

What are the social benefits of digital communication and sharing in Web 2.0?

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Abstract

The growth of the Internet over the last ten years has yielded a huge change in the way we communicate and share our lives with others. This change is due to the creation of Web 2.0, a term used to describe the uprising of the social media platforms that have created virtual communities where the once passive viewers of Web content are now given the tools to be active contributors. With the establishment of social media and its newfound ability to spread information quickly to the masses, it has evolved into a valuable vehicle for interacting with others in order to construct and foster social connections that would otherwise be difficult.

This big change has caused problems for some users that have subsequently created Web 2.0 into a social stigma often focused on in today's media. This research aims to demolish this stigma by analyzing Web 2.0 from both positive and negative perspectives, with an overall focus on understanding its beneficial qualities and their importance and providing suggestions on how to maximize these benefits.

In light of this research, this paper concludes that Web 2.0's qualities create contradicting effects on the social health of its users is due to their differing personalities and uses of the platform. However, the overall benefits achieved from being able to connect with others on social media is benefitting our inherent need for human connection on a larger scale than ever before, thus maintaining an overall positivity that promotes the popularity and survival of social media.