**Assignment 6**

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Words: 1997

**My generation assignment**

Events that made my generation

**Internet**

My generation is the kind that more or less grew up with internet. Internet was released for personal use in 1993 and it took a while before everyone was using the internet. In the beginning, you still had to install the World Wide Web with a floppy disk or a cd. You also needed to plug in your telephone cable into the computer in order to establish an internet connection. Internet worked very slowly, but at that time people were really happy with it, because it was something entirely new. Around the beginning of the third millennium almost everyone had internet. Internet made life a lot easier. Earlier, people needed to take the dictionary to search for words, but after the introduction of the internet, they could just type the word in Google and they could search for the meaning, the spelling, synonyms and rhyming words. Because of the internet you could also deliver mails (letters), read books and articles, answer letters, find items, buy items, write articles, books et cetera. A new world had opened. This reduced a lot of time. More people began to use the World Wide Web for setting up their own business. It was easy to buy a domain name, since almost every URL was still free (not obtained). It was also easy to make a simple website.

All of the above caused the internet to grow rapidly in the beginning. After cable internet and ADSL were introduced, internet became a lot quicker and people paid a fixed price for their usage, causing people to surf more and website to add a lot of features. Webpages became more focused on their usage and flash mainly disappeared off the web for more steady and professional websites. After Cable and ADSL, wireless internet was introduced. It made it possible to use Wi-Fi in every location in a certain area, and therefore it wasn’t necessary to plug in a cable into the computer or laptop anymore. People became connected all day round, sometimes even with multiple devices at the same time. Since websites kept adding features and became heavier, internet usage soared.

By then internet became the number one platform for contact, gaming, networking, chatting and purchasing. After mobile phones, more and more machines and devices became connected to the internet, to the point where lights can be turned off by mobile phones and paying for your drinks can be done through a microchip inserted into your arm in some bars. Even in these days, the development of the internet hasn’t halted. Social media are booming business and ‘big data’ (the gathering and linking of all sorts of user information on the internet) and ‘smart devices’ might be buzzwords in the years to come. Internet has made it a lot easier to start your own business and to market your business to the right people. Internet was easy to stay in contact with other people and businesses and to share and view reviews of items and events. Since the rise of internet the word ‘contact’ got a whole different meaning.[[1]](#footnote-1)

**Social Media and Smartphones**

There have been many changes in the world since social media became popular. People like to follow the lives of other people. They also like to show other people what keeps them busy and show other people that ‘they are there’. People prefer to be a part of a community, and with the advent of social media, this became a lot easier. After all, it’s very easy to contact people through social media and to join, like and follow different groups. All of this takes a lot of time from the user. People on Social Media always demand someone to react as quickly as possible and therefore social media gradually turned into a 24/7 job.

Social media doesn’t always make people happier. In fact, it could even make them unhappy. It’s possible to get an inferiority complex when people see other people who, in their eyes, seem to have more fun than them or who have more friends on social media. Also the number of ‘likes’ (or rather the lack of ‘likes’) can contribute to this inferiority complex.[[2]](#footnote-2)

Many people become addicted to social media and are therefore less social in the real world. Moreover, there are more quarrels in relationships through the use of Facebook and other Social Media channels such as Instagram or Twitter. For example, when a colleague ‘likes’ all of your spouse’s statuses and pictures, this could arouse suspicion with the significant other. It leads to more monitoring and jealousy and can cause breakups.[[3]](#footnote-3)

Social Media doesn’t always leave you in a good mood. There is a lot of negative news in newspapers. The negative news also shows up at social media because people share these posts or respond to it. Occasions like this can really have an effect on your mood, it can leave you sad or even depressed by things happening all over the world. However, this is not the greatest danger of Social Media. Many negative messages are posted inside the so-called communities. They use their wide range to incite hate between populations. Because communities and users with many followers or friends have a lot of power, people are quickly affected by them. People follow these communities/people and their messages because they see them as role models. This can incite feelings of hate between populations easily. At these messages most of the repliers are the more extreme proponents and opponents because they are very committed to the community and the thoughts. Many people read these comments but they don’t join the discussion. This can be misleading for them because in their eyes it seems as the general opinion of that population (religion et cetera). In this way different populations get sick of each other, and hate is born.

**WTC and Muslim extremists**

The attack on the twin towers is one of the most catastrophic terroristic attacks in history. The whole world saw it on television and on the internet. The second plane that crashed into the second tower was even broadcasted on live television. It took months to clean the whole city and to identify all the victims. It has never really been confirmed who was behind the attacks, everybody thinks it was Al Qaeda. But some scientists seem to have proof that it must have been the United States of America’s own government. We will probably never know who was really behind the attacks. But the world blamed the Muslim extremists, causing a lot of pressure and distrust towards Muslims in western countries as well. After the attacks the security at airports got stricter. Some laws got approved right after the attacks, such as the identification obligation and the retention obligation of call and internet data.[[4]](#footnote-4)

The Middle Eastern countries have been very unstable for many years. Because of that it is very easy for terroristic groups to take control in those countries. That’s what’s happening a lot the last several years; first we had Al Qaeda then the Taliban and now Isis. But things have changed: in recent years young Muslims from around the world travelled to the Middle East to wage war as a Jihadist.[[5]](#footnote-5) Young Muslims from all over the world go there, from countries like France, Belgium and Holland. We could link this to the internet a bit as well. Because of the internet (and television) they notice what is going on and they are stimulated to do the same thing as their fellow believers. Those terrorist groups tell them to join them because it is the will of Allah. They already feel undervalued in the Western countries they live in because by many inhabitants they are seen as a big problem in society due to their overrepresentation in criminality. Research points out that Muslim extremists see the terrorists as protectors and victors. So if we point them out as evil conquerors while their followers see them differently, it damages our credibility and makes our communication less effective. Lately religion is becoming more important than the country of origin.[[6]](#footnote-6)

**Movie**

The Social Network is a film about the beginning of the company The Social Network, which later changes to Facebook. This film really defines this generation because these days it is very easy to start up your own company on the internet. The only thing you need is an idea, a website and a big network or people with a big network. The power of internet and social media is so big, that if people begin to like and share a company or an idea it can be famous in a few weeks or even a few days.[[7]](#footnote-7)

**Song**

Where is the love is a song from the Black Eyed Peas. The song is about a change in society. People don’t care about each other and the world as they used to do. With this song they want to make people see that a change has to be made. Because of all the rising criminality they wrote this song. Unfortunately it defines my generation more or less.

**Singer**Esmee Denters, she was the first singer to be discovered by uploading a song she performed on YouTube (Social Media). She got discovered by Justin Timberlake, because she got a lot of views on her uploads. It’s very defining for this generation because before internet and social media it was much harder to show your talent to the world and to be discovered. Now it happens all the time, people are always surfing the web and sharing things they like and therefore also unknown people can be a new sensation (usually for a day or two).[[8]](#footnote-8)

**Products or services**

**Smartphones**

Smartphones have changed the way we act, the way we communicate, the way we play games and the way we surf the internet. We are completely dependent on our smartphones, almost everybody has a smartphone and uses it every day. Most of them even use it every hour or more often. There are a lot of applications that can be used, like word and pdf displayer for business goals and of course games and social media applications. People don’t want to miss a thing, which is one of the main reasons why they use their smartphone (social media) so often. There is even an official term for that, called; FOMO (Fear Of Missing Out). We are in constant communication with each other and everybody wants to be up-to date.[[9]](#footnote-9)

**Facebook**

Facebook is a social network (website and application). It responds to the big need for belonging to a community, that the current population has. People like to be in contact with each other 24/7, they like to read about each other and watch films and photos from each other. A lot of people also use Facebook for business and school means. There is an option to create a group or community to for example share files and photos on or discuss and plan activities. I personally find Facebook easier to work with than Dropbox for example, because it’s immediately possible to respond on peoples’ work.

**Thuisbezorgd**

We live in a 24/7 society and people like to save some time when they come home from work or school. In most families there are 2 Full Time Employers, so there is no one at home to make dinner. They can start cooking around 6 PM when they arrive at home. At that time a lot of people don’t want to take the time to prepare dinner for their family. That’s why people find it easy to quickly order food. Thuisbezorgd.nl is a website where people can order food at multiple restaurants. Thuisbezorgd also has an application for smartphones. By using the application people can order dinner while they’re on their way home. By the time they arrive at home the dinner almost arrives as well.

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