

The internet, which has been a major part of humans' lives since 1995, has made humanity more educated, better informed, and more efficient. From communicating with friends to learning how to play guitar, people have benefited greatly from this invention. However, the social media that is introduced with it is a dangerous by-product which consumes a large part of people's daily lives and creates 'echo chambers'. Suppressing the views of minorities, these echo chambers contribute to the spread of popular culture elements and causes unrealistic beauty standards, resulting in body dysmorphia in young adults who are trying to fit into the society.

According to the study conducted in 2023 to measure people's social media consumption, the Dutch people aged 15-19 used social media the most, at an average of 160 minutes per day, more than twice the time spent by those of age 40 and above. (Esteban, O., 2023) This is concerning from both physical and mental health perspectives. While spending this amount of time absorbing a direct blue light is troubling, the idea that teenagers who are still developing mentally being inside this medium significant amount of time is more worrying. One of the reasons is that the effort of most social media creators trying to stay relevant results in them following trends and reinforcing similar ideas around those trends. This repetitive popular culture phenomenon fills the fragile brains of young adolescents with certain ideal sets of characteristics such as physical appearance.

In the cruel environment of high-school, these teenagers experience an immense sense of pressure from the unrealistic beauty expectations they have been exposed to in social media. It can cause them to judge their appearance harshly and focus on their imperfections, resulting in the extreme scenarios like body dysmorphia.

However, it would be unjust to assume that young people are more unaware of the content they consume than the old people do. Greene and their colleagues found that young people were more likely to recognize when they were in an echo chamber and more likely to seek out other perspectives. Even though the consequences of the social media, as explained in this essay, is dangerous, the benefits of using these platforms for entrainment to escape from the troubles of daily life is noteworthy.