Social media can be defined as a digital way of communication.There are countries such as Singapore where a large number of GDP is managed by having tourist activities.In this regard, WhatsApp, Viber and messenger by Facebook are the prominent ones that allow users to have their conversations going through rapid communication modes.From getting salaried to running businesses, from relishing impressive content to presenting inner skills, from reading books, novels and interesting content to staying updated with the happening events, it benefits each of its users in the best desired way.Businesses can benefit from it. Amazon, and Alibaba are the two prominent platforms that provide the people access to products at a large scale and also have impressive facilities of delivering them to the buyers.(Shabir, Mahmood, & Safdar, 2014) As the medium links the people from all parts of the world together, they exchange the good and cherishing traditions and opt to apply them in their daily routines.(Sawyer & Chen, 2012) Looking at the pros of this global integrator, one can glean the rise in tourist activities across the globe.Facebook, Instagram, Twitter, YouTube, Snapchat, and Tumbler all offer far reaching prospects to observe and choose them according to their interest.Gaze at the linguistics and you will be amazed that youngsters from Asian continent try to adopt the Britain or American style of speaking.Facebook, Twitter and WeChat are some of the instances that are jam-packed with the talented individuals exhibiting their flair.From cyber bullying to online crimes and from hacking to data breaches, it also has some deleterious impacts.As social media allows liberty to its users, there are suspicions that they might indulge themselves in immoral or unlawful activities.(Zeitel-Bank, 2014) One of the shady deals of social media is unavailability of authenticity, trouble of diverse ideas, increase in nudity and threat to moral conducts.The platforms that earlier started from the chatting websites have now expanded their heritages to many spheres and are helping the people according to their needs.Secondly, there are sites that provide users with the chance to demonstrate their inner skills to the world and this way, they can get followers and cheers from all over the globe.Talent gets promoted, creativity gets encouraged and this way, skillful youth is having their careers developed through these platforms.Through several blogging sites, students also polish their skills and showcase their potential by posting attractive content and hence, prove their worth.Moreover, it allows them to share files easily that could contain books, articles and informative videos.Furthermore, extensive and unbalanced use of social media sites also leads to mental and psychological stress and this way, it affects their learning and understanding skills.To be more precise, there are examples where youngsters tangled themselves in online delinquencies just because of lack of knowledge and information.(Clinical Report--The Impact of Social Media on, 2011) A number of youngsters comprises of those who are homeless, below the poverty line or confronting with severe circumstances.They are free to express their views regarding ongoing proceedings and can also criticize the ruthless policies of government.It also keeps some checks and balances on these freedoms and stops people from indulging in any unlawful debate or any proceeding that is against the sovereignty of state.Social media has benefited brands and tourist management companies to showcase their enchanting sites to the people and get their attention towards them.In modern times, people look towards online markets and sellers and this proves to be an appealing chance for businesses to sell their products.As 21st century started, a group of students from Harvard university designed a chatting website named Facebook that was meant to be used amongst

the students of the institution.There are chatting applications that allow people to send messages in the form of text, there are applications that allow the users to send photos and videos.Thirdly, there are platforms that are more famous because of visual communication than text.Instagram and snapchat are the two apps commonly used among the youth for sharing pictures and letting people impressed by their content.Fourth are the sites that primarily focus on video streaming and visual content.YouTube that was first developed by three youngsters and later sold to Google has the front–running role in video streaming sites.Its roots have expanded and have provided people with a digital world full of impressive features.(Rice & Barman, 2013) Rise of online platforms has also granted a number of freedoms to the youngsters.In eastern portion, the youngsters tend to follow the western styles of dressing and speaking.This way, tourist activities increase and revenue is generated, that helps to build a strong economy.Travelers who have been on these delightful spots, share the beautiful scenes with their loved ones and urge more people to visit those places.(Zeng, 2014) On the other hand, the deal also encourages businesses to provide the best view of their products to the tourists.Facebook, Twitter, and YouTube all can be integrated to get people's attentions towards a specific brand.They can be through text messages, images, videos, or audio and video calls.But it got popularized soon and hence became prevalent amongst the people of all ages.Since then, there have been a bunch of platforms that offer similar services with some diversity and provide users the way to be globalized.With the advancement of technology and availability of gadgets at a large scale, the role of social media has been increased.There are applications that make users able to have their live streams and hence get fan following, confidence and earn living.It provides users to view all the videos in a blink of an eye at any time.Starting from Facebook in 2003, it has seen massive increase in its users who choose it for diverse purposes.It enables them to grasp different kinds of information from diverse sources.Social media is not just fun, it enables youngsters to form collaborations with others and this way, they can enrich their potential.(Siddiqui & Singh, 2016) On the contrary, social media is also affecting the youngsters in negative means.It involves interactions on different scales.2.

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