing with the social networking concept. Rather than the connection of people based on social interest, they develop an interactive community that connects people based on their shared experiences or business needs.

**Conclusion**

The role of technology is not about to reduce for a foreseeable time in future. It only means that society needs to find an objective and efficient manner to integrate technology and social networks into its elements. It indicates with more people spending time on social networks, there is a need to redefine its role in human interactions. Negative impacts such as abuse of privacy need multidimensional approach from the technological companies and the federal government and other regulatory bodies. Businesses and other social agencies need to take advantage of the opportunities offered by social networks, but this should not be done to replace core humanistic nature such as dialogue and interaction.

**References**

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**Writer’s Notes**

*Rhetoric statement*The paper intends to show the continued use of social network sites and their impact on human interactions. The paper will then dwell on some of the opportunities and challenges of social network sites, and how to continue building on the positives of social networking while minimizing the negatives.

*Assessment of the Draft*
I feel that my project has been moving well so far. I have been able to try and create an essay that has different parts which I feel are imperative when talking about social networks. The parts have helped in giving the direction of the essay and has also helped give an in-depth focus non-different topic which are relevant. However, I feel that I could do more by integrating more real-life stories and statistics on the use of social networks, as a way of ensuring that the essay keeps up with the trends observed across the usage and application of social networks.

*Feedback*
I feel that I have not I have made satisfactory arguments to try and show how different positions should apply when it comes to the understanding of social networks. I need to bring out passionately on how I feel social networks have been misappropriated and to try and give objective and actionable mitigating actions moving forward.