Popular culture has always been associated with the younger generations. In fact, much of the general productions and creations are made and marketed to cater for the younger spectrum of the populations. From TV series, movies, music, and games, everything is created to attract the attention of the youth.

Pop culture can influence the teens and young adults so immensely to the point that pop is not only seen in TVs and cinemas, it is a way of life. With the help of the advancing technology, the youth of today can access everything so easily that the limit between what is presented to the media platforms are blurred.

Many of the same types that influence young people today, such as TV, movies and celebrities, were popular with previous generations. However, the way that teens access and relate with popular culture has been transfigured by technology and specialization. The youth don’t just experience popular culture and react to it; they interact with it and affect it in real time. They’re using technology to do it.

Smartphones are the most revolutionary invention of all time. Imagine, form the chucky old cellular phones to slim and efficient gadgets that enables the use of the internet. Smartphones includes a lot of features that engaged the youth. Kids as young as 8 and 9 often have smartphones, but young people rarely make calls on them. Texting, along with using social media, has become the way to communicate for young people. Most phones are so techy that it will even let you know if your message has been read. You can text multiple people at a time, and will get much quicker responses than you would through email or phone calls.
And with the innovation that was a smartphone, comes the Social Media. When young people aren’t texting on their phones, they are often checking in on social media sites. Social media is a vital part of teen culture, from Facebook, to SnapChat, teens are sharing what they’re doing, what their activities are, what their opinion regarding things, and what they think of the world in general. Current events are also shared on Facebook that sometimes all you got to do is scroll on Facebook for a couple of minutes and you’ll be more updated that watching the news.

Different social media sites offer different internet experience. Twitter is the read and comment about the simplest news to the most relevant. Instagram is for sharing photos and moments. Youtube is a video sharing platform where content creators share their daily lives, opinions, and experiences.

These platforms of expression come with some risks, such as cyber-bullying or inappropriate content posting, but teens still flock to them to communicate about their lives and create identities for themselves. In social medias, teens reinvent themselves and create a persona that they show to the world online. Form over filtered selfies to OOTDS.

Popular culture changes for every generation, but the implications and the effects of it to young people are the same. But now more than ever, the pressure for the new generation becomes heavier because they have to intake a lot of information, a lot of standards, and tons of opinions all at once. That is why they need guidance from the inside to help them navigate it all.

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