

Alone Together:

Dear Readers,

We're living at a time when attention is the new currency. Those who insert themselves into as many channels as possible look set, to capture the most value. The great myth of our times is that technology & social media is communication.

In the school, parks, restaurants, or streets we can always see a person who is busy "tweeting", checking Facebook, or putting pictures to Instagram. Earlier in the past, people would spend their free time with family and friends, reading books, going to the park with kids, and playing games outside. If in the last century, people could say, "You are what your friends are"; nowadays, you are what you "like", post, or share on Facebook. Social media networks have become some of the most entertaining and popular things all over the world, as well as it makes us remember the quote by T.S. Eliot: "Distracted from distraction by distraction."

How does social networks reduce our social involvement? There are three ways through which social media brings us to isolation from the real world: it is easily available, entertaining and very popular.

By sitting in front of the screen, and doing our "easily available" activities, we isolate ourselves from social life. Social media has given us this idea that we should all have a posse of friends when in reality, if we have one or two really good friends, we are lucky. As far as self-confidence goes, so much of social media is about approval, getting likes, comparing our lives to others' – meanwhile, in reality, confidence is an inside job: it's about how you feel about yourself regardless of what anyone else does or thinks. It's knowing that you're human, you're flawed, and you're awesome in your own way.

It has become appallingly obvious that our technology has exceeded our sense of humanity. We are what others think we are. Social media websites are no longer performing an envisaged function of creating a positive communication link among friends, family and professionals. It is a veritable battleground, where insults fly from the human quiver, damaging lives, destroying self-esteem and a person's sense of self-worth. As big as the media itself is, it connects all of us in every single aspect, but makes us to be 'alone together'.

Social media is about sociology and psychology more than technology. Technology is but a tool. So be careful about letting the tool master your thoughts and your life!