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Sociology and Social Media

For my research paper, I have decided to dive into the sociology behind social media platforms. With the internet and social media playing such a huge role in our day-to-day life, I think that this will be an extremely interesting topic. In the beginnings of my research, I stumbled upon an article by Arkansas State University that talks about our innate needs as humans to have genuine interactions. We feed off of social media because people need people. We get instant gratification in the click of a button. The following quote is what really convinced me to make this my paper's subject:

“Social media engagement demonstrates humanity’s innate need to network; people feel happy and fulfilled when they interact with others. So, of course, with each interaction — on a number of different levels — a person’s satisfaction increases. As people interact on a massive scale, there is more potential for them to influence each other’s personal and professional lives.” (Arkansas State University, 2019)

In my paper I can discuss the ways social media impact us mentally, the types of relationships we create from it, how it can affect us personally and professionally, and how it satisfies people of all ages and backgrounds. I’m looking forward to diving further into this topic.

Sources:

Arkansas State University (2019). Sociology's Role in Social Media. Retrieved from <https://degree.astate.edu/articles/undergraduate-studies/sociologys-role-in-social-media.aspx>.