



#FILTERED

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A LETTER FROM THE EDITOR

No Instagram filters were harmed in the making of this special issue

The dawn of the “digital era” is upon us. For the past three decades, since the advent of the World Wide Web in 1989, technology and interconnectedness has been growing at an exponential rate. Now, technology has been integrated into nearly every aspect of our life, but one of the most substantial shifts in society due to technology has been in how we communicate.

No longer are we stifled by physical restrictions of communication — interpersonal connection has gone entirely digital. We can stream, text, speak and even send pictures of our dogs to people thousands of miles away, all with the tap of a screen or the click of a button. But with such great power comes great responsibility. Since social media became mainstream, many have learned the hard way that what goes on the internet stays on the internet forever. Despite this, people still find a voice through social media. Whether it be posting photos of a fitness journey on Instagram or tweeting about politics, there is quite literally something for everyone online.

Since the world has shifted into the digital age, we as journalists must follow along. We must explore new mediums and expand our horizons to match the ever-expanding boundaries of the internet, because each day 2.5 quintillion bytes of data are uploaded to the internet, according to Forbes. With that

massive amount of data being crammed online each day comes the inevitable sifting through of information in order to determine what is true and what is not.

Everything is so available through the internet, which is why it is the public’s responsibility to be intentional about what they consume. Baylor, as much as the rest of the world, is shifting its focus to be digitally focused through its social media presence, its online grading portals and in some ways, legal accountability.

All this being said, this special edition was created to share with the Baylor community different points of view, benefits and side effects of living in a digital world. It is up to you as consumers to determine what you give power to in the world of social media — to filter, if you will, the content and the mass amount of digital media we consume. We present you with “#Filtered,” a quick look at all aspects of digital media and its effects on our lives. Read carefully, read conscientiously, read with an open mind. Hopefully, #filtered helps you become more aware of the full scope of the digital world we live in.

Enjoy,

Molly Atchison | Editor-in-Chief

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How has social media changed black comedy?



Liesje Powers | Multimedia Editor

LIZZIE THOMAS

Staff Writer

How identities are represented in the media and entertainment industry has been a subject of study for some time, but one Baylor professor explored how it's changing with social media.

Dr. Mia Moody-Ramirez, associate professor in the department of journalism, public relations and new media, as well as graduate studies director and director of American Studies, released her book in September, "Blackface to Black Twitter: Reflections on Black Humor, Race, Politics and Gender" about the roots and fruits of comedy which is by, for and about black people.

"Black comedy, the authors suggest, is often an Afrocentric response to white hegemony and the insidious stereotyping of blacks by others," said DeWayne Wickham, dean and professor of journalism in the School of Global Journalism and Communication at Morgan State University. "More than anything else, this book is about how the laughter created by black comics has been a key part of the existentialism of America's black community."

The book, which is the second she has co-authored with former dean emerita of the School of Communications at Howard University Jannette Lake Dates, looks at the influence of social media on comedy and perceptions. It traces the ways in which social media has changed who writes and consumes black comedy. With social media, anyone can have an audience; and audiences are no longer limited to existing groups, but are open to the world.

The book examines comedy over the centuries, analyzes and offers insights into the intersections of race, gender and politics in humor.

"I've always enjoyed researching and writing about gender," Moody-Ramirez said. "Previous studies have emphasized representation of women and people of color on traditional media platforms such as TV and newspapers. I've been able to extend those studies to social media platforms."

Moody-Ramirez said it is more important now than ever to extend academic exploration of relevant new areas within the discipline of mass media communication, such as perceptions of different aspects of identity in social media because of the current sociopolitical climate.

"There is something newsworthy to write about everyday. It is my goal to help document," Moody-Ramirez said.

Moody-Ramirez encourages all students to read her book and take her class, JOU 4305: Gender, Race & Media.

"I love sharing my research with students and encouraging them to write about similar topics," Moody-Ramirez said. "Former students have also written about the topic. They have presented at conferences and had articles published as interns. I am very proud of the work that they are doing. It is my hope that my legacy is to have students continue to research these topics gone after I am gone."

Houston senior Paulina Agyei, a sociology major, said sociology (which intersects with Moody-Ramirez's analysis of media and communication) is retrospective, and this explains why academia is beginning to see the patterns and phenomena in social media. According to Agyei, the complications of a layered history of context get murky when the internet is added to the mix.

"[Before social media], specific interpretations of things would stay in their own area," Agyei said. "Definitions of blackness were confined to a region. With the internet, the world is smaller, and we're just parsing through that now."

According to Moody-Ramirez, feedback on the book has been positive. She said it has been a lifelong goal to write books.

"Even as a teenager, I knew I wanted to be a book author. The importance of writing about gender and race developed over the years, first as a consumer, then student, now professor," Moody-Ramirez said.

Henry Louis Gates, Jr., Alphonse Fletcher University professor and director of the Hutchins Center for African and African American Research at Harvard University, reviewed the book, stressing its important contribution to the field.

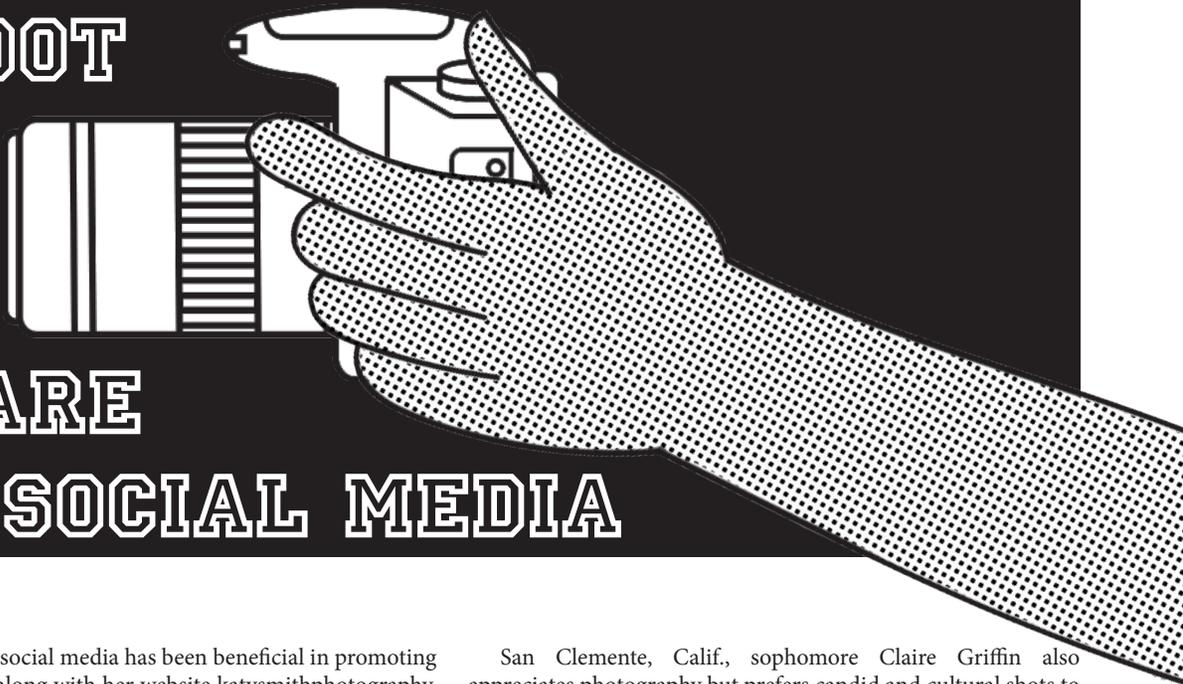
"In this important addition to the literature concerning black humor, Jannette L. Dates and Mia Moody-Ramirez provide a wide-ranging and comprehensive overview of comedy by, for and about African Americans," Gates said. "For newcomers to the field, the appendices will be a welcome guide, as will the historical scope offered by this volume. The major contribution of this book is in the authors' very timely and important explication of the impact of new social media platforms on the deployment of black humor in the early 21st century, by both professional comedians and by the general public."



STUDENT PHOTOGRAPHERS SHOOT

&

SHARE ON SOCIAL MEDIA



BRIDGET SJOBERG

Staff Writer

As a university composed of primarily 18-to-22-year-old students, Baylor has a community interested in social media, particularly through the use of photography.

The Baylor University Instagram account recently reached 100,000 followers, and often reposts photos taken by students at the university. A student with a particular interest in photography is Southlake sophomore Katy Smith, who said she appreciates how Baylor has attracted a population looking to pursue photography or showcase their photos via social media.

"I've met so many other photographers at Baylor," Smith said. "There's such a community of us here and I look up to so many of them. I'm also friends with some of them, and it's been so much fun to see each other improve in their skills."

Smith has been drawn to photography from a young age and has recently enjoyed pursuing portrait shots and photographing people.

"I've been interested in photography ever since I was little, and I remember always wanting to take my dad's camera and take pictures," Smith said. "It wasn't until I was in middle school that I saved up my money for an entire year and bought a Canon T3, which wasn't the best camera but I still loved it. I started to take portraits my senior year of high school and continue to improve my skills, so I bought a Canon 80D. I've come so far from those first portraits and in the past two years, I've reached a place where I'm really proud of the work that I'm putting out and giving to clients."

Smith particularly enjoys taking portrait shots to show people in their best light and capture them during important moments in their life.

"I love to photograph people and capture their best traits, especially when they take their senior portraits because it's such an important picture that they will have with them for the rest of their lives," Smith said.

Smith believes social media has been beneficial in promoting her photography, along with her website katysmithphotography.com.

"Instagram really allows me to showcase my skills to all of my followers," Smith said. "It's where I get the majority of my clients since they check out my work and then go to my website that is connected on my Instagram. Every time I have another client I post it on my Instagram and each time it grows my business a little bit more."

Smith sees photography as a unique art form and encourages students interested in photography to find on ways to continue improving.

"It's easy just to pick up a camera and shoot your subject, but a good photographer knows how the light is going to affect the subject, what settings to use for each shot and how to bring out the best of your photo in post-production," Smith said. "It's easy to get stuck in your photography if you think that your photos are perfect, so a good way to see if you've improved is to look back at the photos you took six months ago and compare it to what you're taking now."

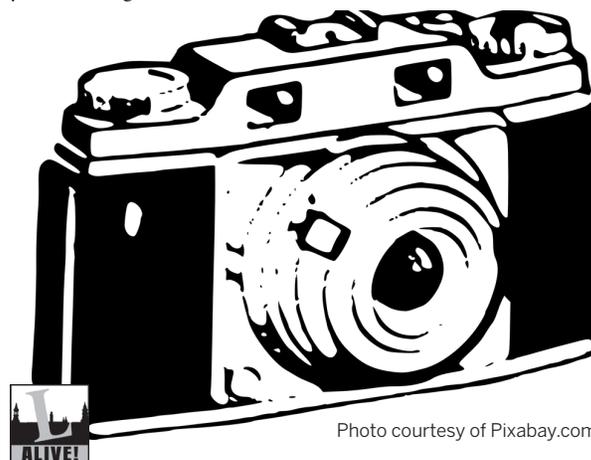


Photo courtesy of Pixabay.com

San Clemente, Calif., sophomore Claire Griffin also appreciates photography but prefers candid and cultural shots to portraits when she takes photos.

"My favorite subjects to photograph are either travel photography like architecture and culture or people in their natural element," Griffin said. "I'm not as interested in preplanned photoshoots, but love capturing people's raw emotions."

Griffin has also loved photography from a young age, and appreciates Baylor's fostering of a community interested in showcasing photos as well.

"I have always been interested in photography — I asked for a small Nikon point-and-shoot camera for Christmas one year when I was around 8 or 9, and I got it and absolutely loved it," Griffin said. "I'm a studio art major and am surrounded by so many amazing creative people here at Baylor."

Griffin enjoys showcasing her photographs though Instagram, as well as on her website, clairejanephotography.com. She sees photography as an art form that requires practice and dedication.

"It takes a certain eye and you have to be in the right place at the right time. You can't sit in a studio and make something perfect — photography to me is capturing real life and not creating a dream life. It makes me see the beauty in the simple things," Griffin said. "There's some controversy over social media with photographers because it allows for so many people to be able to showcase their work for free, but as a beginning photographer I love Instagram and view it as an art form since you can create a feed and a feeling to your account."

Griffin encourages students interested in photography to pursue taking photos of what they are naturally drawn towards.

"I think so many people think you have to have a fancy camera and studio to make it happen but all you really need is a phone and to just start clicking," Griffin said. "You'll eventually start to notice what your eye is and then you can start to zone in on specifically perfecting your photos in whatever area you thrive in the most."

When grieving loss, social media can create comforting community

REWON SHIMRAY
 Cartoonist

Gravestones used to be the central place to mourn the deceased. In this virtual age, social media pages have become a new “burial site” of sorts, according to Dr. Candi Cann., a BIC and religion department professor. Cann published a book about memorialization of the dead in the contemporary world in 2014, based on her death research.

“People tend to talk to the dead on social media as though they were still present,” Cann said. “That actually occurred before; people would go to the gravestone and talk to the dead there.”

Cann said the main difference between mourning online versus in cemeteries is the presence of an audience.

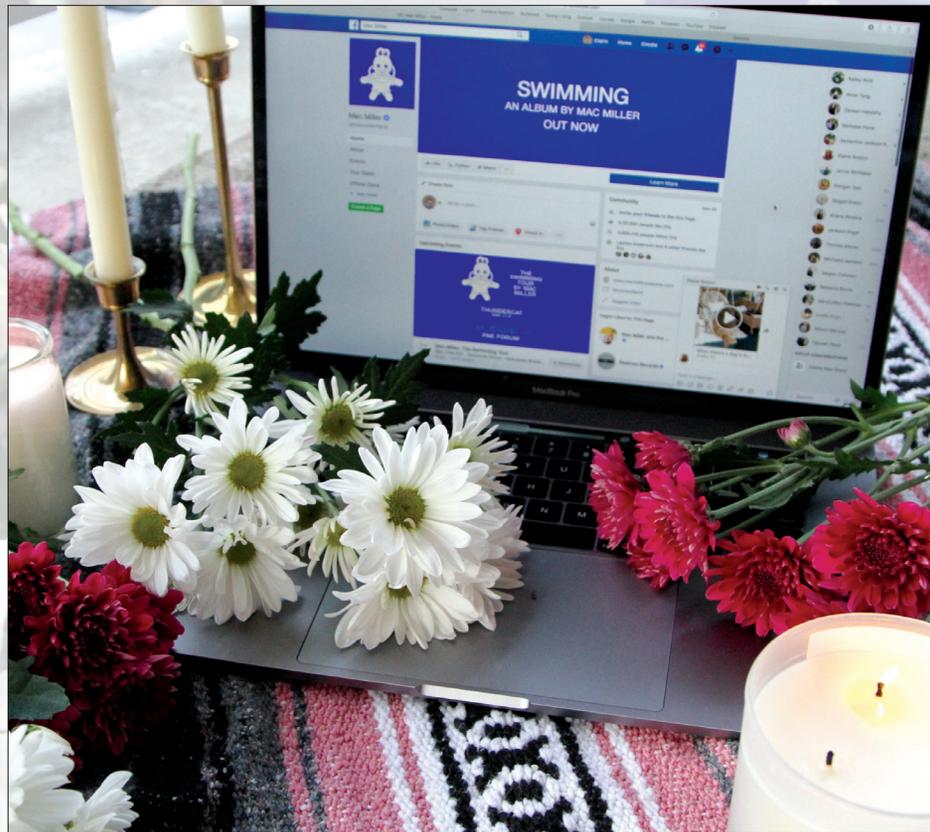
“One of the great things about social media is it gives you a place to mourn and to express your grief in a way that you can come together in a virtual community that allows you to actually express your grief while you continue your daily life,” Cann said. “You still go to work and to school, but now you have a place where you can express your grief.”

Social media provides a virtual platform, which is helpful for people lacking a physical place to mourn. Cann said social media posting can help people feel validated and claim “their status as a mourner.”

There are no federal requirements for bereavement leave. According to Fair Labor Standards Act (FLSA), any workplace provisions are granted and defined by individual companies.

Baylor Human Resources Bereavement Leave provides paid time off for staff who have lost immediate family members. The amount of time allotted depends on the relationship. Baylor’s Absence Policy allows students to make up missed classwork “in the event of serious illness, accident, or death in the family.”

In the case of a staff or student death, University Chaplain and Dean of Spiritual Life and Missions Burt Burleson is notified in order to communicate the news to all those who need to be informed. Burleson said the Spiritual Life



Claire Boston | Multimedia Journalist

office will look at organizations, roommates, people from their department and other social circles to determine who to inform.

Burleson said Ronda Kruse, assistant to the university chaplain, searches Facebook to gather more information about the deceased.

“Almost immediately now, you’re going to see students expressing their grief and their gratitude for this person,” Burleson said. “Pretty quickly you can get a picture of a person’s life by the things that are being posted.”

Cann said social media allows a “democratization of grief” for everyone to speak about their experiences with the deceased, in comparison to a traditional funeral setting in which only family members are the primary storytellers.

“Social media has disrupted traditional notions of hierarchy,” Cann said. “It gives everyone a voice and everyone a platform.”

Burleson described social media as a collaborative eulogy. The medium allows grievers to minister to one another in a new, more intimate way, according to Burleson. He said people attended funerals and sent cards, but storytelling typically only occurred between closest friends and family before social media. Posts provide a medium for people to share their unique experiences with the deceased.

“To me, it’s about a person beginning to experience again the narrative of someone’s life — for a parent or a loved one, to begin to know how much they mattered in the world and the ways in which they mattered in the world,” Burleson said.

Cann said the danger of exclusively mourning online is a dissonance from physical reality.

“I think part of acknowledging death is sitting in the presence of the deceased and really acknowledging their absence,” Cann said. “The material world incorporates their absence. The virtual world does not always do that. That’s the problem.”

Cann said young people are most comfortable expressing their grief online, because they associate more closely with their social media page than a gravestone.

“I think younger people are more comfortable using social media to mourn death, because they’ve grown up with this technology,” Cann said. “For someone who was an adult when the internet was created, they tend to find it very strange and see it as an interruption of their daily life.”

Cann said traditional forms of memorialization allowed people to “silo themselves from death.” Posts expressing grief appear on social media feeds without prior warning or consent.

“That was surprising for a lot of adults, because that disrupted the hierarchy and the way they traditionally grieved,” Cann said.

The West has a culture of death denial, according to Cann. The Gerontologist, an Oxford academic research publication, wrote that dying in 21st century America, “which once was viewed as natural and expected,” is now viewed as “unwelcome” because of advances in medical care.

“Continued improvements in medical technology fuel the temptation to ignore its limits and elude the distress of facing these limits,” according to The Gerontologist. “The possibility for technological rescue from death supports denial and creates a defiant attitude about death and dying.”

Cann said incorporating mourning and grief into our everyday lives helps society to acknowledge death.

“Everybody dies, but I think we don’t prepare people for that,” Cann said. “I like to say the dead refuse to be ignored. They will find a place in our lives, whether we want them to or not.”

THROUGH THE SCREEN:

#jacobanderson #rapeculture #me

MAYA BUTLER

Reporter

These days, it might be difficult to find anyone not scrolling through social media on their phones. Popular platforms such as Twitter, Facebook and Instagram have allowed people to share pieces of their lives for online audiences, ranging from the most trivial pieces to more personal ones. For other users, however, social media serves another purpose — to raise awareness about serious issues.

Social media movements like the #MeToo movement, which became a viral hashtag for victims of sexual harassment and sexual assault to share their own stories in 2017, have worked to make sure the public realizes the severity of a nationwide issue.

McKinney junior Folake Obasanya recently decided to open a thread from her personal Twitter account, inviting Baylor

students to anonymously share stories of sexual assault.

“I know this may be triggering for some people and I recommend proceeding with caution, but this is a very necessary thread of the stories of victims of sexual abuse on our campus,” Obasanya wrote in one post.

As if echoing Obasanya’s words, the National Sexual Violence Resource Center reported that one in five women and one in 16 men are sexually assaulted while in college.

In addition, more than 90 percent of sexual assault victims don’t report the crime.

Obasanya cited the ongoing rotation of sexual assault cases on the news as her reason for starting the Twitter thread.

“There was a lot going on in

the mass media,” Obasanya said. “We had Kavanaugh, we had Bill Cosby going to jail and then Jacob Anderson. It was one thing after the other and it was very frustrating.”

Jacob Anderson, former Baylor student and president of the Phi Delta Theta fraternity chapter on campus, was indicted on four counts of sexual assault against another Baylor student in 2016. Opposing counsels agreed on a plea deal in which all sexual assault charges against Anderson would be dropped.

He would also be given three years of unadjudicated probation, require counseling and have to pay a \$400 fine.

In reaction to this news, protesters gathered on Oct. 19

at the McLennan County courthouse in an attempt to dissuade the judge in charge of the case, 19th State District Court Judge Ralph Strother, from agreeing to the plea deal. Spotted at the protest was a poster with the words #MeToo written in black marker.

When Anderson’s plea deal was announced, many in the community who were upset with the news took to Facebook and Twitter. Hashtags like #whiteprivilege, #rapeculture and #jacobanderson sprouted in people’s social media accounts.

A year prior to the Jacob Anderson case, sexual assault allegations against several football players rocked the Baylor community, which ended in the dismantling of former university president Ken Starr, former head football coach Art Briles and others closely linked to the scandal such as Ian McCaw, who served as athletics director at Baylor for 13 years.

Since then, Baylor has attempted to purge itself from the sexual assault scandals and reinvent its identity, one of

#timesup



Liesje Powers | Multimedia Editor

Social media raises awareness for sexual assault through #metoo

too #whiteprivilege #believiewomen

the very first steps being to elect a new president it believed was capable of leading the university toward a brighter future - current President Linda Livingstone.

Obasanya pointed out another reason for sharing the stories of sexual assault victims despite initial hesitation.

"There's for sure knowledge about it [sexual assault], but people don't really understand the extent of it," Obasanya said. "People need to hear the stories behind these statistics."

Dr. Mia Moody-Ramirez, associate professor in the journalism, public relations and new media department, explained the overall public treatment of sexual assault cases before the existence of social media.

"I think before social media, it was a bigger deal just because you didn't hear about it as much," Moody-Ramirez said. "The more you hear about something, the more desensitized you become ... so now, particularly with this topic, we are hearing about it more and more — which on one hand, that's good because it's increasing the visibility and people are probably more likely to report it. On the other hand, you will begin to think that's it no big deal."

#imwithher

Moody-Ramirez went on to talk about the benefits that come with the rise in social media movements despite the drawbacks.

"I think the hashtag MeToo has been good because it has brought awareness to sexual assault," Moody-Ramirez. "It has encouraged women and men to come forward and speak up and talk about sexual assault whereas before it was perceived as being more taboo."

Fort Worth senior Julieth Reyes, who experienced sexual assault before coming to Baylor, said the social protest against the Anderson case, both online and in real life, are opening students eyes to the situation.

"We've been talking about it in my social work classes," Reyes said. "A lot of people have mentioned, especially when

you've personally gone through something, how distracting that is with homework, PTSD or if you have depression or anxiety. I know half the people that are in these situations are either readjusting their medicines, having to go back to therapy, but ... a lot of people that otherwise maybe wouldn't be in this conversation are in it."

Moody-Ramirez, however, warned of a potential obstacle to online social movements.

"You do have something that's called slacktivism, where people might post something about it on social media, but they're not necessarily doing anything about it," Moody-Ramirez said.

The protesters against Anderson's plea deal do not fit the bill for slacktivism, Moody-Ramirez added.

"I don't think we saw that in this case, because people talked about it on social media, but students also got together and protested. Something was born out of uniting on a social media platform," Moody-Ramirez said.

Obasanya said she plans on continuing to use her Twitter account as a way for victims of sexual assault to share their story and for others to hear them.

"Social media is amazing," Obasanya said. "It's so much bigger than just me, you and Baylor. It's globally changing the world and changing the shape of how people perceive women."

#believesurvivors



By Liesje Powers | Multimedia Editor



Liesje Powers | Multimedia Editor

RAEGAN TURNER

Staff Writer

Despite all the positive features of social media, online storage comes with risks.

For example, the millions of users of sites such as Facebook, Instagram and Twitter have experienced security breaches and stolen identities.

This September, Facebook's security was violated when access tokens were stolen. These tokens store user's login information. The tokens were taken through a flaw in Facebook's coding which affected a feature of the website called "View as". The feature allows users to view their profile the way their friends, family and strangers do.

In a security update issued by Facebook three days after the site was compromised, the vice president of product management, Guy Rosen, explained the details of the cyberattack on Facebook's site for the

media.

"When the access token was generated, it was not for you but the person being looked up," the update stated. "That access token was then available in the HTML of the page, which the attackers were able to extract and exploit to log in as another user. The attackers were then able to pivot from that access token to other accounts, performing the same actions and obtaining further access tokens."

This breach led to the accessibility to and acquisition of almost 50 million people's personal information. Freelance cyber security journalist Kate O'Flaherty expands on the significance of this in an article for Forbes.

"We don't know exactly what information has been impacted — fines are applicable for sensitive and personal data such as credit card details, which Facebook initially said has not been affected. However, if attackers have accessed personal

messages, all kinds of sensitive information could have been breached," the article said.

Large-scale breaches, conducted by people, like Facebook's aren't the only outside sources obtaining data on those who enjoy social media.

A 2017 study by the Pew Research Institute about social media introduces the concept of 'bots' and how they misreport everything from news to scientific data.

"Recent congressional hearings and investigations by social media sites and academic researchers have suggested that one factor in the spread of misinformation is social media bots — accounts that operate on their own, without human involvement, to post and interact with others on social media sites," the study said.

The study also said people are unable to determine which posts were created by bots or made by actual people. More significantly, there are many Americans that are dissatisfied with this misinformation and the

activity of bots is very high.

Results of the study found that over 80 percent of people familiar with the existence of bots believe that some news consumed by social media users are from these entities, and almost two in 10 of those people believe the news is not only mildly, but greatly, affected. On the contrary, only 11 percent of informed Americans think the bots have a primarily positive effect.

Security problems are not all like the widespread Facebook breach or misinformation spread by 'bots'. Sometimes they are the direct consequence of social media users' actions.

The breadth of information people supply about themselves online can be dangerous, according to Matt Pirko, clinical assistant professor in Baylor's management information systems department.

He said posting everything about one's location, activities, location, etc. may cause negative ramifications.

"What you're doing is you're giving someone who might want to use it (personal information) for a less than honorable purpose; you're giving them free access to all this information about you," Pirko said. Even if you don't think you're worthwhile to be targeted, they're still able to collect, analyze and use all this information they've received about you."

Pirko offers a solution to this problem: be careful what you post online.

"That's the scary part. They can find this information and see this information without you ever knowing it. Raising self-awareness of what's going on around you: what you're sharing, why you're sharing and who you're sharing it with because once it gets into the system, it is essentially out of your control." Pirko said.



Jason Pedreros | Multimedia Journalist

MEDIA METHOD Many nonprofits have learned to appreciate the marketing techniques found within social media. Ashley Millerd, executive director of Keep Waco Beautiful, appreciates the efficient and affordable ways Facebook opens an outlet to share the message and mission of the nonprofit.

Social media provides strategy for Waco nonprofits

LIZZIE THOMAS
Staff Writer

Ashley Millerd, executive director of Keep Waco Beautiful, a local affiliate of the national environmental organization Keep America Beautiful, aims to be completely paperless in promotion of the organization.

Newspapers and mail-outs are not very effective and can be expensive, according to Millerd. Social media is a cheap and effective way to

reach a wide variety of people in the community quickly and consistently.

"I try to follow along with the changes," Millerd said. "I get more of a response on Facebook. Financially, it makes sense because Facebook allows Eventbrite and has a nonprofit strategy."

Millerd promotes the association's vision for Waco — to help make Waco a cleaner, healthier, safer and more beautiful place to live, work and play — through social media and getting

people motivated to act on their own.

One of the primary goals is to keep the streets and rivers clean of litter by being more conscious of waste and recycling. The organization's website states: "We believe that concentrated cleanup, beautification and anti-litter programs develop a feeling of community pride among our citizens."

According to Millerd, within the first three days of trying to raise money for a trailer with a social media

campaign, they raised \$500, which would likely not have happened with any other media. Millerd also uses social media for furniture donation requests, to reach their goal to reduce waste. This message is also delivered via Mailchimp, an online marketing platform that aims to grow businesses.

Ashley Thornton founded Act Locally Waco to be a one-stop-shop for people wanting to get involved in the community through volunteering, civic engagement or fun. The primary function of the

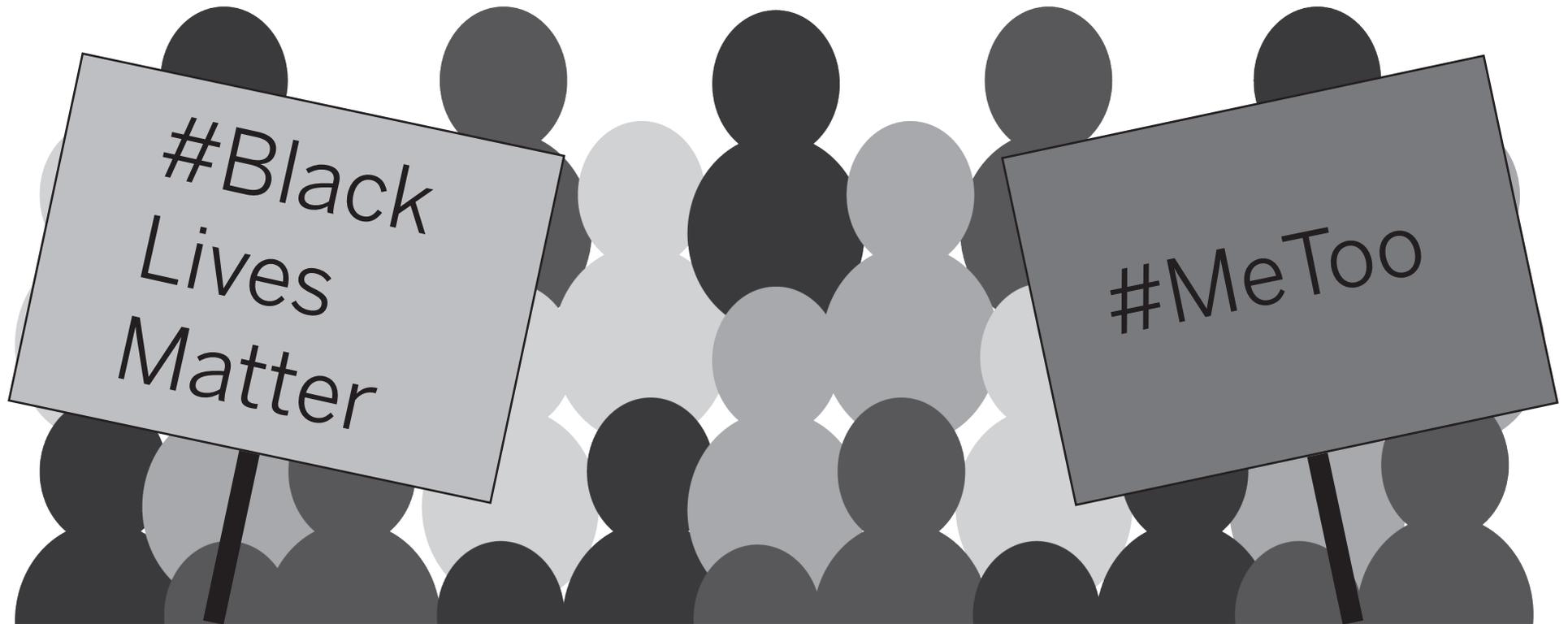
organization is the email newsletter Thornton sends out about what's happening in Waco. A calendar full of other nonprofits' events and updates can be found at Act Locally Waco's website.

"The whole purpose of Act Locally Waco is — we don't host any of our own events — it's all about sharing what other nonprofits are doing and what other organizations are doing in the community to help people ... to just find out about stuff and get involved. We share a lot of other people's

fundraisers," Thornton said.

Whether she sees a fundraiser where 10 percent of the proceeds at a restaurant one night go to an organization or whether the fundraiser costs \$150 a plate, Thornton said she promotes it by sharing from Act Locally Waco's social media, or she tries to amplify what the organization is doing. "It's just so hard now ... weirdly, kind of ironically ... there's so many ways to get information that you're not sure which ways are good ways to share information," Thornton said.

Social movements **grow on** social media



LIZZIE THOMAS

Staff Writer

Without the advent of social media, the enormous scale and grassroots reach of activist movements like Black Lives Matter and the Women's March may not have been possible.

San Francisco junior Shevann Steuben is the president of the NAACP at Baylor. Though she has no direct involvement in the #BlackLivesMatter movement, in terms of leadership, she saw the power of social media in action as it grew.

"I believe in it, but it's not a movement I surround my life with ... The mission [of Black Lives Matter] is connected to NAACP, and obviously as a black woman, it's important to me," Steuben said.

Black Lives Matter started in 2013 as a response to the acquittal of the suspect in Trayvon Martin's murder, George Zimmerman. The hashtag #blacklivesmatter grew as an organizing and mobilizing tool while tensions increased after Mike Brown's death in Ferguson. Since then, the movement has developed into an organization with more than 40 chapters, the Black Lives Matter website says.

Steuben said she was excited as she saw people retweet about injustices and police brutality. She said she witnessed the movement grow as more and more people began to get on board and expose what she said was evident to her. This, she said, could not have happened without the grassroots nature of communication social media introduced to issues like injustices

and oppression. It gave people connections, a voice and a platform that may not have been possible without a hashtag.

"Social media is great in terms of getting awareness out," Steuben said. "I'm not a huge social media user, but the movement excited me because I saw it in progress. You have to get people aware to get social change. Technology furthers the word of mouth. I've seen social media touch more people."

Black Lives Matter has a prominent platform, and Steuben said although it may not seem as discussed anymore and people may be numb to the situation, social media is still key in bringing issues of injustice forward.

Over time, the movement changed, as anything that owes its cultural rise to trending must.

"[Awareness is] still happening, but not on as big of a scale," Steuben said. "The movement is shifting from talking about something that wasn't talked about before at all to people knowing about it but trying to get people to still care about it."

Steuben said Black Lives Matter's task now is to continue to make sure people know about the injustices around the world and about discriminatory behavior as well as making sure the necessary action happens. She described the current posture of Black Lives Matter with a question: "Now you know — what are you going to do about it?"

Another hashtag-turned-social change is #MeToo. Countless news sources and politicians have discussed the concerns and changes of the #MeToo era. However, the movement had very little formal organization or news coverage from the start.

According to the Washington Post, the Women's March on Washington started with a single Facebook post by retired Hawaii attorney Teresa Shook when Trump was elected, asking if her friends would be interested in a march at his inauguration. By the next day, thousands had responded to the event page.

The hashtag #MeToo came a little later after actress Ashley Judd accused entertainment mogul Harvey Weinstein of sexual harassment by breaking the story in the New York Times in October 2017. Ten days later, actress Alyssa Milano reignited the phrase "#MeToo" — after Tarana Burke coined it in 2006 to help other women of color recover from sexual violence — with the tweet: "If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet."

Berkeley Anderson, a local nonprofit worker and speaker at the Women's March in Waco this year, said the #MeToo movement was already something she cared about and social media allowed her and others involved in organizing the event to promote the cause themselves.

"We were all trying to promote the event to get people to come, hear about [the #MeToo movement], and get interested in it as well," Anderson said.

Anderson said each person was able to reach their own audiences and individual communities by using their personal social media accounts.

"It was more of a grassroots thing. We each said what we wanted to about the movement and trying to get other people to come [to march] as well," Anderson said.



Wacohappenings INSTAGRAM PROMOTES WACO HOT SPOTS

BRIDGET SJOBERG
Staff Writer

When it comes to showcasing new spots and interesting places in Waco, Baylor graduate Ashton Steele hopes to positively impact the community through her photography-based Instagram account @wacohappenings.

@wacohappenings has over 12,000 followers and reposts photos that other Instagram users take of Waco when they tag the page or use the hashtag #wacohappenings.

Steele graduated from Baylor in 2017, and she began the account two years ago for a journalism class. Steele sees Wacohappenings as a way for

Waco residents and visitors to learn more about the city and become inspired to take advantage of all that Waco has to offer.

"It's a feature page that supports Wacoans," Steele said. "A main goal is to help them stay involved and informed about the community and to celebrate Waco, which is truly a unique and growing city."

Whether it be locations on the Baylor campus, a new shop on Austin Avenue or a unique food truck at the farmers market, Steele reposts shots that are reflective of Waco and the aspects that make the city stand out. She also promotes events and offers suggestions about places or businesses through highlighted Instagram

stories.

"I love sharing things that I hear about and that the page is tagged in with the followers of the account and hearing about how thankful people are for the page helping them get to know their community," Steele said. "It motivates me to constantly keep things up to date and continue sharing information about new places."

Steele hopes her page also helps highlight spots around Waco that people may not know about, and seeks to feature smaller places along with more popular ones.

"The fun part for me is showing people new places and hearing their excitement that Waco is actually a cool place," Steele said. "They realize that

Baylor and Magnolia are not the only things Waco has to offer."

Steele also enjoys how her page has acted as a useful tool for Waco residents to discover places in town they hadn't previously discovered.

"My overall goal with the account is to help people love Waco as much as I do," Steele said. "I think sometimes Waco gets a bad rep because people don't know where to go or what to do. It's so exciting to me when I get messages from people saying 'I had no idea this was in town' or 'I had no idea Waco had so many beautiful places of nature.'"

McKinney freshman Reagan Yablon appreciates the @wacohappenings Instagram

page showcasing Waco in a positive light and particularly enjoys the account's beautiful Texas sunset photographs and the images of Magnolia.

"I think @wacohappenings will definitely help to promote growth in the Waco community," Yablon said. "It really lets people see different sides of Waco that people wouldn't normally know about."

Steele said that running Wacohappenings has allowed her to learn more about Waco herself and has introduced her to a variety of people around the city.

"I've learned a lot more about Waco than I ever thought I would and connected with many people

that I never would've had the opportunity to otherwise," Steele said. "Waco is a great place to live with lots of really creative people who make the city better and even more unique."

Steele believes that Waco will continue to progress and grow as time goes on and is excited to continue witnessing positive change in the city.

"There are dozens of new businesses in Waco that weren't there when I started the account back in 2016, and it's been only two and a half years," Steele said. "I think Waco will continue to grow more and more, and I can't wait to see where the city will be in another five to 10 years from now."

Being first or being right?

Sports journalism facing a moral dilemma in the digital age

ADAM GIBSON

Sports Writer

Social media has given reporters direct access to the public, so whenever something big happens, they can immediately spread the knowledge of the event for all of the world to read. For sports reporting, that big news usually has to do with trades, injuries or scandals. While this may make it easier most of the time for people to get this information, it is sometimes inaccurate and changes the narrative of the story.

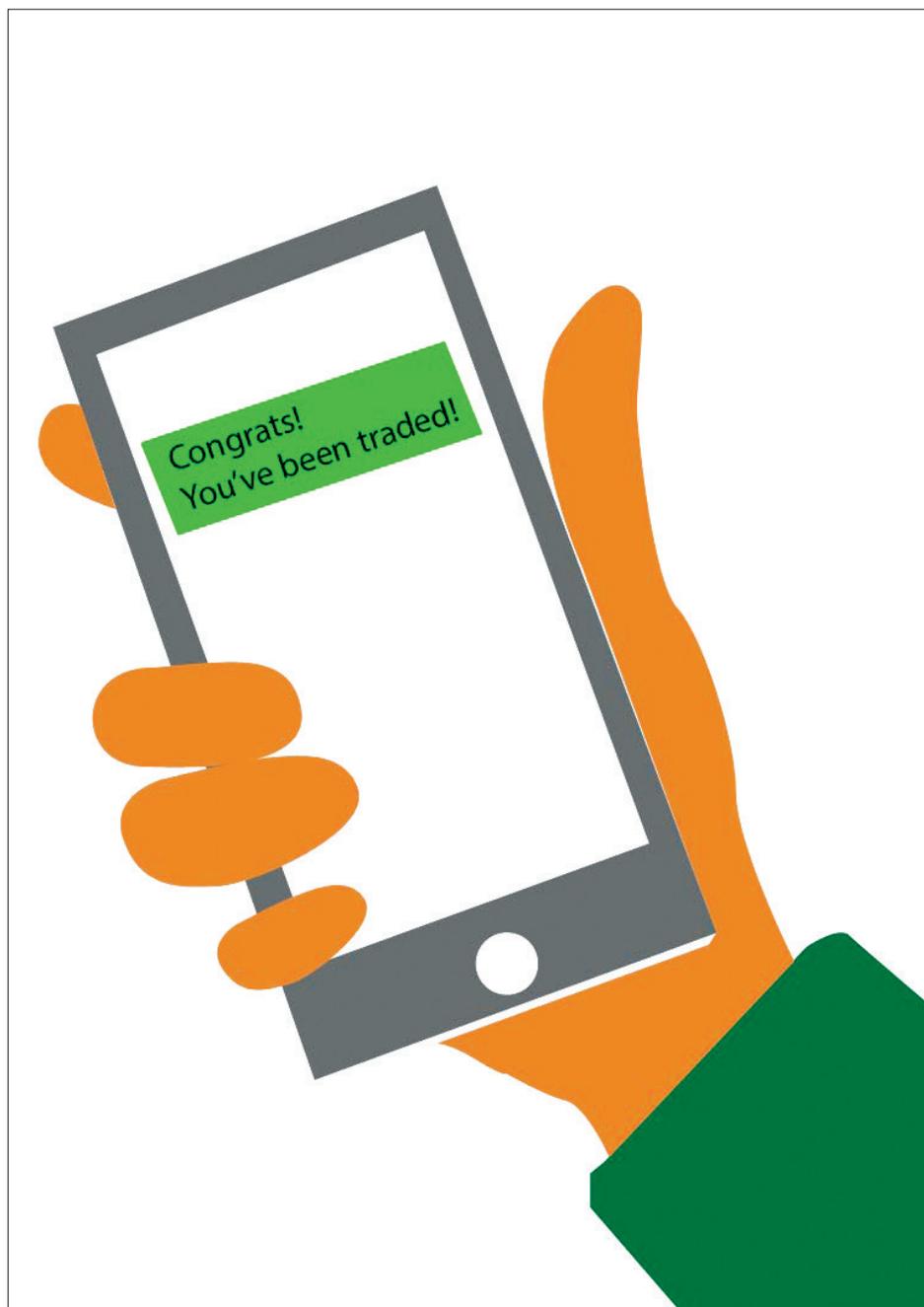
In July 2015, with the MLB trade deadline looming, reports confirmed Mets short stop Wilmer Flores and pitcher Zach Wheeler had been traded to the Brewers.

The news was released through social media where Mets fans saw the news. It eventually got down to the dugout where Flores heard for the first time he was going to have to leave the club he had been at since he was 16.

As he took what he thought would be his final at bat and his last game in a Mets uniform, Flores started crying after getting on base. The deal, unknown to Flores, had fallen through, and he would not be leaving New York after all.

Then Mets General Manager Sandy Alderson said the announcements of the trade through different outlets of social media would not occur and the breaking news about the trade had a negative impact on Flores.

“Unfortunately social media, etc., got ahead of the facts, and it may have



Jason Pedreros | Multimedia Journalist

GET IT RIGHT Sports journalists are tasked with determining the importance of timing in today's world of immediate news. New York Mets short stop Wilmer Flores was a victim of inaccurate reporting by multiple media outlets during a game in 2015.

had an adverse effect on one of the players rumored to be involved,” Alderson told the New York Times. “It’s one of those things that happens today with modern communications, etc. It’s an unfortunate situation, but whatever has been speculated over the course of the evening has not and will not transpire.”

Director of sports journalism for Baylor, Jerry Hill, has been covering sports for 36 years and worked for the Waco Tribune-Herald before coming to Baylor in 2008.

Hill has had his share of sports reporting, and sports reporting from before social media to now, when it is a part of daily life. When it comes to events like the one with Flores, Hill said it all comes down to priorities of being correct with what news you share or being the first person to share that news.

“I do think that what it’s done, it’s made so much of an emphasis on being first, instead of always being right,” Hill said. “That’s an issue that I’ve always had because I think it’s good to be first, but I think it’s better to be right ... I think that’s what social media, Twitter and some of the other outlets, that’s what it has done is made everyone so focused on being first that they forget about or don’t make as big an emphasis on being right.”

Social media has given reporters a big responsibility to get information out to the public in a quick fashion. Waco Tribune-Herald sports writer John Werner covers Baylor football, men’s basketball, softball and soccer as well as

high school football games and said it can be difficult to have to keep up with so much and share so much information constantly rather than how it used to be where the story would just go in the paper for the next day.

“Twitter is my main form of social media,” Werner said. “Twitter you can get it [information] out faster and is probably the main form for most journalists ... There’s more responsibility having to tweet, get stuff up real fast and get it on the web site.”

To make sure the information is accurate, instead of assuming the information is true and trying to make a story out of nothing, Hill said what he does is continue putting out information as it becomes available.

“I think in a way, to get the news out, it’s made it obviously more instant and you’re able to, if you want to get something quick out and then follow up on it, that’s ideally what you do,” Hill said. “You hit them with the news or whatever is going on, I try to do updates during the games whereas I wouldn’t be writing that, I would be tweeting it during the game, so I think that’s good. That’s kind of the world we live in now is more instant.”

In today’s world, it’s all about getting the news we want when we want it. Sports fans want news about their teams and their players as fast as possible, and social media has made that possible but can also take away from the accuracy of the information.

Hudl up: Coaches, players benefit from social media in the recruiting process

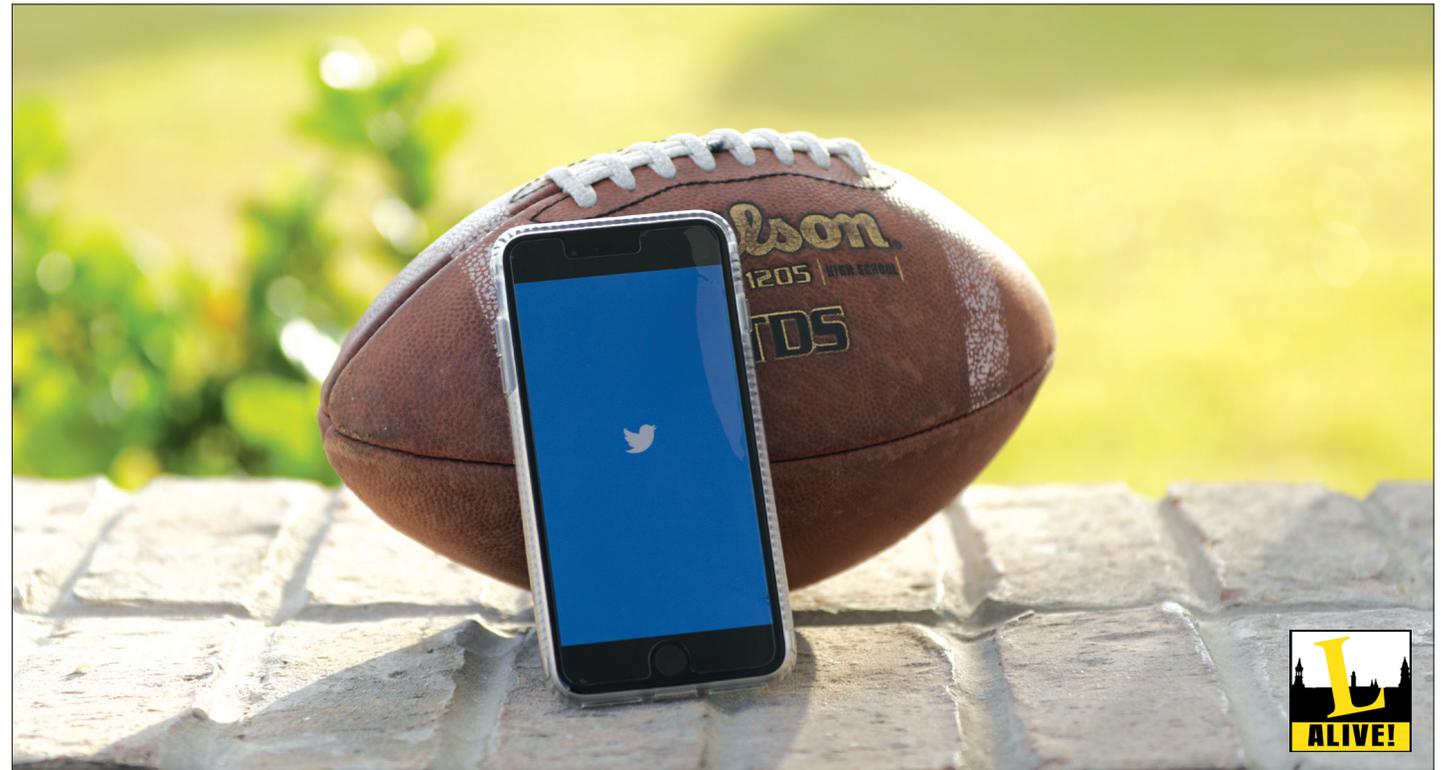
HARRY ROWE
Staff Writer

Technology advancement has moved at an exponential rate for the past few decades, and with that comes new changes in different fields. One aspect of technology and the way it has changed industries is the impact of social media on recruiting and how it's changed the way student athletes interact with their coaches as well as the responsibility players have to not post anything destructive.

Jeff Hulme, the head football coach of Midway High School in Waco, explained that even though it's something he is not too familiar with, social media is here to stay. He said he and the football coaches talk to the players at the beginning of the year to remind them that their online posts can have real life consequences. If a school sees something it doesn't like from a player it's recruiting, it could turn coaches away and make a character judgment about the athlete, possibly ruining their shot to go to their dream school.

"It's just one of those things, where you try to impress upon these young people, once you put something out there, it's there," Hulme said. "It doesn't matter if you delete it or not, it's still out there somewhere. Someone's got it, somebody took a screenshot of it, snapped it, whatever, and it can make you look really bad."

Youtube has long been a tool used by student athletes to display highlight reels and get greater exposure, but it's not the only platform that does so. Hudl, founded in 2006, is one of the most used platforms that allows student athletes to create highlight reels and display game footage to anyone with access to the internet.



Jason Pedreros | Multimedia Journalist

EASY ACCESS College coaches can interact with potential recruits like never before thanks to social media platforms like Twitter and Instagram. Websites like Hudl and Sports Stars of Tomorrow help coaches find game film and highlights of specific players.

Hudl has updated throughout the years as the internet grows, including things like the ability for athletes and users to follow other users and updating them with new footage when it is released. This instant access has provided a much easier system for having college coaches be able to discover an athlete they like.

Samantha Erger, assistant coach and recruiting director for Baylor volleyball, is in charge of building relationships with recruits. According to Erger, she may spend as much as an hour on the phone with a single recruit on any given night. Erger explained that before social media, it was harder for the athletes to

know what they were getting into before they visited the campus. Now, it's much different, she said.

"Nowadays, with social media, recruits are coming on campus with an idea of what they're getting themselves into before they even step foot," Erger said. "They've been able to see and to meet you before they even come in person because they're seeing all the videos, they're watching all the behind the scenes, they maybe have an idea of what our facilities look like, maybe an idea of what our home atmosphere is like, before they even get here."

Recruiting high school athletes to play at the next level has many steps, and the advancement of technology and social media in particular has allowed student athletes to gain more exposure than ever. Not all exposure is good though, and student athletes of today know that what they post online isn't going away anytime soon.



hudl

Fans' posts can be unsportsmanlike

ADAM GIBSON

Sports Writer

Athletes are constantly surrounded by fans and hardly catch a break when they make a mistake in a game. For college athletes, this holds true as a lot of pressure is put on them to perform at a consistently high level. If they don't, they have to deal with upset fans and alumni. Social media has made it easier for fans to interact with the players in both positive and negative ways.

On the professional level, fans expect the players to always be great because of how much they are getting paid, and because they are making a living by playing the sport. Sometimes players get tired of dealing with the hatred shown toward them and have to defend themselves.

One of the most recent instances of this was with Golden State Warrior and basketball superstar Kevin Durant, who was caught responding to fans from fake social media accounts. He was defending himself against fans who were saying he was a ring chaser — calling him soft because he left a team struggling to find a championship in the post season to one that had recently won the NBA Finals.

When it comes to the college sports realm, the story is the same. After big, embarrassing losses, fans tend to react more dramatically to what change should occur and what players should have done what. Baylor football head coach Matt Rhule has been coaching since 1998 and has seen huge changes due to social media.

After games, when college athletes go home, they are exposed to mentions from Twitter, Instagram and Facebook about how they performed that day. After losing 58-14 to West Virginia, Rhule said it takes mental toughness to deal with social media and the loss that week, and that's something the coaches don't have to worry about as much as the players.

"I don't have to walk to campus," Rhule

said. "I can just like go from my house to work, you know, and just kind of lock myself in. Our players, you know, they are on social media. They have to have the toughness to say, 'I'm going to overcome that.' I thought West Virginia though, all credit, they taught us a lesson."

These types of losses are going to happen to most teams at some point, but that doesn't mean fans will be happy when it does. Instead, fans want answers and for the problems to be fixed. Junior linebacker Clay Johnston said the football team has a motto to help it ignore what social media has to say about the loss.

"Well, we kind of put that behind us," Johnston said. "We correct it, we fix it and we have a saying called 'What's next?' and even with this game, we can celebrate. We can have fun, but what's next?"

The world of social media has affected how players handle losses and instead of being able to get away from disapproval and an upset fan base, as players could before social media until the next game, they are now bombarded with it.

As a younger player, sophomore running back John Lovett is getting more into dealing with alumni and what he sees people saying about his performances on social media. Lovett

said the best way to deal with it is for him to not pay attention to what people other than of his teammates say about him and instead focus on playing better and those players he plays with on a daily basis.

"You just block everything out and worry about your team," Lovett said. "The people in that locker room and everyone who goes to battle with you every day."

Social media can act as a great way for fans to get to know their favorite players better, but it also gives the fans the opportunity to speak their mind about what they see from them. For college athletes, it is about tuning them out and instead, focusing on what happens on the field.

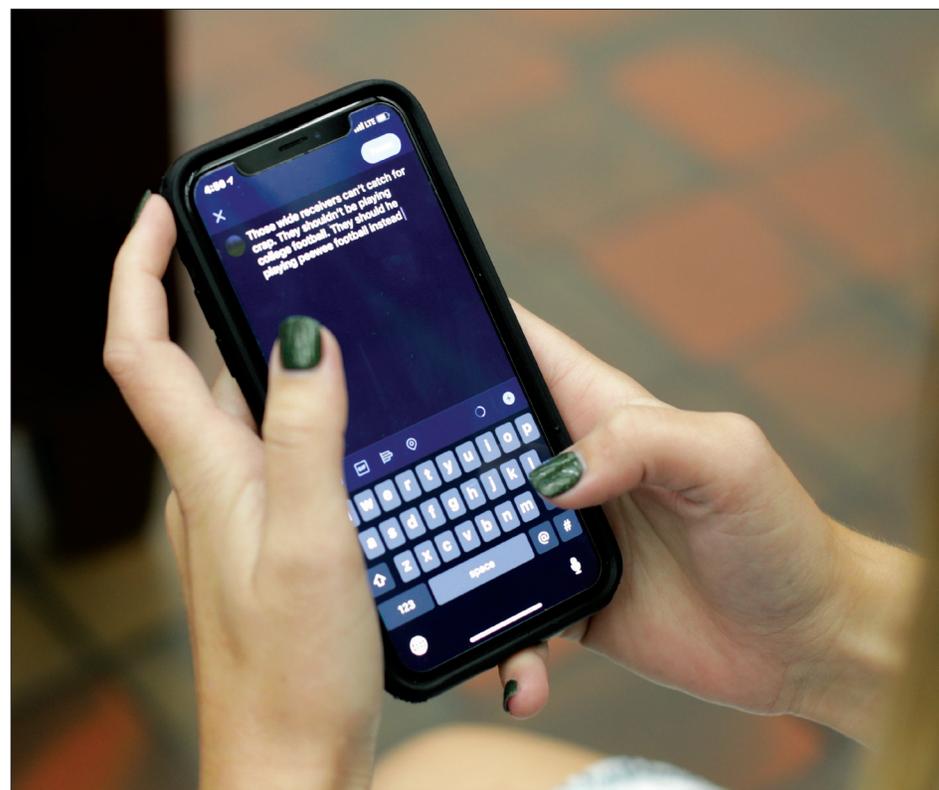
Flag on the post!



“

You just block everything out and worry about your team.”

JOHN LOVETT | SOPHOMORE RUNNING BACK



Jason Pedreros | Multimedia Journalist

UNNECESSARY COMMENTARY Social media gives more access to angry fans to share opinions with college football players.

Can you trust 'science' on social media?

RAEGAN TURNER
Staff Writer

Recent studies from the Pew Research Institute show an increase in popularity and quantity of science accounts on social networking sites. These studies suggest an especial uptick in engagement with accounts such as Bill Nye, Neil DeGrasse Tyson, NASA, National Geographic and others.

The widespread expansion of accounts such as these has been quick due to the large quantities of attractive scientific information now at users' fingertips.

One study by the Pew Research Institute, however, pointed out that despite the large amount of material provided by these accounts, the information is not all new or groundbreaking. In fact, only around one-third of all posts from scientific accounts actually highlight new discoveries or developments.

This was revealed in the study by breaking down the different classifications of information present on scientific Facebook or Twitter accounts. The data was then analyzed into contemporary findings; each category is

Research shows that info from scientific social media accounts may not be what it seems to be

represented by a "frame", a pre-set genre of information, of which a significant percentage is unrelated to innovative findings.

"Each page tends to present content from one of a handful of frames, and for nearly two-thirds of the pages in this set, a majority of posts reflect just one frame: either new science-related discoveries, science news you can use or promotions for programs or events," the data showed.

Overall, only around 29 percent of the posts featured a new scientific discovery. Helpful life tips, such as the science behind eating or exercise habits, was next in popularity at 21 percent. Almost another quarter of posts consisted of promotional material such as data on other media sites or public appearances. In addition, 12 percent of the overall content explained scientific concepts or ideas. The

remaining percentage of information was classified as miscellaneous.

The accounts post based on what content receives the highest numbers of engagement, which was found to be videos, low-text and interactive posts. Most of these consist of information that is science-based but not typically revolutionary to the scientific community.

Dr. Wade Rowatt, professor of psychology at Baylor, is a supporter of sharing scientific findings on social media; however, he warns students to be cognizant before trusting reported research, and says that proper communication from sources is integral to readers benefiting from the information itself.

"Journalists who can accurately translate basic science for broad audiences are critically important," Dr. Rowatt said. "Baylor's media

communications office, for example, does a great job translating research from Baylor faculty. This is good for scientists and the public. Just as it's important to 'know your pharmacist' before consuming a drug, it's important to 'know the messenger' when deciding whether to accept their message. Is their advice evidence-based? Are they making generalizations that reach beyond the sample on which the study was based? Or are they just selectively cherry-picking findings, without considering other relevant facts?"

As a biology major, Washington D.C. junior Katelyn Lunini's field of study is often included in material covered by the scientific social networking accounts. She explains the importance of having accurate, interesting and in-depth information present in the media.

"Scientific accounts on social media are a good thing if used correctly," Lunini said. "The public deserves to be made aware of innovation and different things that could be helpful to their own lives. The things posted shouldn't necessarily need a science degree to figure out, but they should be a good representation of what scientists, and even students, are studying and finding across the country every day."



Liesje Powers | Multimedia Editor

#Heartbreak

Clinical psychologist explains importance of avoiding ex's social media after breakups

HARRY ROWE

Staff Writer

Seventy-seven percent of Americans reported having at least one social media profile, up from 10 percent in 2008, according to Statista. Social media has ingrained itself in pop-culture, memes and slang and viral trends sweep over our digital society constantly.

For many young people today, the social media of their choice is just part of their life. That's why when breakups occur in the age of social media, it can be hard to avoid someone who once meant so much to you.

Amanda Smith, a licensed therapist who works with clients in Waco, said even if the relationship ended on good terms, someone should strongly avoid reopening wounds by looking at old pictures of their ex.

"When there's been a breakup, I think that it can be extraordinarily painful to be connected through social media accounts," Smith said. "Every time we see a new status update or photo, we're reminded about that the relationship has ended. Even if the relationship has ended on a positive note, seeing that person's name pop up unexpectedly can be difficult."

In the era of instant messaging, all it takes is a couple seconds to text them, send them a message on social media or just go through

their profile. Dr. David Pooler, associate dean for academic affairs at Baylor's School of Social Work, said even though it is important to not overindulge in social media after a breakup, it is important to not stop usage completely.

"If someone is already using social media, avoiding it after a breakup is probably not wise. Living in reality and exposing oneself to the difficulties of reality are important and are part of healing.

"Avoidance of reality only prolongs a grief process. Moderate use of social media is probably OK, but one may need support from friends to grieve and cope, and to be accountable for how they are using social media," Pooler said. "I think if someone is

compulsively checking social media after a breakup that can be hurtful to them. Being gentle and loving with yourself after a breakup will likely involve moderate use of social media and avoiding the compulsive use of it."

For some young people dealing with breakups on social media, it can be tough to decide whether to delete pictures of their ex on their profiles, according to Samantha Burns, a relationship counselor, dating coach and author. Depending on the length of the relationship, there could be dozens of photos of the couple together on both people's pages. This can lead to the question of if the photos should be deleted or not and if it only hurts to preserve the memories. According to Burns, it can be a

“When there's been a break-up, I think that it can be extraordinarily painful to be connected through social media accounts,”

**AMANDA SMITH |
LICENSED THERAPIST**



MJ Routh | Multimedia Journalist

SOCIAL MEDIA SUFFERING In this social media era, avoiding an ex can be almost impossible.

balancing act deciding whether the photos will bring more pain or joy long term, but if the relationship was meaningful and a major part of someone's life, it may be important to give the thought some time.

"Though you may want to vaporize your ex and pretend they don't exist, the reality is that

they were an important and meaningful part of your life," Burns told Elite Daily. "Consider saving all of your couples photos to a flash drive and storing it out of sight and out of mind, or give it to a friend for safe keeping until you feel prepared to view them again."

Social media builds barriers, experts say

REWON SHIMRAY
Cartoonist

The facets of social media — an image-saturated, language-fluid, highly-politicized environment — breed divisive in-groups, Baylor experts find.

Dr. Leslie Hahner, associate professor in communication, said social media creates “ecosystems” of thought.

“Because all social media is built on algorithms, those social media cater to your specific tastes,” Hahner said. “Those ecosystems don’t expose you to opposing beliefs, or things that challenge that, and that can create some problems in terms of how we relate to other human beings.”

Hahner described the constant reinforcing feedback as “toxic to some extent.” According to Hahner, individuals in highly saturated ecosystems are “more difficult to persuade, more difficult to move, because they are so inundated with something that only convinces them that their point of view is correct.”

“[Ecosystems] diminish our ability to care for one another, honestly, or at least to relate to one another in a more robust sense,” Hahner said.

Dr. Jeannette Marsh, associate professor and coordinator of the language and linguistics program, said social media is a platform for assigning new meanings to everyday things, such as clothing, hairstyles, home decor and even behaviors.

“The meaning you assign to an object could be different than the meaning I assigned to an object,” Marsh said. “The only way I can know what that means is to be a part of your immediate in-group that has all assigned the same meaning to whatever it is.”

Hahner and Marsh identified the image-dominated media, the evolution of language and partisan animosity as aspects of social media that deepen divisions between people groups.

Hahner said social media typically features shorter posts and more image-based content.

“Posts with images get far more traction,” Hahner said. “We are less

interested in reading generally. Posts with a longer text component are far less trafficked.”

Hahner said the preference of using images causes people to “short-circuit [their] critical thinking process,” because images are more emotion-provoking than writing.

“Our feelings can often be stronger than our processes of thinking through things,” Hahner said. “I think that because we are so heavily reliant on images, and we dislike texts. That means the types of processes of thinking through things is a little truncated.”

Even when included in social media, text is often limited by the casual forms of language used online, according to Marsh.

“Social media is a generator for new language forms,” Marsh said. “It fosters shortening of words in way that we didn’t used to do a whole lot.”

Marsh said people use abbreviated forms of words now more than any other time she has ever studied.

Marsh said character limits on social media created the initial need for “clipping,” shortening words through leaving out vowels or cutting off ending syllables. Since the doubling of the character count on Instagram in 2016 on Twitter in 2017, clipping has become less necessary. People now continue to clip words because it has become part of the culture and style of online communication, according to Marsh.

“The ability to use that style of language is a mark of in-group belonging to that culture,” Marsh said. “Everyone wants to feel like they belong to something, so you learn that dialect, and that becomes a shibboleth [or group-defining practice] of your belonging to that culture.”

Marsh said the opportunity to post and engage on social media allows every user to be “a possible creator,” which creates rapid change. Scholars studying historic language changes struggle with identifying contemporary language periods because of these fluid states of language through social media, according to Marsh.

Marsh said language changing “makes it difficult for everyone to stay

current” and creates a “generational barrier.”

“That’s no different than it may ever be, but it may be more difficult now because it all changes so quickly,” Marsh said.

Hahner said social media ecosystems allow hyperpartisanship to “become more entrenched” in society.

Hahner said social media ecosystems have formed to online users’ preferences, which are often “conflicting and outlandish claims rather than reasonable headlines and reasonable interpretations in journalism.”

“People don’t like long-form [or] nuanced takes on whatever we’re studying, which usually involves far more evidence and detail,” Hahner said. “Those kinds of readings and engagements are strongly discouraged and we prefer the demonization of others and the hot take rather than a more sustained engagement.”

Hahner said Russian propaganda efforts have been “very successful with very little money” by using highly polarizing, extreme claims already typically found among American social media sites.

“They’re playing up things that we, as Americans, have already done, then weaponizing them against us,” Hahner said. “Russian propaganda efforts cannot be successful without those ecosystems, because we’d be stronger, critical thinkers,” Hahner said.

Hahner said she believes educating people in critical media literacy could help alleviate some of the psychological and social barriers social media creates.

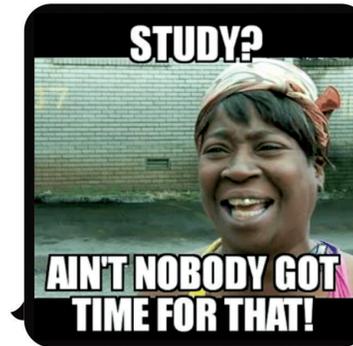
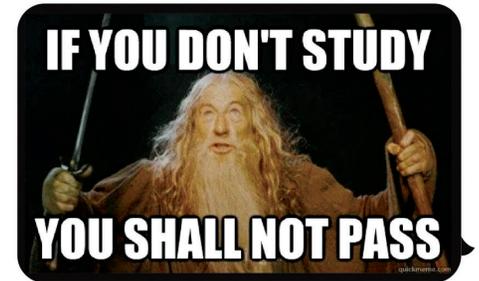
Baylor teaches numerous classes to help students be more informed media-consumers. Courses include Introduction to Rhetorical Theory and Criticism, Visual Rhetoric and Visual Literacy: Sight, Sound, Motion.

Outside of taking classes, Hahner also recommends students to read sources from different points of view, which will also diversify personal social media feeds.

“[When you] use your own critical thinking skills... you are better able to live in the world and not be as impacted by those things without at least giving consent to it,” Hahner said.



Bobby



Today 12:24 PM



You okay, Bobby?



Alright man, text or call me if you want to talk!



iMessage

Liesje Powers | Multimedia Editor

SOCIAL MEDIA THROUGH THE AGES:

HARRY ROWE

Staff Writer

In a world with 7.5 billion people, how many active monthly Facebook users would you guess there are? A hundred million? Possibly a billion? Not quite. According to recent data released by Facebook, there are over 2.27 billion active monthly users on Facebook — 2 billion. Social media wasn't introduced to the world until 1997 with Six Degrees and didn't become popular until right before the turn of the century ... So how did we get here?

When looking at the evolution of social media, it is important to keep in mind just how basic the beginning was. In 1997, Sixdegrees.com was introduced to the world, pioneering the way for the future of the internet. Users were allowed to create a

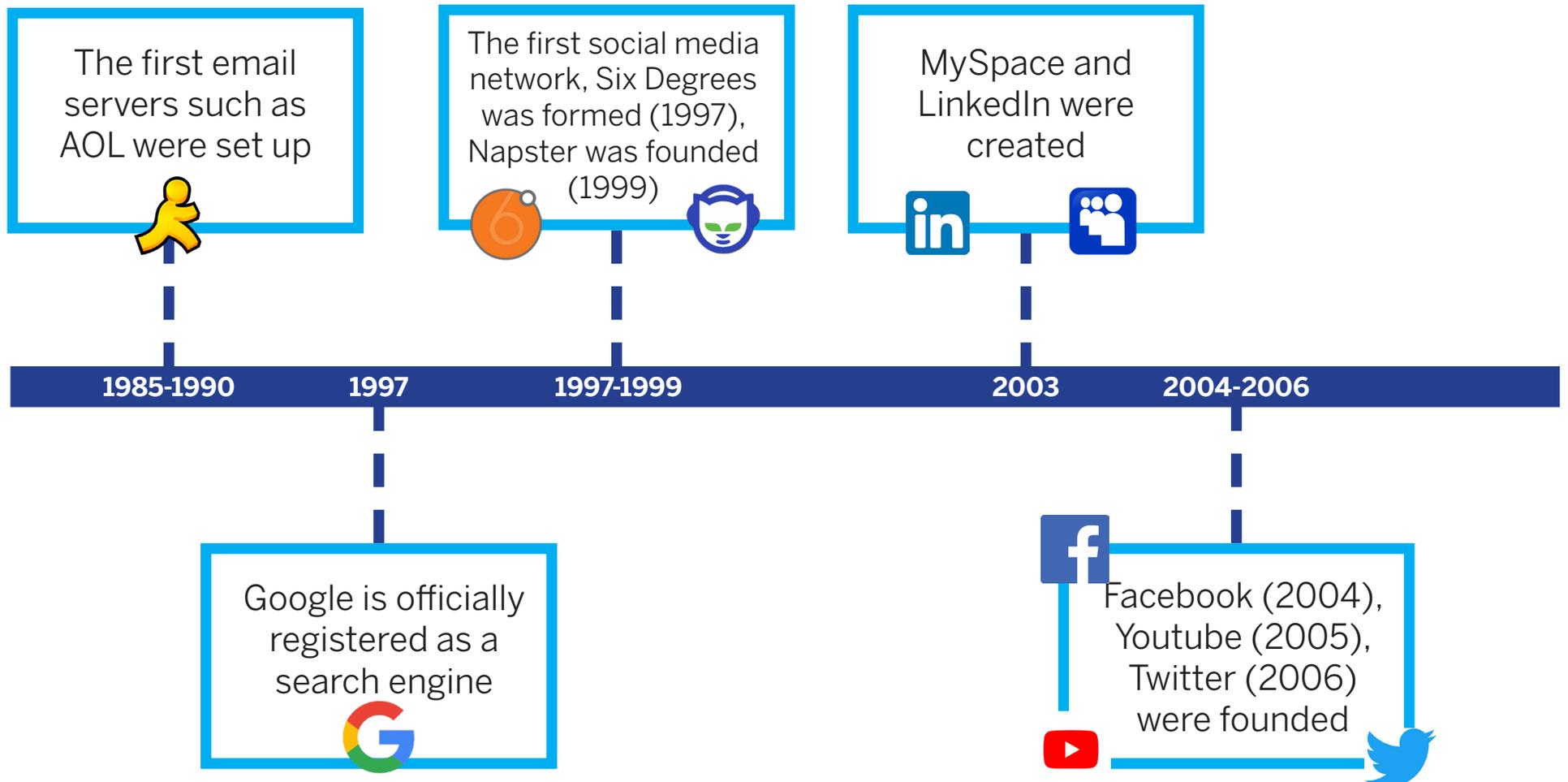
profile, friend others, post on message boards, and even message their closest friends. The site lasted for a few years until it closed in 2001.

Although it didn't stick around for very long, the introduction of Six Degrees marked an important moment in social media history. Soon after its close, websites like Friendster and MySpace started gaining huge momentum. According to an article in the New York Times from 2006, Friendster had gained over three million users by the fall of 2003, a little over six months since its debut in March.

"Friendster was so focused on becoming the next Google that they weren't focused on fixing the more mundane problems standing in the way of them becoming the next Google," Mikolaj Jan Piskorski, a professor of strategy and innovation at the International Institute for Management Development, said of Friendster in the article.

As people drifted away from Friendster, a new website began to gain traction. MySpace, a company that's massive rise was just as big as its massive fall, was becoming a mainstream platform. Created in 2003, the website was virtually a Friendster clone. By June of the next year, it was receiving over a million different users per month and just kept going. Popular artists like R.E.M. began posting their albums on MySpace, getting even more traffic to the site. In 2005, the site was bought for \$580 million and was growing at exponential rates. At its peak around 2007, the company was estimated to be worth \$12 billion.

2008 is when Facebook, a local project started by entrepreneur Mark Zuckerberg, surpassed MySpace in users and never looked back. Originally meant for only Harvard students, Facebook, initially named The Facebook, was fairly one dimensional at first. Users could upload a picture to their profile, put some information about themselves and add friends. There was no



REVOLUTIONIZING DIGITAL CONTENT

messaging or even status updates at this point.

Facebook soon gained more and more users, created a high school version that was soon merged with the college one, and was on pace to take off. By 2009 the site had 360 million monthly users, and in the next year it had somehow almost doubled that number with 608 million. Facebook continued to create innovative features like entire games you could play with other users on the platform and a newsfeed on the website. Although Facebook had begun to cement itself as the super power among social media sites, other competitors emerged and created their own niches; by 2010, a platform called Twitter was producing over 50 million tweets a day, allowing users to update their followers of events in real time. In 2012, Facebook bought a two-year-old Instagram for \$1 billion. Instagram had already amassed over 50 million users.

That leads us to today, where the average global internet user

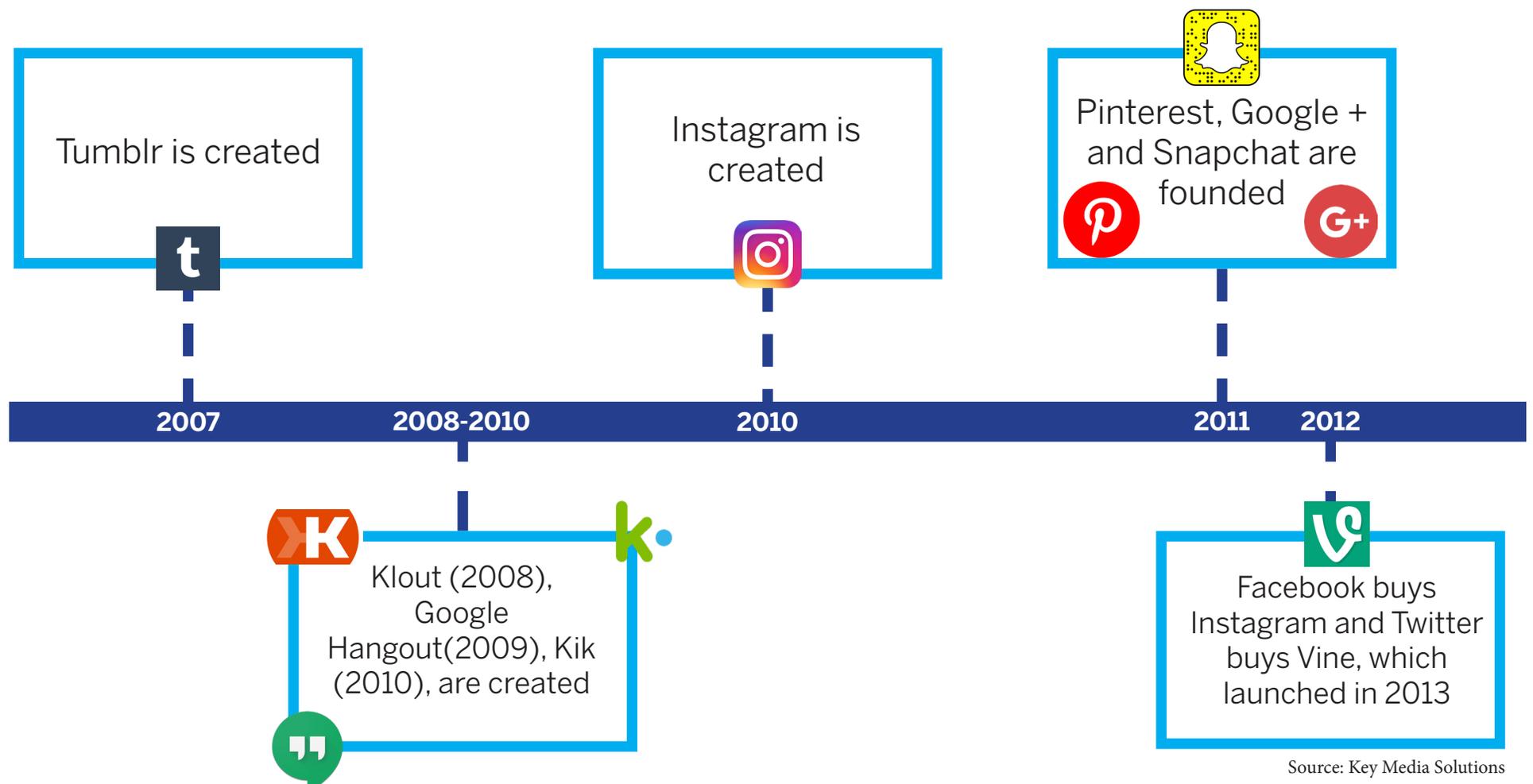
spends at least 135 minutes a day on social media alone, according to Statista. With dozens of platforms boasting hundreds of millions of users, the market is constantly being challenged and innovators are creating solutions to problems in the digital space. Even at Baylor, social media is a way for students to be updated on real-time emergencies.

“Social Media is one of the many tools we may utilize to notify the campus community of an emergency,” said Leigh Ann Moffett, Baylor’s director of emergency management in the department of public safety. “The university recognizes the need to have redundancy in our emergency notification capabilities and push content to faculty, staff, and students in any way possible. Of all options available, @bayloralert is typically the most timely platform, followed by SMS text and emails.”

Baylor’s Department of Public Safety isn’t the only Baylor department that heavily utilizes social media. Baylor’s Information

and Technology Services has had a Facebook page since shortly after Facebook allowed organizations to create accounts instead of just individuals, according to Carl Flynn, director of marketing and communications for Information Technology & University Libraries. They created their three Twitter accounts, @BaylorITS_Alert, @BaylorITS, and @BaylorITS_Help back in 2009, only three years after Twitter was created. While the other two systems are still functioning, @BaylorITS_Help has been shut down.

“Social platforms have helped Baylor ITS to be more immediately available/accessible to our clients over the years,” Flynn said. “It is satisfying when someone tweets @BaylorITS and we are able to quickly respond to their concerns. And, when someone rants on Twitter about ITS, we can see the concerns and address them without being approached directly. This sort of interaction demonstrates that we are listening and responding to our clients, which is a powerful approach to client support.”



Source: Key Media Solutions

Local businesses find success through social media

Bridget Sjoberg
@Staff Writer



In a city like Waco, with a variety of new small businesses, social media can often be a beneficial way to promote a company's brand and products.

Jed Cole is the co-founder and owner of Waco Hat Co., a nonprofit benefiting Mission Waco that sells a variety of hat styles promoting growth in the community. Many of their hats read "Waco" or depict images like a Waco skyline or the Waco Suspension Bridge.

"We started a little less than a year ago," Cole said. "The goal behind it was to provide something cool for Waco residents or visitors to have that represents or is good marketing for the city. We also hope to do something good for the community — it's 100 percent a nonprofit for Mission Waco and we work with other small businesses via social media partnerships. It's also just

something fun for my mom and I to work on together."

Waco Hat Co. has been particularly successful in promoting its brand over social media, with nearly 500 Facebook followers and over 7,500 Instagram followers.

"Social media creates brand awareness and is a way for people to interact with the brand for the first time," Cole said. "We don't have a specific retail location, so we're dependent on local places in Waco selling our products and social media. Another benefit is that it allows us to promote other businesses and what Waco does — it helps make a sale, but also increases awareness of other partnerships that benefit from exposure."

Waco Hat Co. has sold 3,000 hats so far in its first year, primarily through their online website and partnerships in five locations — Bolt Boutique, Tradinghouse Design Co., World Cup Café, Morrison's Gifts and Pinewood Coffee Roasters. Cole believes Instagram promotion has played an important role in the nonprofit's growth.

"Instagram for us has brought the most social media engagement," Cole said. "Our goal is to frame our brand as both welcoming and fun. When we look at photos to post, we make sure they check those two boxes."

Specifically, Cole believes that high-quality photos and creating a welcoming atmosphere via social media are helpful in brand promotion.

"I think people associate the quality of photos with the professionalism of the brand," Cole said. "It's important to make sure that the photos and captions align with the company — if someone ever only looks at one post, we hope they take from it what we hope they take about the company as a whole. With professional brands like North Face, you see their Instagram account and their photos make you want to be there. If we can also do that with photos from Waco, that would be awesome."

Waco Hat Co. has been a featured vendor at both Magnolia's Spring at the Silos and Silobration events. Cole is originally from Waco and appreciates the community's willingness to support local brands and small businesses.

"There's a great appreciation for startups here," Cole said. "People have welcomed this company with open arms and our success has more than met my expectations. We hope to extend an avenue through which people can support Mission Waco while also getting a cool hat out of it."

Another small business in Waco that has successfully used social media to promote their brand is Linen and Cake, a home decor shop located on Austin Avenue. The shop is owned by couple Theresa and Bret Emry, and is linked to an Instagram account with over 16,000 followers.

"Social media has been a huge part of our promotion," Theresa Emry said. "We have lots of people come by the shop saying they found our business on Instagram."

Theresa Emry believes Instagram provides a visual representation of the brand for customers and an interactive experience to engage with the shop.

"People are visual, and when they can see you and what you're doing, they respond well to the brand," Theresa Emry said. "Instagram has definitely been the most successful for us in terms of social media. People enjoy pictures of Bret and I together or me engaging in creative activities."

Theresa Emry believes some elements leading to Linen and Cake's social media success include engaging with customers and creating a consistent feel through Instagram photos.

"We really care about people, and by answering comments and responding to messages on the account, the interaction provides value for others in our social media account," Theresa Emry said. "Consistency is also key — it's important to keep going even when numbers aren't growing. Considering the look of an Instagram and putting together an overall feel in the photos helps as well."

Linen and Cake recently launched an online store and received a shop visit from "Fixer Upper" design star Joanna Gaines. Theresa said she and her husband hope to continue valuing the Waco community in the future and appreciate the support for the city's startups and local businesses.

"We opened up this shop for community and to create an interactive way for customers to enjoy creative displays and provide inspiration for their own homes," Emry said. "We've loved seeing the growth of Waco and standing alongside other local businesses in the city."

SCHOOL SHOULD BE COOL

Students' social media use affects success in their school work, passions

MADALYN WATSON
Reporter

Snapchat, Instagram, Twitter. These are just some of the social media platforms that distract students from focusing on their studies and passions.

According to an AAP study in 2017, 50 percent of American teenagers use social media and 60 percent send text messages while working on their homework or studying. This form of multitasking affects a student's learning abilities.

Anaheim Hills, Calif., sophomore Sarah Gendron uses social media apps like Twitter, Instagram and Snapchat, but said her favorite distraction is browsing Reddit.

"Hours usually go by of procrastination spent on social media any time I sit down to do work," Gendron said.

Gendron thinks she would be much better off if she had never been exposed to the distractions of social media.

"I would still spend time procrastinating, but probably less because eventually you just run out of things to do. But if you have the internet and all the social media apps, then it's never-ending," Gendron said.

Houston sophomore Caroline Murphy uses social media to occupy her time and distract her when she's struggling with homework, friends or other aspects of her life.

"I use them for a huge a stress reliever, so whenever I get really stressed by school, I just go to social media and spend hours doing that instead of doing what I need to be doing," Murphy said.

However, Murphy said she enjoyed her past experiences at summer camp where she had no access to her phone for weeks or months at a time. She explained that it gave her a look at what her life would be like without social media.

"If I logistically could throw my phone away and literally have a flip phone for emergencies and that somehow got Baylor emails, I would be so happy," Murphy said.

Waco sophomore Anjelica Achterhof deleted all of her social media apps from her phone when she realized they distracted her from achieving a peaceful state of mind.

"I feel like I do want to re-download them, but start using them in a way that is a tool for promoting my art or promoting things that I want to speak my mind about instead of just wanting to show off what I'm doing or how cute I look with my friends," Achterhof said.

out exploring nature, I could have been pursuing my art or praising God for what's around me," Achterhof said.

However, Gendron believed that some good came out of her procrastination. She began reading fitness and health subreddits, discussed the benefits of certain workout routines and healthy eating habits.

"[Reddit] really encouraged me to go and actually lift weights, which was something that was very intimidating," Gendron said.

Achterhof kept Pinterest when she deleted all her other apps because she finds inspiration for creativity and her artwork through social media.

"I will get spurts of motivation if I see [social media] accounts that are art or travel related, and then I'll be more motivated to want to pursue those endeavors," Achterhof said.

In a study conducted in the UK and Ireland in 2017, 52 percent of people polled were said to post pictures that are not realistic portals of their lives on social media simply to make their followers, or friends, jealous.

Murphy has limited her time on social media and no longer follows accounts that portray unrealistic lives, so that she would not feel like she's missing out.

"It's kind of like social media [had] been weaved into my daily life," Murphy said.

Young adults say that certain social media platforms increase their depression and anxiety, according to a report published in 2015 by the Young Health Movement and the Royal Society for Public Health.

"I am a huge believer the stuff that you look at and then stuff that you listen to affects your mood and affects how you are. There have been times when I have been very depressed, and I have been looking at the sad Instagram quotes and then everything [goes] downhill," Murphy said.

The same report states that young girls, teens and young women are more likely to have issues with their body image if they use social media.

"I feel like a lot of my old anxiety [and] depression really came from obsessing over social media and comparing myself. Ever since I really stopped caring what people thought, I've just noticed more happiness with my own life and more of a will to live meaningfully," Achertof said.



Achterhof said social media put her in a mindset that prevented her from being motivated in life.

"I find myself on social media for hours and realize like, 'Wow, I could have been educating myself, I could have been

THE NEWEST ADDICTION

SOCIAL MEDIA USE HAS INCREASED. SO HAVE THE NEGATIVE IMPACTS.

RAEGAN TURNER

Staff Writer

Millennials, along with Generation Z and the current growing generation, sometimes classified as Generation Alpha, have been criticized for being addicted to their phones, and more specifically, to social media.

According to the findings of a study from the International Journal of Environmental Research and Public Health cited in the Washington Post, for a particular part of the population, the impact of social media in their lives is similar to the effects of misuse of drugs or alcohol.

“We found that for a small minority of individuals, social media had a significant detrimental effect on many aspects of life including relationships, work and academic achievement,” the article said. We argued that such signs are indicative of addiction similar to what people experience with alcohol or drugs.”

Though the effects of social media are not as drastic as the effects of drugs in the lives of the majority of the population, they are serious and frequent enough to inspire the development of apps such as Pocket Points and features like Apple’s new Screen Time function. Both programs are dedicated to curbing screen time for the younger generation.

Pocket Points rewards college students with discounts, coupons and gifts for not using their phones during set times of day, while Apple’s Screen Time generates reports about how phones are used daily and can limit the amount of cellular activity parents allow their kids to participate in.

San Antonio junior Lina Sanchez has been without her smartphone for a period of time after hers broke on vacation. She described how having to use a simple flip phone was eye-opening.

“I never realized how often I would

check my phone or get on Twitter or Instagram throughout the day. I was super distracted by social media — it was like a crutch for whenever I was the tiniest bit bored,” Sanchez said. “Now I can’t access that during the day, and I feel like I have so much more time and it’s kind of weird. I’m still getting my phone fixed, but I’m going to miss this [flip phone].”

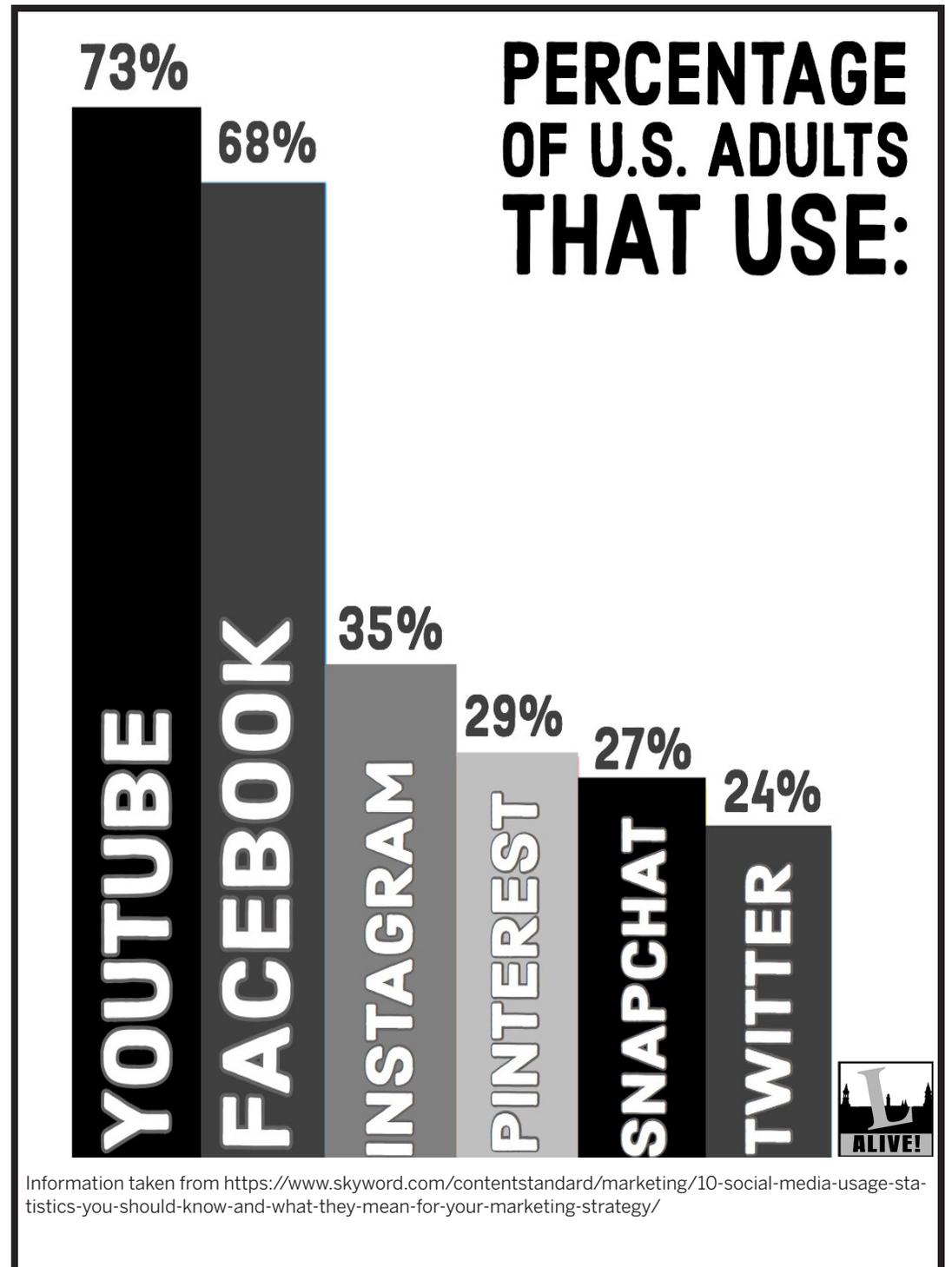
On campus, professors are noticing the effects constant interaction with social media and phone usage has on their students. As a result, many professors have instituted strict policies regarding technology use during class time.

Dr. Thomas Ward, assistant professor in Baylor’s philosophy department, is one professor who now has a “no screen” rule in his courses.

He requests that students refrain from using all technology in class unless given permission to look up information. Ward explains his reasoning with an anecdote about a distracted student in one of his previous classes.

“Using screens in front of people often alienates them, even if they aren’t personally offended by your behavior,” Ward said. “My no screen policy is primarily designed to foster a sense of community, of participating together in the project of education. Years ago, before my no screen policy, I had a colleague visit one of my classes. She observed a student on his laptop checking Facebook and ESPN and not even pretending to take notes. I haven’t allowed screens in class since.”

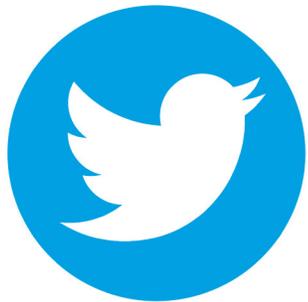
What was meant to be a tool for communication and connection has had a significant impact on multiple generations in a proven detrimental way.



MJ Routh | Multimedia Journalist

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