

SOCIAL MEDIA

How does it affect your everyday life?



So, What Is Social Media?

Social Media are forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Perhaps the best way to get a clearer understanding of it is to break it down into simpler terms. To start, let's look at each word individually.

The "social" part: refers to interacting with other people by sharing information with them and receiving information from them.

The "media" part: refers to an instrument of communication, like the internet (while TV, radio, and newspapers are examples of more traditional forms of media).

From these two separate terms, we can pull a basic definition together:

Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information.



Social Media Examples

Facebook– The world’s largest social media site

Twitter – A real-time, micro-blogging social network

LinkedIn – Social networking site focused on connecting the world’s professionals

Pinterest – Pin-board style site for sharing interests through images

Instagram –Photo-sharing and editing mobile app

NEGATIVE EFFECTS OF SOCIAL MEDIA

1. One of the negative effects of social media/network is that it leads to addiction. Spending countless hours on the social sites can divert the focus and attention from a particular task. It lowers the motivational level of the people, especially of teenagers and students. They mainly rely on technology and the internet instead of learning the practical knowledge and expertise of the everyday life.
2. Kids can be greatly affected by these social networking sites if they are allowed to use them. The reason is that sometimes people share photos on social media that contain violence and sex, which can damage the behavior of kids and teenagers. It has a negative impact on overall society as these kids and teenagers involve themselves in crime related activities.
3. Another downside of the social media is that users share too much information which may later pose threats to them. Even with tight security settings, your personal information may leak onto social sites. Downloading your videos or pictures and copying your status is an easy task and can be done with a few clicks.



<http://www.techbead.com/positive-and-negative-effects-of-social-media-on-society/>

CYBERBULLYING

- **Cyberbullying** is bullying that takes place using electronic technology.
- **Electronic technology** includes devices and equipment such as cell phones, computers, and tablets as well as communication tools including social media sites, text messages, chat, and websites.
- **Examples of cyberbullying** include mean text messages or emails, rumors sent by email or posted on social networking sites, and embarrassing pictures, videos, websites, or fake profiles.



WHY CYBERBULLYING IS DIFFERENT

Kids who are being cyberbullied are often bullied in person as well. Additionally, kids who are cyberbullied have a harder time getting away from the behavior or situation.

- Cyberbullying can happen 24 hours a day, 7 days a week, and reach a kid even when he or she is alone. It can happen any time of the day or night.
- Cyberbullying messages and images can be posted anonymously and distributed quickly to a very wide audience. It can be difficult and sometimes impossible to trace the source.
- Deleting inappropriate or harassing messages, texts, and pictures is extremely difficult after they have been posted or sent.

<https://www.stopbullying.gov/cyberbullying/what-is-it/index.html>



EFFECTS OF CYBERBULLYING

Cell phones and computers themselves are not to blame for cyberbullying. Social media sites can be used for positive activities, like connecting kids with friends and family, helping students with school, and for entertainment. But these tools can also be used to hurt other people. Whether done in person or through technology, the effects of bullying are similar.

Kids who are cyberbullied are more likely to:

- Use alcohol and drugs
- Skip school
- Experience in-person bullying
- Be unwilling to attend school
- Receive poor grades
- Have lower self-esteem
- Have more health problems



<https://www.stopbullying.gov/cyberbullying/what-is-it/index.html>



SEXTING

- In some teen circles, it is an accepted occurrence that happens when people date or are interested in one another. In other instances, it is one-time lapse in judgment. Regardless of the reason for it, the number of teens using the built-in cameras on their smartphones, iPads and other electronic devices to take nude or sexually suggestive pictures is on the rise.
- Sexting has some serious consequences not only for the person taking and sending the photos, but also for the person on the receiving end. Not only should teens be aware of the emotional consequences of sexting but the legal ramifications as well.
- For instance, most of the time sexting involves minors, so these nude photos are considered child pornography. As a result, sending and/or receiving these messages is a crime. DELETED pictures can now easily be retrieved by law enforcement.



<https://www.verywell.com/what-are-the-consequences-of-sexting-460557>



EMOTIONAL CONSEQUENCES OF SEXTING

- **Experience embarrassment and humiliation.** When a sexual or nude photo is sent to another person, there are no guarantees that this picture will remain private and in many cases the pictures rarely do. Once a relationship breaks up, or a friend becomes angry, the pictures are often mass distributed as an act of revenge. As a result, the person in the photo is often embarrassed and humiliated when it is distributed. Many kids report feeling like they have walked down the halls of their school without any clothes after a photo is mass distributed.
- **Experience bullying.** Once these images/messages become public, this often opens up teens to bullying, especially cyberbullying.
- **Experience the end of friendships.** Many times, when a sexual image becomes public, friendships will dissolve. This experience can leave the teen in the photos feeling betrayed and alone. Because peer pressure is a powerful force, friends often distance themselves from the person being targeted because they fear they also will be bullied. They also worry their reputations will be tainted by the relationship.



EMOTIONAL CONSEQUENCES OF SEXTING

- **Experience guilt and shame.** Having personal and private images shared with a mass audience can cause immense guilt and shame. As a result, kids who participate in sexting often regret having done so. It also impacts self-esteem leaving them feeling vulnerable and exposed.
- **Experience objectification.** Girls who take nude pictures and then send them to a boyfriend, are at risk of being objectified. As a result, they are at a greater risk of victimization and sexual assault because others make assumptions about them based on their willingness to take and distribute the pictures.
- **Experience feelings of hopelessness.** As bullying, ridicule and embarrassment escalate around the sexting, teens can start to feel hopeless and become depressed. They also may contemplate suicide.



LEGAL CONSEQUENCES OF SEXTING

Kids often don't realize that sexting a boyfriend or girlfriend is not a harmless act. Instead, they can face serious legal ramifications.

- **Risk receiving criminal charges for child pornography.** Both kids who send the photos and kids who receive the photos can be charged. Those who send the photos may be charged with distributing child pornography in some states. And those who receive the photos may be charged with receiving child pornography, even if they did not request the photo. If they distribute the photos to friends, then they also may face charges for distributing child pornography as well.
- **Risk having to register as a sex offender.** Aside from possible jail time and probation if convicted of charges related to child pornography, teens that send these texts also run the risk of having to register as a sex offender. This label is extremely burdensome for young people because of the stigmas attached and the reporting required. What's more, it is something that is likely to follow them for the rest of their lives.



LEGAL CONSEQUENCES OF SEXTING

- **Risk exposing parents to legal consequences.** If parents know that their child is sexting and do nothing to end it, they may be charged with contributing to the delinquency of a minor. The parents also can be subject to a civil suit if the victim's parents choose to sue.
- **Risk having to enter foster care or being removed from the home.** If parents know about the sexting and do nothing to end it, then they may also be subject to an investigation by Child Protective Services in their city or state. Sometimes these investigations result in a child being removed from the home.



SOCIAL MEDIA – YOUR ONLINE REPUTATION

Social media is a great asset and can help to advance your career and goals but it can also hold you back. Close to 90% of hiring managers are looking at applicants' social media history and making hiring decisions based on what they find. The images and words you post can reach a much larger community than just your friends. Material sent to a small group of close friends may find its way onto the Internet where it becomes public forever. What some people may find acceptable, may offend others and there can be very public consequences.



WHO IS LOOKING AT YOUR PROFILE?

- College Recruiters
- Rental agencies and landlords
- Job and Co-op recruiters and hiring managers
- Work supervisors and colleagues
- Loan and financial managers
- Social contacts – friends and people you are dating



WHAT YOU WRITE AND POST MATTERS...

What you say online has consequences; the First Amendment gives you the right to say mostly anything but it does not mean that you are free from the consequence for your speech.

- In 2011, a UCLA student posted a racist rant in a YouTube video. The backlash was swift and immediate and she was publicly ridiculed online and on television. She quickly took down the video and apologized, but the post had already been copied and re-posted elsewhere. The University did not discipline her but she withdrew from campus because of the controversy .
- In 2011, a NYU Law and Security fellow tweeted what he thought was a funny joke about the brutal sexual assault of a reporter in Egypt. The backlash was swift and in less than 24 hours he resigned from the university.



HARVARD WITHDRAWS 10 ACCEPTANCES FOR 'OFFENSIVE' MEMES IN PRIVATE GROUP CHAT

In June 2017, Harvard University rescinded admission offers to 10 students due to offensive material they had posted online.

- It began when about 100 members of Harvard College's incoming freshman class contacted each other through the university's official Class of 2021 Facebook group. They created a messaging group where students could share memes about popular culture — a growing trend on the Internet among students at elite colleges.
- The group exchanged memes and images “mocking sexual assault, the Holocaust and the deaths of children,” sometimes directing jokes at specific ethnic or racial groups, the Crimson reported. One message “called the hypothetical hanging of a Mexican child ‘piñata time’” while other messages quipped that “abusing children was sexually arousing,” according to images of the chat described by the Crimson.
- Then, university officials caught on. And in mid-April, after administrators discovered the offensive, racially charged meme exchanges, at least 10 incoming students who participated in the chat received letters informing them that their offers of admission had been revoked.



https://www.washingtonpost.com/news/morning-mix/wp/2017/06/05/harvard-withdraws-10-acceptances-for-offensive-memes-in-private-chat/?utm_term=.63c70feefc40

The Moral of the Social Media Saga

- Take the time to learn how to use social media, not only effectively, but appropriately.
- **Social Media is not going anywhere and we would all do well to remember that what happens on the Internet pretty much stays on the Internet.**





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