

Social Media as a Hyperreal world.

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Abstract

The use of social media defines society today and yet the reality of it is questionable. Facebook, as a case study, is a platform conveniently used by many for communication, but is that all it is- a tool for communication. Facebook has in recent times become a second life to many and our argument is that in so doing, it has become a hyperreal. The article examines the extent to which Facebook can become a hyperreal ,why we think it can become one backed by the reserach conducted and results obtained from polls and questionnaires.

A clear example of the hyperreality of facebook is when people are led to believe that in having more facebook friends or even having certain people as their friends on facebook automatically makes them social and this misconception is what causes the authentic fake. One feels like they belong, one feels like this facebook social life is better than the real one in which perhaps they have a few friends. Others have their lives defined by what goes on on facebook, it is where they get their news, it is where they build their lives and a recent study by the author where he had questionnaires filled out by 471 Jacobs University Bremen students indicated that even with this sizeable sample, the results showed that facebook had taken its own form and indeed was more important than just a communication platform that it was intended to be.

The second part of the article also explores other social networks ,for which it does not go in depth including Myspace and twitter. It also views facebook as not being a hyperreal and what that really means. Further research on the psychological implications of these hyperreal worlds will too be addressed as the author is looking to further build on his argument.