Free social media popularity essay example

Sociology, Communication

Introduction and Thesis

Imagine how the world would be without digital media platforms ranging from Facebook, Twitter to Instagram? Many people would not comprehend with such thoughts based on the fact that people in the contemporary world have become overly reliant on digital media. In fact, everyone has become a " tech savvy," especially the generation Y who have been brought up in a society where social media is highly valued. In a nutshell, social media has attained immense popularity since its inception. There are various reasons as to why social media has attained significant popularity in the recent past. Overall, various social media features including phot sharing sites, " virtual worlds," " user review," sections, and convenience of virtual contact and staying in touch with others are the main reason for the rise in popularity of social media.

Discussion

Social media provide " Virtual Worlds" where people meet

As aforementioned, virtual worlds offered by social media is part of the factors that have contributed to the rise in popularity of social media. Notably, social media platforms offer virtual world, which offers a comprehensive platform in which people can interact. Evidently, social media innovations offer virtual world games where people drawn from different parts of the globe meet, interact and compete in playing interesting games. According to Clemmitt (pg. 81) close to three-quarters of youths in America engage in video-games, which confer certain benefits such as increasing problem-solving, literacy, and hypothesis testing skills. This prepares such

youth for knowledge-based workplace. This has and continues to propel the rise in popularity of social media. Those opposed to video games often connote that they are addictive and hinder social interactions amongst the youth. While such notions are true, it is important to note adoption of policy regulation on young engagement in these games would address such concerns.

Social media has user reviews component

Another reason that has elicited the rise in popularity of social media is the fact that various social media platforms have user reviews. These reviews offer critical insights to social media users on pertinent matters aligned with products found in the social media platforms. This is highly valued by consumers in that it reduces chances of them falling victim of fraudulent products. As such, social media has generated fascinating admiration from consumers; hence, eliciting its popularity (Chittom 2).

Social media allows for photo sharing

The photo sharing feature contained in various social media platforms is pivotal in enhancing the popularity of social media. Through photo sharing, social media users get to share life events crucial to their lives to the intended users. As noted by Clemmitt (pg. 749), various social media features including photo sharing allows people to converse, and this draws billions of people to various online platforms. This results in a direct rise in the popularity of social media. Those opposed to online conversations offered by social media articulate that they impair development of communication skills amongst social media users. Such notion are somewhat

true, but it is important to appreciate the fact that the main cause of social media is to stay in touch with other, which is a means of communication. In fact, virtual communication offered by social media is of much essence, especially in cases where face to face communication is not available (Kim 15).

Increased availability of mobile devices that enhance internet access

The other fact that has and continues to sustain the popularity of social media is the increased availability of devices that ease access of the internet. The recent past has experienced the emergence of various mobile devices such as smart phone and tablets, which make it easy for people to access the internet. Access of the internet guarantee access to social media platforms, and this is a crucial factor that has led to rise in popularity of social media. However, increased internet access has been criticized for the profound impacts it has on it users (Greenblatt 773).

Conclusion

Work Cited

Clemmitt, Marcia. " Social Media Explosion." CQ Researcher, Jan 2013: 81-104. Print. Clemmitt, Marcia. " Social Networking." CQ Researcher (17 Sept. 2010): 749-772. Print.

Greenblatt, A. " Impact of the Internet on Thinking." CQ Researcher (24 September, 2014): 773-796. Print. Chittom, Lynn-nore, & Finley, Laura. " Point: Virtual Worlds are Addictive and Time-Consuming. Point of View: Virtual Worlds & MMORPGs (2014): p2-2. Web 02 November 2014.

Kim, Arlington. " Call for regulation of user reviews to curb whingers and

renters." Sydney Morning Herald. Points of View Reference Centre (26 Apr.

2014): 15. Web. 26 Oct. 2014