

## Social Networking

Social networking is ideally a tool of social connections in the modern day, but also an isolating influence at the same time. Social networking cannot match the level and closeness of face to face interactivity despite its capacity to keep us in touch and close to those far away from us; social networking does bring us close to those we are not in touch with, but rather online in attempt to keep close our distance relationships with our friends and family who we have as friends on our social media accounts ( Kleinman et al.).

Social networking as tool of social interaction is seemingly a paradoxical issue concerning electronic interactions. The main social networking such as Facebook, Twitter, and Foursquare have a great interactivity functionality that promote a close correspondence between friends in social media communications and this has a great impact on our humanity. The aspects of face to face communications are hardly communicable in online communications, thus social media interactions are by far cold and somehow inhumane. It no doubt misunderstandings surfaces more often <sup>than</sup> not and inconveniences communication. This is a problem that has persisted for all <sup>ages</sup> that social media has existed (Kleinman et al.)

On the other hand, the tools in the social media sites such poke are not effective to beat or to compare to face to face communication such as hugging and presented with a choice anyone would prefer natural interaction, that is face to face interactions, as opposed to electronic communication. For instant, a post on Facebook receives responses which are actually not premeditated most of the times depending on the nature of the post. For instance, a friend on Facebook might post a picture of <sup>a</sup> comic nature and this draws attention to friends

and people with a mutual interest in such a piece of media. These consequent interactions usually creates<sup>ork</sup> a chain of communications that captures attention as though to create closeness<sub>3</sub> attempting to close the physical gap or rather distance that really exists. In some instances<sub>3</sub> the comments that pop up on such a post maybe taken out of context since they are seemingly emotionally toned<sub>3</sub> and they may be perceived and interpreted as what they are not. The attempt of electronic communications through social networking as means of filling the emotional gap of communication does really work as an effective channel of communication that can replace or act in absence of face to face interactions and achieve the intended impact. The way we use social media is very specific and absolutely different from any other form of interaction. It actually<sup>ork</sup> a two-edged sword that ideally touches both world<sup>huh?</sup> continuously that is, it enables us to communicate although far away from each as we are close to each other, but grieves<sup>?</sup> us with<sup>an</sup> emotional gap that it cannot provide and the signal of communication that facilitate interpersonal perspective of communication. The social networking platform is actually a complex platform that<sup>ork</sup> real does not replace or rather take away our natural communication channels in face to face interactions, but rather brings the inside of us<sup>the</sup> the entire world with<sup>✗</sup> whom with share and interact with on the internet (Wortham et al.).

The difficulties we experience in our natural communications are actually exacerbated on social networks in which expression of opinions comes out as going too far. It appears people find somewhat easier to get crude in their interaction on the online platform than would engage in the actual world. For instance, some people express their anger or crude jokes online<sub>3</sub> and this makes the~~problem of~~ insensitive jokes a great deal of a problem in which consequent outcomes disrupt communication and result in conflicts. Subtle jokes are acceptable in natural communications, but are incommunicable in social networks or rather electronic communication signal their no reason or practical way to express emotional signals<sup>What</sup> or gestures and tone variation and pauses to impact communication with exactness in

meaning. In reality, social networks are quite informal modes of communication, especially among friends and not much formality plays a regulatory role in the communication process. Thus, people do not at first analyze the potential impact of the messages and posts online, but <sup>to</sup> come realize their inappropriate forms of expression after things go out of hand or a conversation turns sour. Learning the balance in language use to achieve sensible and effective interactions with friends on social networks is not really easy since language use and communication problems exist even in the natural interactions that have existed for centuries (Wortham et al.).

The advent of social networking really took the world by storm, ~~and everyone~~ at least with the convenience potential in communication and the excitement it brought. Therefore, most people came on board abruptly <sup>by</sup> to join the social network era with much thought at all. For instance, the first time Facebook came into existence, it was not <sup>such</sup> ~~much~~ a big deal as it is today. It was not really a central part of our lives. Therefore, Facebook users at first created profiles freely and friend lists hurriedly without privacy concerns or any much thought what implications this had. In reality, what this has come in the modern day in which Facebook is <sup>unclear</sup> major part of our lives. Thus what we share on our Facebook timeline is shared with everyone on our friend list; thus, personal information and data become available to all people, some whom we are friends with simply because we were excited in creating a Facebook friends list during its infancy <sup>but</sup> ~~and~~ not people we really know or would like to share personal information with. It is the realization of this concern that we might consider redrafting our friend lists to suit what we really want to do and share on social networks and with whom. There is also added functionality on Facebook that alter content and we might find our participation in conversations or interaction that were fit at that particular time and would fit our line of thought that are now edited and has a totally new implication which does not really reflect our thoughts. The importance of according these simple considerations our

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attention is affecting "finding prerequisites" which we use in our actual lives by the standard of our limits to sociability and line of thought. It is clear when there is prior planning and mediation in the process of creating a network of friends <sup>awk</sup> would realize an independent sober friendships that the former which was a random "friend request" experimental test without a purposeful strategy of logical reason. It is necessary to have a boundary of friends or a boundary of the interactivity that Facebook as social media website can have with our profile or information we have provided such as limiting who can and cannot contact or have access to our information <sup>either personal</sup> are data posted on timelines of affiliate pages that we have liked and interacted with. This concern is linked to the Facebook itself <sup>?</sup> render information and brings about a presentation of information platforms such as applications we interact with and use on Facebook. These application modes of information <sup>huh?</sup> present leave trail of personal data and a connection that links us more to the social network website which makes a central part of our lives.

Lastly social networks pass the threat of a privacy violation especially in modern day in which profit is the major priority that corporations, <sup>like</sup> ~~that is~~ social media network sites have. The reality that we are connected to the world by social networks implies that we have information available to the world in a volume that we would never share with the world in a public audience in the traditional communication modes. Simply <sup>le</sup> participation in social media leads to loss of privacy on a large scale that is not possible in the traditional modes of communication. The social networking media take advantage of this information literally and <sup>awk</sup> use to make profits that is a great revenue amount millions of dollars. Social networking sites are characterized by advertisement and advertiser are ever <sup>?</sup> buys analyzing user information to target advertising even though social networking site <sup>?</sup> pledge to protect the privacy of its users. The reality is such privacy policies employed by such websites are vague and a deliberate economic lie since they base advertisement on user data and activity on the social

media platforms. To make the matter worse is the users' lack of ~~an~~ awareness of the privacy settings as well as limitations in its use and functionality. Furthermore, some applications, the greater percentage of them available on social networking sites usually gather information on user activity to use it for advertising purposes. However, it is clear that social networking share and openly state that user information may be shared with third parties with whom they are partners with for purpose of service improvement, which actually implies optimization of adverts and services that the user interacts with most frequently (Barry et al.).

Despite its use a communication channel in favour of distance friendship and relationships social networking has a tone of problems to address as aforementioned.

Although social networking is not new, it is still young in terms of regulation and implementation both technically <sup>and</sup> legally. It is thus a personal choice to regulate what kind of interaction to engage in on social networking media and to what extent (Barry et al.).

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