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LOVE LETTERS

to the Classic City

LOVE/HATE RELATIONSHIP WITH SOCIAL MEDIA



Dear Social Media,

I remember the exact moment you came into my life. It was February 2013. I had just received my first iPhone — my older sister’s white iPhone 4 after she decided to upgrade. I remember downloading Instagram immediately and being so excited to post my own #tbt (Frat Beach 2011, duh). My friends were so excited I had finally joined the social network that I got multiple “applauds” emojis on my first picture. It was an immediate rush of gratification getting those first likes on my #insta. And finally getting to use hashtags was #exhilarating. The good feelings were short-lived, however. I started following too many Victoria’s Secret models’ accounts, which are not fun to wake up to. Every. Single. Day. Then there is the guessing game of finding which of your pictures will get the most votes. How did that girl from 8th grade get over 1000 likes on a selfie? Oh wait, because she moved to New York, and she’s a model. Basically, following her is a constant reminder of how much cooler her life is.

Fast forward to the end of the year and my roommate introduced me to Snapchat. It’s fun at first, sending embarrassingly disgusting hangover “snaps” to my friends and snapping random pedestrians’ poor outfit choices. There’s always that one friend, though, who has the 119 second MyStory. Don’t forget the guy you met at the bar once who constantly sends you snaps of his drunk friends as a way to still keep in communication with you. By the end of 2014, Vine had successfully aided me in wasting two hours of study time for a midterm that I almost bombed. Thanks, Vine.

Social media is a constant now. It has become an integral part of this generation’s culture; there are entire jobs devoted to it. Anyone can know where you are and what you are doing just by checking your Facebook, Instagram, Snapchat, Twitter, etc. We have never been more connected than we are now, yet it seems that the age of social media has ushered in an age of disconnect. Nothing is face to face anymore. You can even meet your next date on Tinder just by their proximity, no prior introduction necessary. Will all dating resort to this? Will those of us who used to make fun of eHarmony commercials resort to a similar method of matchmaking? Will all my friends, social interactions and even dating happen via cyberspace? I love my iPhone as much as the next person, but at what cost to real social interaction? Will coffee dates with friends, meeting people at your favorite hole-in-the-wall bookshop and a friendly greeting at work become obsolete? I for one, miss the days where everyone at dinner didn’t have their noses glued to their screens instead of engaged in finding out how everyone is around them, face to face.

SINCERELY,

MADDIE SCARBOROUGH
PRESIDENT OF THE AGENCY