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The Deteriorating Emotional Effects that Social Media has on Society

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How does social media promote negative bandwagon effects? Why are people so easily persuaded to follow negative bandwagon effects? Social media has taken the world by storm ever since it came to be. With all the distinct types of social media today, including platforms such as Twitter, Instagram, TikTok, and many others, there is a psychological aspect of social media that explains why people's lives are affected in a negative way. While social media has brought many positive effects to society and helping to connect the world stronger than it has ever been, there have also been many negative effects that cause fatalistic events to occur for a person. This ideology then brings the concept of social media being a place for people to not improve their lives, but to worsen their lives. Other negative effects can occur with excessive use of social media which can deteriorate a person and affect their life in a negative way. However, if people were to create more in-person friendships and relationships with other people or even create relationships over zoom or facetime due to the global pandemic and people not being able to meet in-person, people will see those relationships with physical people and relationships with people online have completely different emotions. With this, online relationships do not give the same vibes that real life relationships do. People will feel more positive and satisfied if they were to create more in-person relationships.

Being able to create a change throughout an entire society with the click of a "post" button is a powerful action to be able to accomplish. Some believe that this power is one that is too powerful for people to be able to handle. According to Wonderpolis, the first ever form of

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social media was called “Six Degrees.” This website was created in 1997 and was a platform for people to create a profile and send messages to each other within networks. As time went on, social media continued to flourish and became increasingly popular throughout society. However, with the flourishing of social media, also came the downfall of people and their mental health.

Social media has created benefits for people in society, for example it makes people feel like they are apart of a community and can stay in touch with friends and family during any part of the day. The media, however, also brought with it negative effects on people’s mental health that create chaos for people’s lives. According to Orge Castellano, a journalist from Spain who has a PhD in Social Communication from the University of the Basque Country, social media is mostly made up of teenagers and young adults who are still figuring out what type of person they are and who they want to be in the world. Social media platforms such as Instagram are created as a form of validation for people. The increased use of such platforms has caused increased rates of anxiety and depression amongst teenagers and young adults. The excessive use of social media causes people to use much of their day scrolling through a tremendous number of posts per day which also causes social disconnection. Since people often on social media are constantly observing other people’s posts and not interreacting with the actual person that posted it, they are finding themselves to be socially disconnected from society and the community.

Following bandwagon effects can sometimes lead to new opportunities. However, they can also lead to negative consequences. The bandwagon effect is described as people adopting certain behaviors or character traits simply because other people are doing so. Following bandwagon effects is a concept that is heavily more common now with the popularity of social

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media. The peculiar idea to this is that people will even follow negative bandwagon effects. This way of living leads to negative consequences for how society is functioning. According to an article from National Public Radio, a trend is not started by a single person. Rather, it is started by a group of people. The ideology that people will follow a “trend” even if it is negative is a consequence that society will experience the obstructive events that will follow. Social media may have positive outcomes to its use; however, all the different platforms complete one goal, which is to influence people. Even though people on social media try to influence people in a positive way, the negative influences will continue to have a major impact on people.

Belonging to a community can help people through times where they are feeling negative emotions. Danielle Fowler, a freelance rewriter at yahoo style UK believes this to be the reason as to why social media is mentally positive. The article describes a study done by Drexel University where researchers took a sample of over 90,000 photographs and analyzed the responses and comments to posts that used the hashtag #depression. The posts that were analyzed had positive and negative comments. Researchers found though the positive comments outweighed the negative comments. From the research given, it was concluded that Instagram was a place for people who were in a time of need of emotional intake. Instagram was also seen as a place to help people find communities that had members that had similarities to them. Social media platforms such as Instagram, Twitter, and Facebook all have similarities that revolve around the ideology that people can easily find communities where they feel that they are with people that share similar interests and traits with them.

Even though there is some comfort in knowing that one is a part of a community; this then means that many different types of groups can make their own communities by using social

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media. This might sound like a positive impact of social media; however, this also has a major negative impact for people. With the multitude of different communities and societies comes both open-minded and embrace new members communities and closed-minded and resentful communities that are not kind to people trying to become a member of the community. If a person is unfortunate enough to become rejected by multiple communities at a time for invalid reasons, their mental health and overall spirit would decline in a negative way. With the number of communities that social media can hold, this type of situation can happen to many people. This type of situation has an overall cynical and antipathetic effect on society. Instead of immediately to social media, a person should see their environment around them. A person could make in-person connections with people that are around them and create beautiful relationships instead of toxic and deteriorating ones.

Social media has made a tremendous impact on society and its communities. However, no matter how tremendous of an impact social media has made on society, it still has negative aspects to it that create concerning cynical issues for people that are consistent social media users. Social media creates negative environments for people that deteriorate their mental health. People need to create more in-person relationships in order to feel more satisfied and positive with their emotions. People would be able to put themselves in environments that increase their positivity of their mental health. People would also be able to easily avoid the negative environments that are all over the internet. Overall, the internet may be an intimidating idea, but it does not take much in order to stand up against it in order to create more positive emotions to put out into the world.

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