

Content Analysis of Social Media

By Kyle Wood

INTRODUCTION

In May of 2019, burnout was officially recognized by the World Health Organization (WHO) as a serious syndrome which impacts an individual's mental, physical and social health. It is also important to understand that technology plays a crucial role in burnout.

Through the lens of symbolic interaction, this presentation examines common social media outlets such as Facebook and Pinterest to show how society as a whole teaches the acceptance of burnout.

Utilizing social media platforms, users are able to express feelings of burnout through the use of "Memes", quotes or sayings integrated into a popular picture to add effect or emphasis on the subject. An example of this would be the following illustration.



METHODS

As part of the Quality of Life Initiative, a survey was designed for Dixie State University Students, Faculty, Administration, and Staff by the ISR Team, in order to determine if burnout is being enforced and accepted among societal contracts at Dixie State University.

The survey is currently in the data administration and collection stage.

Approximately 1500 individuals will randomly selected to take the survey with an estimated completion rate of 90% A.F.S.

Institutionalization of Burnout

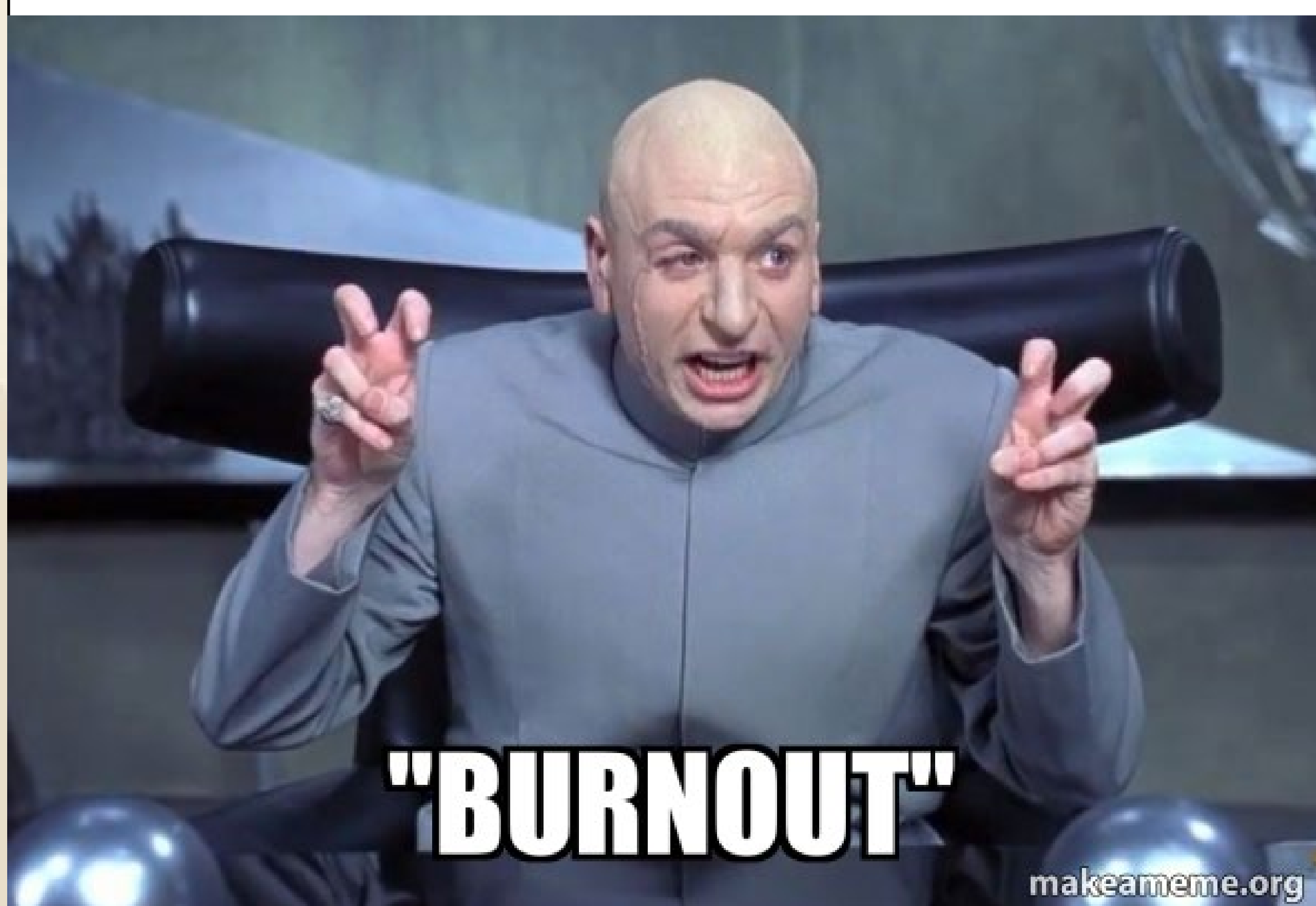
Educators of Institutions



Individuals of Institutions



Post Education



Discussion.

Humans have been using pictures to describe thoughts and feelings since the beginning of written language. The whole idea of a written language is for a society to use common symbols to construct meaning behind what they want to portray. A good example of this would be the Hopi Indians and their use of hieroglyphs to portray everything from maps for fresh water or homages to dead relatives.

Has this changed? Absolutely not, it has only taken on a more modern appearance. With the creation of the internet and social media sites, we have moved from stone walls to portray our feelings to a modern, virtual wall.

On this now virtual wall, people are free to share everything from what they had to eat for lunch, too pictures of a recent family wedding. But just as those before us did, we tend to also use this wall to portray our thoughts and feelings to anyone who might look.

This begs the question of what is being said on the virtual wall that is accessed by literally millions of individuals? With an increase in memes addressing things such as depression and burnout, is this a clue to what society as a whole feels?

Just as we sit and ponder over the meaning of ancient hieroglyphs on sandstone walls, so too will future historians and archeologists ponder at what the humans of our time were trying to portray with the use of memes like the ones seen in the example section. Will they think we had a serious understanding of pop culture, or just think we were always burnt out and depressed?

REFERENCES & ACKNOWLEDGEMENTS

- Today's most popular posts. (n.d.) Retrieved from [https://imgur.com/search?q=Burnout memes](https://imgur.com/search?q=Burnout%20memes)
- Makeameme.org
- Institute for Social Research team Fall 2019, Spring 2020
- DR. Robert H. Oxley