



SOCIAL MEDIA TAKEOVER!!

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PUBA 310



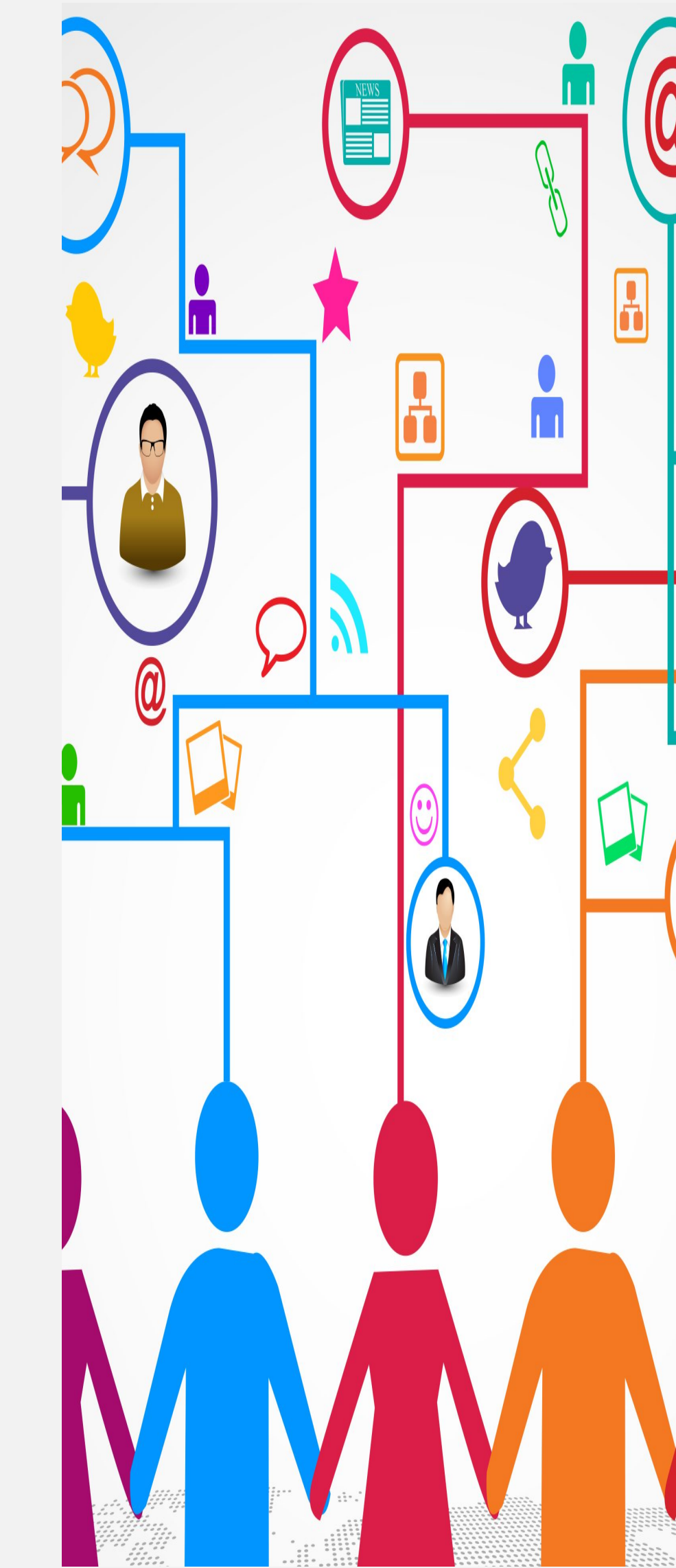
INTRODUCTION



- Over time, social media has changed how we interact socially with each other. So how has that affected us?
- In 2020, Americans spent more than 1,300 hours on social media. That comes to 58 minutes on social media or 325 hours a year. Social media use went from 5% in 2005 to 72% by 2021. In fact, 7 out of 10 Americans use social media. These numbers show how much social media has changed the way we socialize these days, and it just keeps climbing.



PRELIMINARY RESULTS



- According to Statista, the United States ranks third with over 313 million internet users and 276.8 million mobile internet users. This shows that the U.S. has increased its digital population over the past two decades and over 90% of Americans now have internet access. It is forecasted that by 2025, the number of social network users in the U.S. will increase to about 243 million.
- Studies have shown that social media users have less face-to-face interaction because of the ability to stay in touch online.

RESEARCH QUESTIONS

- Peter Drucker, one of the world's widely known influential thinker on management said, "The most important thing in communication is hearing what isn't said." This rings true with how we socialize through social media because the quality of our relationships is dependent on the quality of our communication.
- How does social media affect the quality of our social interactions daily?



METHODS



- Measurement was done by secondary data and looking through multiple journal articles related to my topic.
- Articles reviewed and sorted according to key words and being pertinent to social media.

CONCLUSION

- Based on the research, I have concluded that social media use has significantly increased from 5% in 2005 to 72% in 2021 changing how we communicate daily.
- We need to find a balance between social media and our personal lives by making our main life roles first, limiting our time on social media and avoiding related distractions.

