

Overconsumption Problem Statement

Problem Statement:

Overconsumption has become a rampant trend due to social media and is negatively affecting both the economy and the environment. It's a cycle of people being influenced and then influencing others.

Who is experiencing this problem?

Everyone who is often on social media sites such as TikTok and Instagram is experiencing this problem.

What is the problem?

The problem is that people are being influenced to buy things they don't need/will only use once. Everything looks much better in a highly edited video than it does in real life, tricking people into buying things they will eventually throw out.

Where does the problem present itself?

The problem presents itself the most on social media, where influencers are paid to promote products that are overpriced and unnecessary. Since many of their followers want to be like them, they often buy the product even if they don't actually need it.

Why does it matter?

This matters because overconsumption can cause environmental issues when unnecessary things are eventually thrown out because there is no need for them. There is also the issue of how needlessly spending is affecting people's bank accounts.