R U Connected?
How Social Media Influences the Daily Lives of This Generation

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Abstract- Over the past decade social media has infused itself in the lives of every young person in the developed world today. The types of social media that we use are ever growing and evolving. Facebook, Twitter, YouTube, X-Box Live, Skype, MySpace, Livestream, Yahoo Messenger, Flickr, and text messaging are just some of the many relatively new and incredibly innovative ways that we are both connecting with and separating ourselves from one another. Facebook also claims that their users spend a combined 700 billion minutes a month on the website. Video game is also a form of social networking and has over 11.5 million subscribers worldwide. It is a never-ending, continuous game and players call it “addicting”. YouTube, launched in 2005, is yet another innovative form of social media. It is a video-sharing website where users can upload and view videos. Text messaging has become the easiest and most common way that young people in America communicate with one another. It is reported that 99% of American households have at least one television set and that, in an average home, there is a television on 6.47 hours a day. The average American watches more than 4 hours of TV each day. In a 65-year life, that person will have spent 9 years glued to the tube. The average child spends 45 hours per week watching TV or using other electronic or social media. This over exposure of media is leading to obesity, tobacco use, sexual behavior, drug use, alcohol use, low academic achievement and ADHD. The results clearly show that there is a strong correlation between media exposure and long-term negative health effects to children and teens.

Remark: The full paper may be found in www.inrit2011.com or www.ijcim.th.org.