

The rise of social media platforms has made it easier for people to vent their frustrations and complaints publicly.
What is the consequence of this trend? Is there any benefit to expressing complaints on social media?

Individuals vent their frustrations and complaints publicly more easily due to the rise of social media platforms. In this essay, I will outline the consequences of this trend, as well as the advantages of it.

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On the one hand, venting frustrations on social media, such as Instagram and YouTube, can create a negative environment that is detrimental to younger generations. The growth of online platforms has made them easily accessible to people. Since most individuals have these apps and some express their complaints impolitely, this can have a negative influence on others. For instance, nowadays, people who have different political views argue with each other and use offensive language to share their complaints on X. Therefore, children who have access to these platforms may develop negative attitudes, which has a negative impact on their personal behavior. As a result, they may consider this type of behavior normal and use similar language when communicating with others.

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Commented [ET6]: *On the one hand, venting frustrations on social media can create a negative environment that is detrimental to younger generations. The growth of online platforms has made them easily accessible to people. Since most individuals have these apps and some express their complaints impolitely, younger users learn to be impolite, as well. For example, people who have different political views on the social network called X argue with each other and use offensive language to share their complaints about the economic and political conditions of their countries. Younger people who read such arguments may conclude that it is acceptable to be aggressive in their discussions and use impolite language with people they do not know.*

On the other hand, complaints on platforms may have a positive influence on shoppers and companies. These days customers comment and ~~mention~~ express their opinions about different products, like clothes, electronic devices, medicines and food products. By warning

others about their unpleasant experiences, they are able to prevent other shoppers from making an unsatisfactory purchase. It is also beneficial for companies. If they read customers' reviews, they may identify the problems with their products and improve their quality of products to attract more customers and increase their sales. Complaints therefore can help companies understand their customers' needs and improve their products.

In conclusion, people who vent their frustrations and complaints on online platforms impolitely can make the environment more aggressive, as a result of which younger generations may develop negative attitudes and similar behavior. However, complaints can also have a positive influence on shoppers and companies, by helping help shoppers avoid unsatisfactory products and allowing allow companies to improve their products.

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