Matthew Horton

EE380 Projects Lab

Global Awareness Report

May 8, 2019

Abstract

Social media usage has become increasingly integrated into the general populaces’ lives and brings benefits and detractions to the table that need to be carefully weighed.

Global

Social media has created a wealth of new tech jobs that could be considered “skilled.” “Employment of media and communication occupations is projected to grow 6 percent from 2016 to 2026, about as fast as the average for all occupations, which will result in about 43,200 new jobs. Demand for media and communication occupations is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.”

The internet’s ability to connect people from around the world makes it easier for someone to be exposed to foreign viewpoints and cultures without having to be geographically close. This has enabled any citizen to have opinions about, help contribute to, research, or involve themselves in any number of ways in global politics and issues.

https://www.bls.gov/ooh/media-and-communication/home.htm?view\_full

Economic

Jobs created or bolstered by social media usage provide citizens with income to perpetuate the economy. Notable examples are graphic designers, advertising and sales reps, and PR.

Products created and sold to promote specific websites or labels provide income back to everyone involved in their product lifecycle.

Ads presented on these websites and user data mined from them promote sales of consumer goods and provide additional income to the social media platform and its employees.

Environmental

Difficult to say.

Parts that are good for the environment:

Social media allows information to spread about our environment/planet and can aid in educating the populace about their role in improving our environment.

Allows environmental groups PR and communication channels.

Parts that are bad for the environment:

Extra consumer electronics (namely cell phones) produced to enable end users to use social media. The processes used for fabrication are definitely not good for the environment.

IE Rare Metal mining/extraction, PCB fab, bio-grade plastics used for phones

Power consumption from electronics used for social media

I’d say the net impact of social media on the global ecosystem has been overwhelmingly negative.

Societal

Astronomical.

Social Media and its wasted potential as a medium:

Social media has given every person in the developed world a mouthpiece and receiver that enables them to be a more active participant in a global community. This is undermined by the misappropriation of the community’s power and what the communication channels of social media are used for.

While social media has connected the everyday person to the network that individual will still just use it for their own motivations. Although a behemoth force exists in the people of the global social media it is disjointed and has become a courtyard for discourse and discord. Individuals organize themselves into their own subcultures based on their values and interests. This can prevent someone from fully realizing the freedom allowed to them through the internet.

Their online subculture becomes a distraction that’s used for entertainment of self and others. Not in a malicious way, just some benign vestigial kind of way. Representative of the potential that social media provides by allowing someone to talk to the rest of the world but the hubris of it when it is used to talk to only a select group of people.

Social Media usage and it’s interactions trans-generationally:

Social media makes the different mindsets and values between generations more apparent. Friction caused by these differences can create or perpetuate biases towards specific demographics.

Boomers and other people who grew up without the modern internet or social media will have different mindsets about how to act on there than younger people. The different values sets that generations use on social media lead to friction between them.

Conclusion

Social media is good for humanity. It offers public channels for communication in an efficient manner. It is misused or has its potential squandered in some use cases, but this is subjective. Caution should be taken to make sure that oneself, as an individual, is not misrepresented or represented poorly on social media.