

[\\$1000 Scholarship Essay Contest](http://DISHPromotions.com)

Winning Essay by Christopher Perez, Barry University, Podiatric Medicine

Throughout human history communication has continued to evolve. Before the invention of the telephone in the mid-1800s, people mostly communicated in person. They were limited to sharing ideas with others in their communities and surrounding areas. Then, with the invention of the telephone, communication became much easier. People were now able to talk to other people across long distances. This technology made the world seem smaller. Today, social media websites like Instagram continues to change the way that we communicate and share information. Instagram, text messages, and speaking in person are all popular forms of sharing information and each one impacts the way that understand information differently.

Instagram has drastically changed the way that we share and understand information. Instagram, which was created in 2010 making it the newest of the three platforms, is an online mobile photo and video sharing social media service. It allows users to take pictures and videos and share them with others on the Instagram social networking service or on other social media platforms such as: Facebook, Twitter, Tumblr, and Flickr. People are naturally attracted by their visual senses. As Instagram is made up entirely of visual content, the site has become very popular. According to Statista, "Instagram has reached 300 million monthly active users" (Statista). With so many active users, people are constantly posting and sharing photos and videos with their audiences. This type of engagement allows users to build emotional connections with other people. It allows users to share day-to-day life experiences in an informal and casual way. Instagram allows people to share information about them in a very personal way.

Text messaging is another form of information sharing that has a huge impact in the way that we understand information. Text messaging or texting, which has been around since 1995, is the sending of a brief message, picture, or video between two or more phones. Texting is a form of communication that is meant to be quick; it is not to be used to have a full-fledged conversation. Text messaging is a very popular form of communication. "Globally, 8.6 trillion text messages are sent each year, according to Portio Research" (CNN). Also, since texting is done with another phone or multiple phones it does not have the same reach as Instagram. Texting is more personable in that when someone sends another person a text message they mostly likely know the other person. On the other hand, when someone publishes a post on Instagram anyone could see it even if they don't know the person personally.

Lastly, talking in person is the oldest form of communication between the platforms and continues to have an impact on the way that we understand information. It is the only one of the three platforms that involves spoken communication instead of written exchanges. Talking in person has is the most effective means of communication. It allows one to sort through their thoughts and ideas. More than just being able to pick up on non-verbal cues, communication in person allows more information to be shared. Text-based communication is usually direct and crafted, leaving little possibility for useful diversions from the main topic. Telephone is better, though often difficult to visualize ideas and concepts. Collaborating and discussing in the same location allows for you to pick up on details that may not have been shared otherwise, or for others to press you on things they may have just shrugged off if you were not there in person.

Sources:

<http://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>

<http://www.cnn.com/2012/12/03/tech/mobile/sms-text-message-20/>