

The Publication of Self In Everyday Life
PUB101 - D102

Essay #1

Professor: Suzanne Norman
Teaching Assistant: Jaiden Dembo

Student Name: Kyra Lee
Student Number: 301424202

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Yes, I believe that social media is democratic. In an ideal democratic world, everyone has equal rights. When it comes to social media, one may believe that the cyberworld is not democratic because of celebrities and influencers that have more publicity than your average person. When you think about it, all around the world, individuals have the freedom to create an account, the freedom to post whatever they want and whenever they want, equal opportunities to gain followers, everyone has the same features on the app, and if the app is free for one person, the app is free for everyone. No matter your age, race, sexuality, or income level, social media platforms allow everyone to express their creativity and imagination.

When creating an account on most social media platforms, you will most likely ask you to input no more than an email address, and create a username and a password. Social media platforms do not discriminate against certain gender identities or sexualities. According to a recent survey of Instagram users over the age of thirteen, 51 percent of users were female and 49 percent were male (Clement, 2020). Although this study only focussed on two gender identities, Instagram is a reflection of our “diverse community of culture, ages, and beliefs.” (Instagram Team, 2020). Much like other social media platforms, Instagram strives to create a “safe and open environment for everyone.” (Instagram Team, 2020). Instagram in particular allows anyone and everyone to build their creative platform and express themselves through the app.

Just ten months ago, a man from Seattle, Washington named Rob Kenney uploaded his first Youtube video to his channel, “Dad, how do I?” The fifty five year old has gained nearly 3 million followers after posting his viral “how to” videos. After growing up with a father who walked out on him, Kenney made his channel to share and pass on “dadvice,” as he calls it, to people who have also grown up without a fatherly figure. Rob Kenney proves that you do not need to be young and hip in order to gain followers. Everyone has equal opportunities to gain followers, no matter your age, race or sexuality. Kenney has shown that you can grow fans and supporters from posting more than just dancing videos or scandalous pictures on social media. This father of two continues to spread love and positivity across the world through his supportive and helpful Youtube videos.

Social media platforms including Instagram, TikTok, Twitter and Facebook allow their users to post whatever they desire and whenever they desire to. Over the past year, American teenager, Charli D’Amelio has made quite the name for herself through social media. More specifically, through the app, TikTok. In just under a year, sixteen year old Charli has gained over 94 million followers, accumulated over 7 billion likes from her viral videos, and has created a net worth over 4 million dollars for herself. Although Charli is one of the most popular creators of this decade, she has the same rights as any other TikTok user when it comes to posting videos. Just like Charli, every other user is able to post the content they wish to.

Whether it is a viral dance video, or a cooking recipe, TikTok allows its users to post a wide variety of content. But when one chooses to upload an inappropriate video, that particular user will have the exact same consequences as any influencer or celebrity. Social media platforms promote equality when it comes to posting guidelines and violations.

Many companies show ethnic equality when it comes to the accessibility of their app. In October of 2010, Instagram hit the markets worldwide. In just a month and a half the tech savvy app based out of California gained one million users. The first few years of Instagram remained pretty standard. Throughout the years, the app has created new features including Instagram Stories, slideshow posts, and the most recent feature, Instagram Reels. Although the app is based out of Menlo Park, California, Instagram has made all of their features available to user's all around the world. If you are a user from Japan for example, you will have the same app features as all of the users in the United States and North America in general. The company also has office locations in Germany, Brazil, France, and the United Arab Emirates. Instagram is a company that proves that the country you live in and your ethnicity do not affect your accessibility to features on social media platforms.

Lastly, if a particular app is free for one person, it is free for everyone else. Many social media platforms make their apps free so that anyone, no matter their financial status, will be able to use the app. Companies including Snapchat, Twitter, and Facebook allow users to purchase their apps free of charge, and to create cost-free accounts. By doing so, these organizations promote equality among different financial statuses.

I believe that social media is democratic because it creates a space for equality. Many social media companies allow people of all genders, sexualities, ethnicities and religions to use and enjoy their apps and platforms. These same companies give equal opportunities within the app to gain followers, create accounts, post content, and access the app. Social media is a way for everyone to express their creativity, passions, and imagination!

References

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