

The background of the slide is a dark green field filled with a complex, interconnected network of thin, light green lines. These lines form a web-like structure, with many small, bright green dots at the intersections, suggesting a digital or social network. The overall effect is a sense of dynamic connectivity and complexity.

The Instability of 21st Century Social Media

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Pre-Social Media

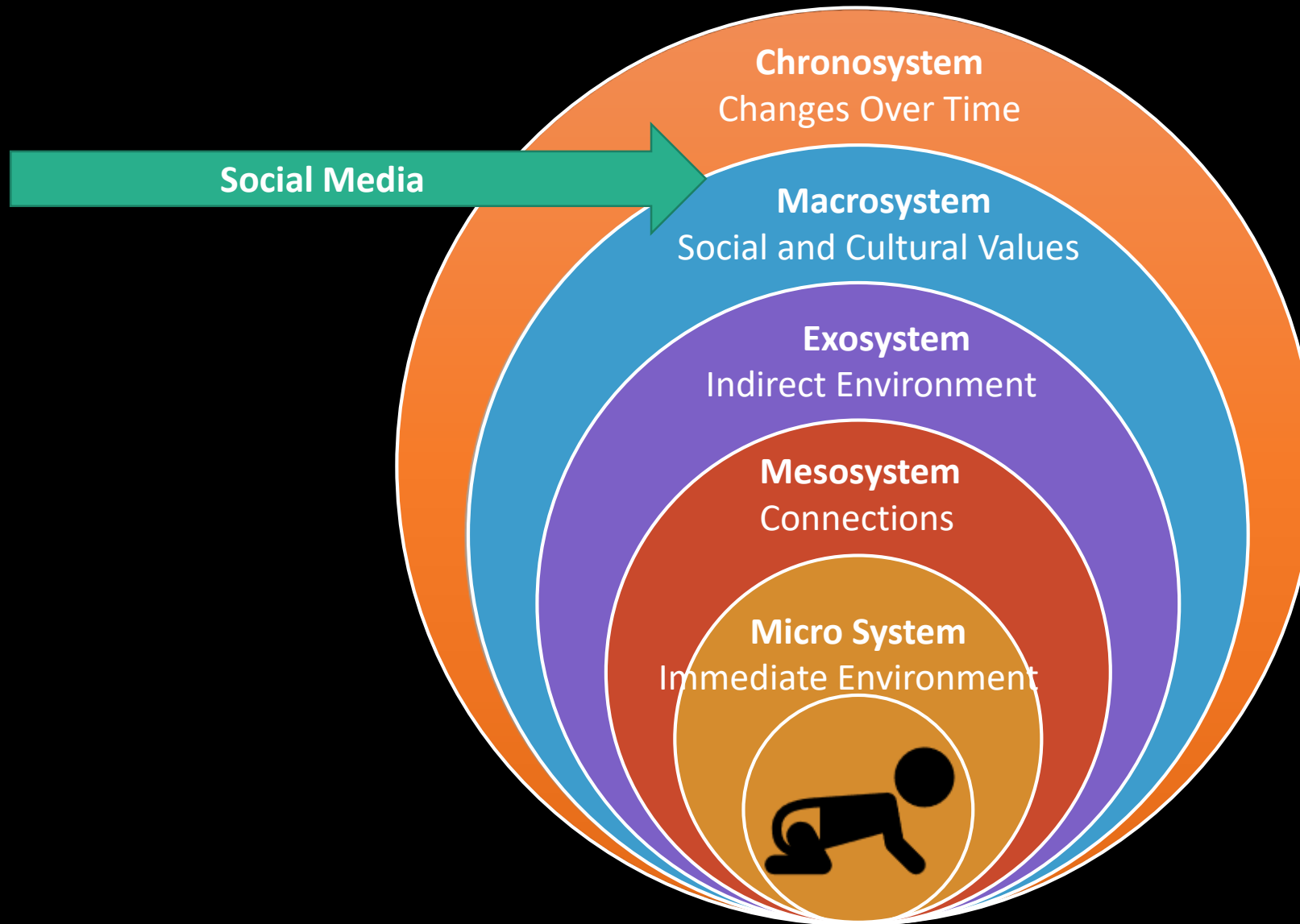
Telephone Calls, Emails, Written Letters, Posters, Newspapers, Television

More privacy and life interaction with others

Harder to reach others instantly, may have to wait a few days

Only the influence of those within the individuals social circle

Bronfenbrenners Ecological systems theory (1979)



Technology Takes Over

Mobile phones become smart phones

Less conversation in person and more screen time

The need to have phones constantly to hand, notifications for any media updates

Comfort of staring at a screen rather than socialising with a person nearby

Apps for everything imaginable

World Connection

Different countries become connected and communicate to each other through social networking sites

More advertisement for companies' products and services

An insight to the lifestyles of people across the globe

Social reproduction of different groups/ identities and heightened awareness

Inspirations or Self Judgements



Inspiring people and stories being available to follow with guidance can boost morale and give people motivation and aspirations for happier and healthier lives



Body image and sense of style is the striking issue of the 21st century. Instagram stars showing their makeup skills, body form, clothing brands self-care routines



World renowned groups/influencers such as 'The Kardashians' expressing their daily lives and routines



Individuals sense of self is heightened now more than ever due to social influencers

Social Media and Dream Lives



The media paints a perfect picture of people's lives whether they are famous or not, with filters readily available to change the way a person and their surroundings looks day to day.



Status uploads at the click of a button



Tag and share the location you are in



Gender, class, sexual diversity, ethnicity, sexual orientation, age, race, disability and poverty of individuals is available through social profiles

Social Avenues

Individual's identities are represented as they want the public to see, whether it is good or bad.

Online groups form whether it is fan pages, friend circles, events and negative influences.

Young people at higher risk online to bullying and exposure to suicidal and self-harm networks

Social media can be an avenue for individuals to express themselves, opinions, images and lifestyles

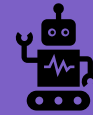
The Future Generations



**Less social people skills
but more technological**



**High expectations of self
and lifestyle**



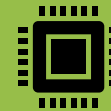
**Further technological
advancements and less
real-life experiences**



**High anxiety/depression
rates and low self esteem**



**Technological
dependency**



**What about those who
do not have access to the
internet, phones or
computers?**



Thank you for
Listening

Any Questions?

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