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Why Is Social Networking So Popular?

I used to ask this question as well. Why bother joining social networking sites? Aside from the fun you get from it, what other benefits does it give its users?

The first and most obvious reason why social networking sites have become so popular is the fact that it gathers people together. It is a big party where you can keep in touch with your classmate from grade school or stay connected to a friend who has gone overseas, or meets an old friend.

Many social networking sites have also become a means to meet new people regardless of proximity. Unlike before, social networking sites remove barriers such as distance and time. Through social networking sites, people from other countries can be connected. Some networking sites even allow direct chatting with people in your network who are online.

Most Internet users, while surfing, also use social networking sites to bookmark interesting links that they found. Some post links and share it to their page for their network friends to see. It is also like a personal website about you. I, myself, am still fascinated with the fact that there is a page online with information about me and the things I like. In a way it is a place where one can share his or her interest to the whole world.

Finally, one more interesting feature about social networking sites is the freedom one gets. Of course there are rules both written and implied. However, it is virtually a place where one is free to express his or her opinions, claims, and understanding about interesting or not so interesting subjects.



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