

Mirror column

Are you a twit?

Social media are the buzz words of the decade. Whether it's a FaceBook Babe of the Day on the university campus in Dunedin ('sometimes featuring nudity', said the ODT with apparent glee), or a local real estate listing, or the Twitterverse, or pin-ups on Pinterest, or a nearly free family network like WhatsApp (highly recommended, by the way, Google it), or a traveller's accommodation service like Airbnb, the 'social' media seem to be taking over how many of us run our lives.

But, like old age, it doesn't come alone. Privacy – whether it's the loss of yours or the invasion of other people's – is becoming a big issue. It's hard to be 'social' while still being private, as everyone living in a small town knows. And what about those many people who don't own a smartphone or a tablet, or even a computer? Are they a new otherclass, on the wrong side of a growing digital divide?

Whatever the problems, and whatever your own views, 'social' is an on-line revolution that's here to stay. Submissions have just closed on the district council's economic development strategy. I wonder how many times it mentions FaceBook?

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193 words