

Social Media: The Ever Growing King

Social media. What is it? Social media is a noun that means: websites and applications that enable users to create and share content or to participate in social networking. But how is the ever-growing King, Social Media, taking over lives? It's taking over by creating a sense of relaxation and fun. When people log onto their favorite social media sites, like Instagram or TikTok, dopamine signals in the brain increase. Ordinarily, dopamine is associated with pleasure. That's why people are so addicted to these sites. Not just kids, but adults too! Since the infancy of technology, people have realized that the invention will change everything, for better and for worse. Social media may have its pros, like communication with old friends, and the ability to make new ones; but on the other hand, the cons, like laziness and the ability to bully without being caught, will always outweigh them.

2020. The King's year to shine. COVID-19 hits, plaguing the outdoors, pushing everyone in. Who's there to keep us company? King Social Media. Through the lows of the pandemic, social media was there to keep us up to date. The presidential race, Black Lives Matter, the rise of Charli D'Amelio, and he renegade- we saw it all. Consequently, the time spent on phones has led kids to have less face-to-face interactions, which is called "social displacement." As PhD holder and director of the Relationships and Technology Lab at the University of Kansas, Jeffrey Hall stated: "This issue of displacement has gone on for more than 100 years." This shows that even back in the 20th century, back when technology was still an infant, people were having social displacement. Hall further stated, "No matter what the technology is," there is always a "cultural belief that it's replacing face-to-face time with our close friends and family." Moreover, technology is taking away time that people could be spending with family. People just want to

scroll through Instagram and TikTok and hop in on the newest trends instead of going to have a nice face-to-face conversation with their family.

Another reason why technology has impacted lives is because of what kids believe and what they think. Jonah Berger, professor of Wharton School at the University of Pennsylvania states, "Social media isn't a utility. It's not like power or water where all people care about is whether it works. Young people care about what using one platform or another says about them." (The Impact of Social Media: Is It Irreplaceable). Berger is completely right in this statement because technology holds the things kids want. Friends, music, a break from reality. It has pretty much everything, nevertheless, the virtual world is everything kids could ever want. Accordingly, it gives them a break from the world around them. The world that to them is hell. Parents, siblings, fake friends, school, everything -- and social media gives them a break -- a break where they can meet new friends that will not give them up because they are going through the same thing they are. But what social media does not have, is the great outdoors. People need the outdoors -- we need vitamins and germs. "When I was a kid, me and my friends would go outside, sit in the mud, and make mud pies. We would be outside all day, getting immune to sickness, and we didn't wash our hands before eating." My mother told my siblings and I one day when we were talking about being outside. Kids need to be outside, getting dirty, getting sick, getting immune. Notwithstanding, if kids are stuck indoors all day, looking at social media sites, they are not getting immune to illnesses that are more prone to hit them if they are inside all day sending Snapchats.

People in 1935, 1947, 1952, 1984, 1921, did not have what people today have. They were stuck with going outside all day and playing with friends and letting the time pass. It may seem like a shocking thing that some people lived their whole lives without Instagram or TikTok,

but it happened. There have been thousands of generations that have lived without even knowing the word “technology” even existed. Conversely, there are going to be thousands of generations that are dependent on technology, and will not know what life is like without it, and that thought is nightmarish.

Even through the past decade and a half, the amount of people using technology has skyrocketed. As the American Psychological Association article “Social media’s growing impact on our lives” by Summer Allen states: “Whereas only five percent of adults in the United States reported using a social media platform in 2005, that number is now around 70 percent” (Allen 1). This shows that even adults can become addicted to social media because in just a decade and a half, a percentage of sixty-five percent -- that big a number of people joining social media in about fifteen years. From five percent to seventy percent -- and the King’s reign is still evergrowing.

Ergo, social media -- through the past 100 years -- has wrapped humanity around its pinkie. Through the good and the bad, social media, the ever-growing king, will be stuck with us no matter what and humans are just going to have to learn to adapt around it and fend against it. It will just take time to learn how to balance, but hey...I guess humanity can just look up how to do that.

Works Cited

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