

# SOCIAL MEDIA:

THE  
**GOOD**  
THE  
**BAD**  
& THE  
**UGLY**



# Social Media:



The Good,  
The Bad,  
The Ugly

- People nowadays share everything on their social media. From what they eat, where they go, what they buy. They live stream outings, dates, mishaps; you name it, they share it. But when does sharing become too much?



# The Impact of Social Media: The Good, The Bad, and The Ugly (1)

## The Good (1):

- We are smarter as people and as shoppers -- we can get information, compare prices, etc. instantly and in-depth.
- We can get tips on almost any subject – from health issues to what's in fashion. **(Angie's List)**
- We can rely more on our peers than advertisers for shopping-related information and advice. **(70% trust friends; 10% trust advertising.)**
- Many companies listen to us when we make negative comments online. This is empowering consumers. **(Some people get too carried. One guy spent \$1,000 on promoted tweets to complain about British Airways.)**
- People have the ability to communicate any time, anywhere. **(170 million Americans use social media at least once/month.)**
- We can catch up with old friends with whom we've lost touch.
- Shy people can interact with others in a non-threatening manner. And maybe they can even meet their soul mates. **(For example, 37% of recent daters have asked someone out by texting them; one-sixth of social media users post about their relationships.) (70% of single adults have tried online dating.) (According to one study, 1 in 3 marriages begin with online dating; 3 in 5 gay couples meet online.)**

# The Impact of Social Media: The Good, The Bad, and The Ugly (2)

## The Good (2):

- There is a greater sense of self-esteem from sharing one's views with others.
- Participation in social media can be a great stress reducer. **(20% of people listen to downloaded/streaming music on their smartphone.) You can blow off steam/vent.**
- There are virtual groups to address physical and emotional problems that provide information as well as connection to others who have faced similar challenges.
- There are social media platforms that cover virtually every area of interest **(from tracing one's ancestry to sharing photos on Instagram.) There's always someone to converse with about a topic.**
- Older adults are now catching up in their social media use. **(Yet, only 32% of those 65+ use social media compared with 83% of those 18-29.)**
- The majority of parents "friend" their children.
- Younger people are teaching older ones how to use smartphones and engage in social media.
- Kids text their grandparents.



# The Impact of Social Media: The Good, The Bad, and The Ugly (3)

## The Bad (1):

- Some people are spending too much time with social media at the expense of other activities. **(Many companies have banned/blocked social media at work. 20% cannot access Facebook at work, and 15% cannot access Twitter.)**
- Most younger people spend more time texting than talking on the phone. **(The average adult spends 2 hours, 20 minutes/day on non-voice activities with mobile media. Young people are higher.)**
- Some children ages 2 to 5 actually have smartphones. **(According to a recent study, one-sixth of those age 8 and under use a mobile device daily. Is this safe?)**
- There is no question that our verbal communication skills will decline with greater use of social, nonverbal media. **(46% of global respondents to a survey said they text, E-mail, and check social media during a meal with family/friends. Wow!)**
- For some conversations, we really need to look at people and read their body language and tone of voice.
- It is very hard for people to understand the true meaning of short messages without any context. (For example: What does texting “I’m having a bad day” really mean?)

# The Impact of Social Media: The Good, The Bad, and The Ugly (4)

## The Bad (2):

- Many people do not recognize the differences among social media in terms of the purpose of the media and communications etiquette. **(Facebook vs. LinkedIn)**
- Many people do not understand that employers and potential employers look at social media postings and photos. **(Even colleges are starting to do this with applicants.)**
- Many people do not realize that an item posted on the Web stays there even if the people try to erase them. **(There are pictures of me from 20 years ago.)**
- Rumors are quick to go viral.
- There are often social posts where a person is unaware that he/she is included—sometimes in an unflattering way. **(Every smartphone has a camera.)**
- Many people provide too much personal information on social media. **(According to recent research, people who check Facebook often are less satisfied with their lives than others.)**

# The Impact of Social Media: The Good, The Bad, and The Ugly (5)

## The Ugly:

- Some people believe it is OK to end a relationship via social media – and compound the hurt by going public. Others post very personal information about relationships.
  - Due to (1) disparaging comments made on Facebook, (2) the posting of material that one of the parties considers private, and (3) learning about unknown bad behavior by one of the parties
  - **(1 in 5 divorces is blamed on Facebook.)**
- Cyber bullying is a nasty, malicious practice that has resulted in some suicides and numerous cases of depression, especially among young people.
- Privacy violations and identity theft are becoming more rampant. **(Are we ever totally safe online? Even German Chancellor Merkel isn't.)**
- Many people have very simple passwords that are easy to hack.
- Sexting is a dangerous practice for unassuming young people in particular.
- GPS locators, especially on phones, can make someone a target of a stalker.
- Cybersex addiction .... **Also, gaming, gambling addictions**
- “Frenemies” are those who follow others on social media to sometimes embarrass people. **(my students with 1000 to 1500 “friends”)**
- We sometimes shoot from the hip and make an online comment we immediately regret. It's hard to pull this back. Twitter messages are especially impulsive.



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