What does the Internet Really Bring to People?

Internet becomes more and more important nowadays in people’s daily lives. People use internet to get information such as news, products information and many other useful stuffs. People also can use internet to work and study to make their work more perfect. On the other hand, internet also spreads many fake news and information, bringing as much negative effects as positive ones. This essay will discuss how the internet spreads news and what advantages and disadvantages the internet spreads news.

At the very beginning, the internet was only made for the military. Then governments and some rich colleges and universities started to use internet to do further studies. After that, the usage of internet spreads explosively to almost everyone and everywhere around the world. Since then fake information has been posted online. With fast development of internet technology, most people have already been able to access the internet at present, which also means individuals, even news companies, can use internet to broadcast some fake and unreal news to mislead readers and citizen to benefit themselves. These people have potential to spread news to bring people truth. Melissa Zimdars says “even those who spend a lot of time online aren't immune to fake content” (WlllIngham, 2016). Until now, lots of people think that most of news broadcasted online are fake. These people believe news companies are producing all these fake stuffs in order to make profits for their own
companies. However, I would rather believe that the internet is not that bad. I think it also brings people some good and useful information and help us in our daily life.

People can acquire positive information from the internet when they feel upset and disappointed, and they can see some public service advertisements about improving the world. Some teenagers and youth are willing to read some warm articles and video when they encounter some problems or fail to do some works. For example, once I was failed in my exam and my parents blamed me all the time after I went home. I was so upset and did not want to talk to anyone, so I began to surf the internet, reading some motivational articles and watching some videos. Two hours later, I felt better than before and encouraged myself to study harder. So the internet really can provide positive information to people. It is helpful for people to acquire information unconsciously when surfing the internet.

Besides the advantages talked above, there are also some disadvantages of using internet. Some online media such as online newspaper, news websites did broadcast partial, biased news to attract readers. They hide the other parts of news through so that readers and citizen get confused and continue clicking into their website, increasing their click rates. They will also only write something that readers want to know and are willing to know instead of bringing people truth. For instance, in the article “Changing the Face of Poverty”, George (2016) gives us an example of a New York advertisement for children which use a special photo to broadcast this advertisement. The aim of this advertisement is to make people pay more attention to poor children and people who are living in the distanced areas. (pp. 675-676). All the advertisements about poverty around us are like the one above, already misleading people to think that only people like the girl in the photo are poverty and poverty only exist in some distanced village or poor countries, which is not true at all. So the partial
news and information misleads people to understand something and sometimes it will prevent people from getting help at once.

The online news companies sometimes provide fake news and information to readers in order to mislead readers. People will believe that they know the truth and tell others this “truth” after read news. Then the truth is covered up and nobody will know the truth after time goes by. For example, a few days ago, the presidential election of 2017 ended. Online newspaper and websites devoted themselves into broadcasting the news about this election every day. When searching “2016 popular vote” on google, people find two of three top news show Hillary Clinton won the popular vote, whereas the other one shows Donald Trump won it, which is fake. Donald Trump did not win the popular vote in the end. (Drum, 2016). If someone did not follow the election from the very beginning, he would believe that Mr. Trump did win the popular vote. Then he would tell his friends and his family members so that this news misled many people and these people could not know the truth for some time until they watch the real news by themselves. Also, there are so many social platforms, such as Twitter and Facebook, which individuals can spread fake news by themselves, even some politicians.

The reason that the internet provides fake and exaggerated information is that the information brings huge profits for the ones who created it. Some advertisements want to use exaggerated or fake but interesting words to catch readers’ eyes, then people are willing to click on the information to see what does the information really want to say. At this time, people click on the news or advertisement so that the click rates of this news increased and the company will get more money form more clicks. In a book *lies, damn lies and viral content*, one of the specific bad practices identified in the research is “Many news sites apply little or no basic verification to the claims
they pass on. Instead, they rely on linking-out to other media reports, which themselves often only cite other media reports as well” (Silverman, 2015).

When people are searching for some information on Google, there always see some advertisements beside the articles or videos. Sometimes, we click on these advertisements accidentally. Sometimes, we click on these advertisements because they are very interesting and funny, we want to watch more like them. Sometimes, we click on these advertisements because some exaggerated or fake words catch our eyes and we want to know more about this product. Whatever the reasons that people click on these advertisements, this click will link out to other media reports and increase the click rate not only for their own websites but also for other websites. The company which owns the main websites can receive money from the linking-out media websites and the click rate. So the internet uses exaggerated or fake news is to increase their click rate and make the profit for their company at the same time.

In conclusion, the fast-spreading news on the internet has both advantages and disadvantages. The advantages are the internet can broadcast some positive and energetic information to people. However, the disadvantages are the internet provides ways for social media companies to report some partial information to people to confuse people and even come up with some fake news to mislead people. The reason that they broadcast fake and partial news is the action benefits themselves a lot in many ways.
References


