



A MULTITUDE OF MASS MEDIA

From a young age, Emily Chambliss, 15, had been exposed to how much information was available on the Internet. From a ten-year-old watching beauty hack videos on Youtube to a fifteen-year-old following human rights pages, Chambliss has made a considerable turnaround.

"I think [social media] is mostly a distraction and something that makes you happy," Chambliss said. "It makes you escape your life for just a minute to live the DIY life that all of those beauty gurus always did. It made me want to be like them, so I wasn't paying attention to stuff that I should've been."

As Chambliss grew older, she began to spend more time searching for information that actually had an impact on her life and could make a change in the world.

"My explore page and my trending page on Twitter has catered more toward stuff I actually look at, but in the beginning, I had to search for it because I made that conscious decision that I didn't want to see that meaningless stuff anymore," Chambliss said.

Throughout her life, Chambliss has been exposed to an abundance of information available through an endless source of social media and news channels. Throughout the past few years, she has focused her time on certain media that she felt was most important in her life.

"I don't even see a bunch of really important things like climate change, gay rights, trans rights, [and] feminism anymore because everything I see is what this YouTuber did this week. I don't care that

they took a picture with a celebrity," Chambliss said. "I care about how those poor koalas in Australia are doing, I want to know. I know not everyone cares about that but I feel like everyone used to care about that."

As more pressing matters at hand are now becoming harder to find, the media unknowingly creates negative feelings in their viewers. Most of these feelings have come about largely due to the boom of

they are doing with their lives have formed a standard that viewers feel they have to uphold.

"It's not a fair standard to hold yourself to because with social media and [fame], comes a lot of money, and money is plastic surgery, clothes you really like, [and] a ton of makeup," Chambliss said. "Those people aren't a lot of times happy in their own lives and that's why they show such an extravagant persona on the internet."

As much time as people spend on social media and the internet, they focus on media that just pops up on its own. They will make a schedule out of mindlessly looking at posts from influencers and other people they compare themselves to.

"I don't spend a lot of time on social media in general so I just read what pops up, and so if that's all people see and there's nothing that might actually be seen as important, then they don't see it which is sad," Chambliss said.

For Chambliss, she has been able to sift through all of the media and news stories available to search for what she truly believes in. Her wish is to inspire others with her pursuit of media that she deems important.

"I follow lots of human rights pages now so I've learned a lot about how to be a better person from it," Chambliss said. "I want to learn about what actually matters. I want to educate myself so I'm not ignorant."

**Story by Eleanor Bingham
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influencers on apps like Instagram.

"[Influencers] have way more power over people than they think they do, so I think influencers need to speak out on their platforms because then those younger people who see it will start to care and they will start to search for things and make smarter choices online," Chambliss said.

Throughout Chambliss' experiences online, influencers have gained so much popularity that they are drowning out important issues that are not discussed as much online. People that showboat what

THE INFLUENCE OF BIAS



"We require all Journalism students to take at least one course in statistics. They have to learn about how to do focus groups, they have to learn about reliability, so that when that they're looking at the story and the facts they can see what's really true. Try to make sure to take bias out by not thinking one way or another, but really just taking it as a blank slate," Academic Adviser to UofSC **Art Farlowe**, 46, said.



"I mostly avoid bias by not giving my opinion through my transitions that lead into those quotes. So I don't give any statistics or adjectives that are like 'I feel like this.' I think with most big media companies, it's not a mistake that they're biased. They cater to their viewer's opinions. Fox [News] would obviously lean conservative, and MSNBC would obviously lean liberal. They basically just strengthen what they already feel is right. It's mainly just propaganda," Student Journalist **Andrew Robinson**, 16, said.



"Inserting bias puts a spotlight on the observer themselves, which is the worst thing you can do. So you almost have to be consciously thinking, 'Am I a part of this story?' or, 'Am I truly recording this story?' Don't become the story. Your role is almost like Master of Ceremonies. You're here to present the material, not become the main actor in the material. You mature through that. As a recorder, you want to be curious. You want to ask yourself, 'why does that person say that,'" Yearbook Production Adviser **Steve Vollenweider**, 49, said.



"I personally think every issue is gray, I don't find it like black or white. I don't think so many sources out there are negative. The fact that there are so many sources, shows how everyone is invested in politics and that's how democracy should work. I guess it's a negative thing when ignorance is met with these sources. Growing up in India, we watched one news channel and I thought that was it. We watched BBC world news. Honestly feel like my opinions are a collection of all the thoughts I hear from people," Local **Samyuktha Nagesh**, 25, said.

Articles from Weekend Herald, New York Times, Daily Star, and Mirror