

Simeon Bunkley
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Eta Omega Scholarship

Essay Guidelines:

Upload an essay (250-500 words in length) on the topic: Current reports note that "86% of people 13 to 38 years old want to be social media influencers, but only 12% of those surveyed currently consider themselves a social media influencer." Explain how the desire to be a social media influencer may or may not affect a high school student's decision to pursue a college education.

Essay:

Determination and Discipline are what accomplish dreams, not procrastination. In the current status quo, 12% of 85% of the 13 to 38-year-olds wanting to be social media influencers have accomplished that goal. First, the definition of a social media influencer needs to be addressed. These individuals are people who create content and build a fanbase or community around their specific interests. Many young adults and teenagers have found this career more stimulating and appealing than other career fields because it promotes entrepreneurship and creativity in individualism. What is a sad realization is that most don't begin to see until actually attempting that this career path is quite harsh and competitive.

The usual notion of going to college to pursue further education in the primary sectors of the workforce has always been told to young adults and teenagers. Though collegiate education is the most practical option for life, the idea is what they want to pursue. Generation Z which is my generation and the Millennials who came before me mostly believe in the entrepreneurial spirit of working and getting it done ourselves. That thought becomes a roadblock that creates tunnel vision only making us see the results of becoming social media influencers but not having anything else as backup. An obsolete mindset becomes regularized within our thoughts so whenever we are asked about the idea of college it isn't even considered or there's some disadvantage to going.

Lifestyle is another major reason why it affects high schoolers' decision of pursuing college. Typically high schoolers are drawn to social media influencers as role models instead of people who have been to college. When these influencers showcase their own routines and activities it piques the interest of someone who's younger because the person is doing whatever they want to whenever they want to. Students when they interact with college graduates such as doctors, lawyers, and engineers through these professions have merit and are of importance, the students don't value their lifestyle nor the fundamentals. It seems to them that their individuality and ability to work for themselves goes away because they

will work under someone. Since they work for someone else they receive a salary which eventually has a cap on the pay. In the minds of teenagers if they put all this money into college just to be in debt because of student loans just to be told they can only make so much so it becomes disappointment. Teens truly lose the motivation of even attempting to go to school anymore because they can't earn the pay they desire to make regardless of their work experience or even time that they spend in school. The dream of becoming a social media influencer overall has caused some teens not to go to college anymore.

Word Count: 482 words