

A Shortage in Ideas

Scroll. Like. Scroll. Like. Social Media is a routine-like pastime for many genZs. However, is social media as a whole detrimental to strategic writing? I believe the answer is no. Social media is not inherently inimical to good writing, however, it can be the culprit in many cases. This is because social media is an addiction for the majority of Generation Z. Frequent consumers find themselves returning to the screen hours upon hours a day. Because of this unhealthy habit that leaves the brain craving more after the feeling of instant gratification dissipates, the media consumer's attention is often diverted from the act of writing. It becomes hard to focus in on the piece at hand and hone the craft of writing. Social media not only distracts, but it also robs the individual of innovative ideas. It gives the brain a shortcut in thinking strategies, thus hindering the brain's high functioning abilities. However, social media, like Pinterest and various accounts on Instagram or Facebook, can fuel ideas and allow the user to draw inspiration for a project from specific bloggers and pages. However, I would like to argue that it limits creativity a majority of the time. Think about it. When a teacher gives a student examples on examples for an assignment, the student feels as if he or she cannot think of his or her own ideas when it comes to brainstorming. Furthermore, think about writing a melody to a song when you have another melody stuck in your head. It becomes increasingly difficult to separate ideas and pursue an original idea. Social media, when used in moderation can be beneficial for fueling ideas and providing a means of entertainment. More conspicuously, it provides mental wariness and encourages distraction, as well as creating shorts in the brain's processing patterns. However social media is not the culprit, but the consumer who finds himself or herself in a vicious cycle of scrolling and liking.