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ENG 1010-022

18 Apr. 2016

The Power of Social Media

The gathering of a large group of people in social media has established a certain framework of what is normal. The power of social media urges people to take drastic actions and justify it with other’s acceptance. Sometimes the interactions through social media may convince someone that their wrongs may be right and persuade them to inflict further harm on others while at other times people tend to take drastically great actions for the better cause. The internet sensation Rebecca Black faced the consequences of the negative populace of social media. Her experience with social media reveals the treacherous judgement that these people possess. On the other hand, the “dancing man” Sean O’Brien faced the more positive side of the internet. The experiences of these two people vary greatly, but show just how connected the people of social media are.

Rebecca Black’s song *Friday* has reached 93,000,000 views as of April 10th, 2016. The song’s ridiculous lyrics and auto tune has led to the tremendous hate seen on YouTube. The people just loved to hate this song. Some people joined in on the hate just because they thought it’d be fun to hate (1). One of the highest rated comments with 82 likes said, “I know which seat you should take. The electric chair.” Following this example other people began typing away with their witty insults as well. One comment read, “Dear Rebecca Black, how much helium did you inhale before singing this?” Another typed, “She sounds like a cat having tonsillitis permanently without taking any medications.” The comments keep going and the insults just keep getting worse. These people ignore the fact that the person on the other end of the video can read these comments and that they have feelings too. They aren’t just pixels on your screen. After the first few insults others followed suit because they began to think that it was normal. The commenters insulting the singer were feeling accepted since everyone else was also participating in this heinous deed. Some people took it further than insults and began sending death threats to her (2). Rebecca Black confessed of some of these threats in the interview she was in (3).These people feel justified of their actions since everyone else is doing it. They feel accepted as they neglect the receiver’s emotions. Fortunately, there were the minority population that didn’t follow the bandwagon and throw in their insults as well. This fortunate few shows the good left in social media.

Sean O’Brien’s story is the exact opposite of Rebecca’s story. Sean O’Brien is just a regular man enjoying himself at a dance until someone scrutinized him for his overweight body (4). Just the wording of the comment itself is infuriating. Whatever the poster trying to accomplish is irrelevant. Fortunately, this man got the sympathy of the social media. This was the drastic good that the people of social media have accomplished. They proved they could work together to help someone. Soon they began to search for the man under the hashtag #finddancingman on twitter (5). Through their nice words and efforts they spread the word through social media and even celebrities. Later, the trend #dancingmanfound was established where Sean O’Brien himself was posting images and his thanks to everyone (6). Sean O’Brien reached his fame as the dancing man as he kept posting on twitter (7). The people then prepared to throw Sean O’Brien a party so he could dance without people scrutinizing him. When people get together they can do amazing things. They feel more comfortable with their actions due to the fact that others accept them.

Social media is a powerful tool that allows a large population to collaborate in numerous events. Such a collaboration has united people sometimes for the better and sometimes for the worse. The people of social media post what they think will get them attention. This attention can be very negative as in the case of Rebecca Black and it could be positive as in the case of Sean O’Brien. People tend to express themselves in what they think is normal standards. However, this normal is just what large population collaboratively agrees on and sometimes doesn’t consist of the most moral decisions. The power of social media dictates what is normal among its users. It dictates what everyone else can say to get the attention of others. Social media creates a new framework for what is normal in each instance of an event. This normal will always be different. The normal will always be what the majority of the users comment and this could be negative at times or positively moving for the better cause.

1. Begin showing YouTube of Friday video
2. Show images of death threats that Rebecca received
3. Show clips from interview
4. Insert the body shaming post
5. Insert #finddancingman twitter posts
6. Insert #dancingmanfound twitter posts
7. Insert twitter posts

Resources

<https://www.youtube.com/watch?v=kfVsfOSbJY0>

<https://www.youtube.com/watch?v=qaYvhblaIAM>

<https://twitter.com/Dancingmanfound?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor>

<https://twitter.com/search?q=%23FindDancingMan&src=tyah>