

Technology Tip

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Is Social Media a Big-Time Time Sucker?



A recent AdWeek news item, Social Networking: A Waste of Time? (Oct. 7, 2010), reported... *Here's a sign of social networking's growing presence in modern life: It has surpassed TV viewing as the preeminent waster of people's time. At any rate, it tops the waste-of-time standings in a recent 60 Minutes/Vanity Fair poll. Respondents were given a list of six activities and asked to pick the one they regard as 'your biggest waste of time.'* A whopping 36% chose 'social networking,' putting it easily ahead of runner-up 'fantasy sports' (25%) and third-place 'watching television' (23%). Only a handful of votes went to 'shopping' (9%), 'reading' (2%) or 'your job' (2%).

There are those who believe social media is only a waste of time if you're using it to waste your time. Inquiring minds like ours want to know! What value do you find in social media? What social media channels do you participate in? Email us at info@waldware.com and let us know! Join the conversation.

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