



Share me and Like me!

There is an ongoing discussion about the future of print media. Will print media still be here in 10 years from now? More and more, people do not read printed newspapers or books but rather choose to spend many hours each day in front of their mobile devices or computers. Even the once-so-popular TV is losing more and more viewers. This rise of digital media will also change the way we learn, but that is not what we want to talk about here.

The trends described above have mainly been catalyzed by the emergence and rapid growth of the Internet. Once only accessible to academics, the Internet has become fundamental today, and life without it is considered impossible by many. In fact, some people even show withdrawal symptoms when they are unable to go online for an extended period of time, making Internet addiction disorder a heavily discussed topic in the psychological literature. Some Internet-addicted people even become famous: the 25-year-old Swedish guy, for example, who spends the whole day in front of his computer playing video games and sharing his emotions online via YouTube, with close to 35 million subscribers. The bold move of leaving university to pursue YouTube as his fulltime job paid off, making him one of a few YouTube multimillionaires.

Apart from having subscribers on YouTube, it is becoming increasingly important for almost everyone to have as many virtual friends, so-called “followers”, as possible on various social media platforms. Furthermore, people



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should not only follow your content, but should also actively “Like” it – “the more the merrier” applies here too.

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Enjoy reading.

Sincerely yours,
Alessandro Devigus

Acknowledgment

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