

Some social media sites become very popular over a certain period of time, but then they begin to lose popularity. What causes social media sites to lose their popularity?

People nowadays spend a lot of time on social media. Various social media sites have become very popular in recent years. Even though many people complain about potential negative effects of these sites, others seem to enjoy spending time on them. On the other hand, it is true that many of social media sites are usually popular over a temporary period, and then are forgotten quickly. **The causes of the decrease in the popularity of particular social media sites can be attributed to the habits of new generations of people and negative news about these sites.**

A fundamental reason why social media sites easily become obsolete is that particularly younger generations get bored quickly and always want to try new things. In the first place, people's consumption habits have changed dramatically over the years and, in contrast to earlier decades when people used the same items over prolonged periods of time, people today want to consume or experience new things and make frequent changes. For example, when a new model of a phone comes out, even if the phone they own has all the features they need, the young still want to purchase the newer model. Similarly, as new social media sites are founded, people want to try these new sites rather than using an older one. For example, increasingly more young people use the social media application Instagram, and they spend less time on Facebook, which, I think, is losing popularity.

Another factor that causes some social media sites to lose popularity is the negative news that people get about these sites. For example, it is sometimes revealed that a social media site has sold information about the users to third parties. This causes individuals to feel insecure and they decide to no longer use the site that violates their rights. Another violation may be related to people's privacy. To illustrate, social media sites may access to the user's photos or personal information, and use such information to learn about people's habits. Then, they may collaborate with other companies and create targeted advertisements for an individual user. Even though this is a usual practice, many people do not know about that and when they learn that this is the case, they delete their social media accounts.

Briefly, there are various causes of loss of popularity of some social media sites. **However, two factors are particularly important. The first is that younger generations easily lose their interest in things. The second is the violation of the users' rights and privacy by certain social media sites.**