

Blog Entry #1

Social media has improved human communication.

Social media refers to digital technology that allows the sharing of concepts and data via online communities and networks, including text and images. Social media's creation has taken the digital world by storm.

Its creation is an effective communication tool that greatly affects both distant and urban locations. Not only has this digital revolution affected businesses and increased accessibility to the world, but it has also positively altered how people interact.

Before the creation of social media, human communication relied more heavily on face-to-face interactions, phone calls, letters, and email. People would often meet in person or talk on the phone to catch up with friends and family, share news, and discuss various topics. Letters and emails were used for longer-form communication, such as exchanging detailed updates or engaging in discussions that were not time-sensitive.

Social media has certainly transformed the way people communicate, offering modernized opportunities for connection, information sharing, and collaboration. It has enabled people to easily connect with friends, family, and colleagues across the globe, forming relationships that might otherwise have been difficult to maintain.

Social media platforms have significantly increased the ease and frequency of communication between individuals across the globe. As of January 2022, there were approximately 4.2 billion social media users worldwide, representing more than half of the global population. Messaging apps and direct messaging features on social media platforms have seen exponential growth. For instance, WhatsApp, one of the leading messaging apps, had over 2 billion monthly active users as of February 2020. But along with these platforms' connectivity, it has become a primary channel for sharing information and news. According to the Pew Research Center, 68% of American adults get news from social media, with platforms like Facebook, Twitter, and YouTube being significant sources.

Additionally, social media platforms have become powerful tools for disseminating information and organizing collective action, as seen in various social movements and campaigns.

For example in 2014, the [ALS Association organized an ice bucket challenge](#) that raised \$115 million in donations and awareness of the disease known as ALS, or amyotrophic lateral sclerosis. The sum of the donation changed the association forever by allowing it to fund

research and technological advancements, as well as expand ALS patients' access to services and treatment.

In order to raise money for ALS research and raise awareness of the disease, participants in the ice bucket challenge had to dump a bucket of ice water over their own heads or the heads of others. The nomination method for the challenge played a key in its viral social media success. After completing the challenge, participants would nominate others to partake in it as well.

While social media offers these improvements to human communication, it's important to acknowledge and address its drawbacks, such as privacy concerns, misinformation, online harassment, and the potential for addiction. Nonetheless, social media can significantly enhance human communication and connectivity when used responsibly.