

# BBC School Report

## How has Social Media changed our Lives? By Ellie

Social Media has become a part of our daily lives. Picking up your phone and checking the latest feed has become a natural instinct...

### But What Are the Consequences?

Scientists are worried for the mental health of these so called "media addicts" as there is evidence that engaging on social network at night can lead to a variety of different mental health issues, such as anxiety and depression.

Furthermore Cyberbullying became the most common form of bullying in 2009, as there are now more than 10,000 reported cases from secondary school pupils between the ages of 14 and 16, in England alone.

It is different to other forms of bullying as comments can be made from anonymous sources; it is difficult to find the bullies. Social media software can also be downloaded on all forms of technology making the victim feel trapped and unable to talk to people. 20% of people cyberbullied contemplate suicide and 1 out of 10 children attempt it.

Amanda Todd's story reflects the abuse that can happen over these various platforms. There were concerns that the police's resources were being drained on online abuse, so much so that the Crown Prosecution service made new guidelines stating when people should get in touch with the police. In England this form of bullying is not currently illegal, like in other countries. Depression and anxiety are also consequences of cyberbullying and so people believe that more should be more done to help the victims. There are many negative side effects of cyberbullying, and because of the aforementioned reasons, experts believe that people need to be more aware of this kind of abuse.



### What are the Good aspects of Social Media?

However, social media can also be used to keep in contact with family and friends. Most Marketing companies use Social Networking to advertise their client's products and promote companies, which wouldn't have been possible 10 years before.

**"Social Media is a very helpful tool for talking to customers. For me, our brands use it as a direct customer service- we handle complaints, answer questions and sort out problems. We can also advertise products, and get fast opinions on them."** - *media manager for 99p stores and a host of other retailers, hotels, restaurants and businesses*

Social Network allows people to stay in touch and can be used to plan events or let others know what you are doing. It is a good, quick way to get in touch with friends and family. On the other hand using social media has minimized the amount of face-to-face communication.

**"I like that you can connect with friends and share photos and memories"** - *Mia*

**"You can keep in touch with distant relatives and find people that you are not in touch with anymore."** - *Nicola*

Social Media is a great way to talk over the internet and there are many positive outcomes. But people need to stay aware of the dangers of Networking.

Concerns have been raised about the “disappearing” images on Snapchat, and how teens have been sexting using this application. So it is clear that the introduction of Social Media has changed this generation’s life, for the good and the bad.

