Conference Paper

Mindset Change as a Social Media Impact in Yoon's *Everything, Everything*

Sri Wulan[1], Ade Rahmad Kurnia[1], and Nurhasanah[2]

[1]Universitas Islam Sumatera Utara (UISU), Medan, Indonesia
[2]STKIP Kusumanegara, Jakarta Timur, Indonesia

ORCID:
Sri Wulan: https://orcid.org/0000-0002-3087-2489

Abstract

Social media has a big influence on social life. This is portrayed in Nicola Yoon's novel *Everything, Everything.* The protagonist uses media social to build her hope as a social human being. The protagonist suffers from Severe Combined Immunodeficiency Disease (SCID). The disease prevents her from communicating and from even having a friend besides her mother and her nurse. Consequently, she uses email as a communication tool to establish her relationship with her lover since they cannot meet in person. Of course, such communication impacts the protagonist. Therefore, this study aimed to determine the impact of social media by applying a narrative approach. The data were obtained by collecting the parts of the story in the novel. The stories which demonstrate the impact of social media in the novel were identified. The results showed that the protagonist experiences stages of mindset change which are impacted by the use of social media with both positive and negative sides.

Keywords: mindset, social media, social media impact, collision

Corresponding Author:
Sri Wulan
sriwulan@sastra.uisu.ac.id

🔒 OPEN ACCESS

1. Introduction

Social media is now becoming one of the largest means of communication and is gaining popularity rapidly. Nowadays social media plays an important role in our life. Social media enables you to share ideas, content, information and news etc. at a much faster speed. All aspects of life can be displayed and demonstrated through social media. Baruah (2012) explains that the term Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.

Social media takes on many different forms including magazines, internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. With the world in the midst of a social media revolution, it is more than obvious that social media like facebook, twitter, workut, myspace, skype etc., are used extensively for the purpose of communication. This form of communication

can be with a person or a group of persons. Today most of the people specially the youngsters are hooked on to the different social media for keeping in contact with their peers. Social media is media for social interaction as a superset beyond social communication. There are pros and cons to the use of social media. One most important advantage is the online sharing of knowledge and information among the different groups of people.

On the other hand, the use of social media gives any impact to society. It is as what Akram and Kumar (2017) state that the impact of social networks on young people is significant. It is becoming increasingly clear that social networks have become part of people's lives. Many adolescent people are using their laptops, tablet computers and smart phones to check social medias and status updates from their friends and family. Due to the advancement in technology, people are pressured to accept different lifestyles.

Such impact is also described in the Nicola Yoon's novel *Everything, Everything*. In this novel, social media plays important role in communication between the main characters. The protagonist, Madeline uses email really frequently to have communication with her boyfriend. The online communication results in any impact to the protagonist's behavior. This study focused on the impact of the use of social media on the protagonist's behavior.

2. Literature Review

There have been many efforts to define social media. O'Reilly in Ahlqvist et. al. (2008: 13) describes that social media is built on three key elements: content, communities and Web 2.0. Content refers to user created content which may be of very different types; it may be photos, pictures or videos, but also presence information, tags, reviews and play-lists to mention some examples of this wide choice of input that people may create and publish on the web. The emphasis of the term is in its first word, social. Creating and uploading content and participating become interesting when there are other people doing the same thing. The social nature of activities brings us to a second aspect of the term, communities. Social media typically lets people communicate either directly and which has been common on the internet since early days ñ or via media objects. This was made possible during the last eight years when digital cameras and video cameras, camera phones and broadband connections became widely available and created new kind of opportunities for communication. The term social is well motivated in the name of this phenomenon, because a lot of value is seen in interpersonal communication.

This is expressed in value proposals of different services and seen in the large amount of person-to-person communication within services.

Another description of social media is given by Rideout in El-Badawy and Hashem (2015). She states that, among the younger generation, the time they spend on social media, what she calls 'entertainment media' is "more than twice the average amount of time spent in school each year." She also adds that an American child spends on average seven and a half hours a day just for having fun on the media, not only that, but they multi-task, between all the different media they use. For example, they can be listening to music, sending a tweet and also posting on Facebook. Rideout says, that since social media is seven days a week, unlike school or having a full-time job, over the years the amount of time one could spend over the internet *has exploded*.

In line with the above definition, Qualman as quoted by Gancho (2017) refers to social media as the age of instant communication and transparency calling it the glasshouse effect. He defines it as the tool to deal with the excess information on the Internet: a way to "filter" the information you actually are searching for. Further, Gancho (2017) explains there are different types of social media and the authors refer to: (1) social news sites (sites that allow news stories, articles, blog posts, videos and photos to the community e.g.: Digg, Reddit and NewsVine); (2) social networking (which allows community members to upload photos, create groups, add fans, invite friends to events, post comments on photos, videos, tag friends ex: Facebook, Instagram); (3) social bookmarking (sites that allow you to bookmark and share your favorite websites with an entire community ex: Delicious and Magnolia); (4) social sharing (a common feature among social media websites; social events; blogs; micro blogging; wikis; forums and message boards) (ibid.).

Another definition of social media is given by Kaplan and Haenlein (2010). They define social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content. It can describe different types of collaboration applications such as projects (e.g., Wikipedia); blogs/micro-blogs (e.g., Twitter); content communities (e.g., YouTube); social networking sites (e.g., Facebook); virtual game worlds (e.g., World of Warcraft); and virtual social worlds (e.g., Second Life).

Next, Transportation Research Board (TRB) (2012: 6) gives a description that social media is a term that refers to a number of web-based applications through which users interact with one another. Interactivity is what distinguishes social networking sites from traditional (or static) websites. Social media applications encourage users to share their

experiences, opinions, knowledge, and sometimes their locations. These connections can contribute to a sense of engagement or loyalty among social media users.

The importance of social media cannot be ignored since it plays a very crucial role in our lives today. The development of digital technologies for content creation and sharing, together with web technologies and applications that let people easily participate on the internet are the third corner stone, and we call it Web 2.0. Sometimes, this term is used to refer to the whole phenomenon of social media, but here we use it to summarize the technical aspect. Without the technology, people and content could not meet to the same extent. As a functional definition, social media refers to the interaction of people and also to creating, sharing, exchanging and commenting contents in virtual communities and networks (Toivonen, 2007).

Social media basically means any human communication or sharing information on internet that occurs through the medium of computer, tablet or mobile. There are numerous websites and apps that make it possible. Social media is now becoming one of the largest means of communication and is gaining popularity rapidly. Social media enables you to share ideas, content, information and news etc. at a much faster speed. In last few years social media has grown tremendously at an unexpectedly fast rate and has captured millions of users around the world.

Gwenn Schurgin O'Keeffe and Kathleen Clarke-Pearsonin El-Badawy and Hashem (2015) believe that there are negative impacts caused by social media, which include accessing inappropriate content and not "understanding online privacy." They also say that, there is online harassment and cyber bullying, which is mostly caused by risks of peer-to-peer engagement (O'Keeffe and Clarke-Pearson, 2011).

From the above definition given by some experts, it can be concluded that social media plays a role as a means of communication which is nowadays used by most young people to express their feeling, and consequently this medium may cause any impact to the users.

3. Research Method

Narrative approach was applied in this study. According to Creswell (2013: 70), the approach focuses on the former, and defines it as a study of experiences as expressed in lived and told stories of individuals. This approach emerged out of a literary, storytelling tradition and has been used in many social science disciplines. He further narrative researchers collect stories, documents, and group conversations about the lived and told experiences of one or two individuals. They record the stories using

interview, observation, documents and images and then report the experiences and chronologically order the meaning of those experiences.

To gain the data, some techniques were used. The online chatting of the main characters in the novel was collected as the source data of this study. Then, the data were also taken from the parts of the stories in the novel which are related to the impact of the online chatting. Next, it is retelling the stories or narrating the data to find out the result of the analysis. The last is getting the finding as the conclusion.

4. Result and Discussion

The social media plays as initiator of mind changing in the novel. The social media changes the protagonist's mindset about her own life. It is known that Maddy, the protagonist, suffers from severe combined immunodeficiency. The disease blocks Maddy to have communication and even to have a friend besides her mom and her nurse, Carla. What Maddy knows about her sickness is that she is allergic to the world and anything that can trigger to her sickness. According to her mom, she almost dies as an infant. And so it makes her stay on the disease row. Consequently, she never leaves her house in seventeen years.

To be known that the two isolated lovers get their relationship opposed by the protagonist's mother due to severe combined immunodeficiency (SCID) which she suffers from. Her mother protects her from anything including a friend. Unfortunately, she does not obey her mother for her relationship and she and her boyfriend continue to communicate by means of social media. That is why social media plays meaningful role for the isolated lovers and this is what to be shown in the discussion below.

> My disease is as rare as it is famous. It's a form of Severe Combined Immunodeficiency, but you know it as "bubble baby disease." Basically, I'm allergic to the world. Anything can trigger a bout of sickness. It could be the chemicals in the cleaner used to wipe the table that I just touched. It could be someone's perfume. It could be the exotic spice in the food I just ate. It could be one, or all, or none of these things, or something else entirely. No one knows the triggers, but everyone knows the consequences. According to my mom I almost died as an infant. And so I stay on SCID row. I don't leave my house, have never left my house. (Yoon, 2015:3)

At the beginning of the story, the protagonist seems to obey her mother's rule. Maddy, the protagonist, never gets out her house even it is just to know and to communicate

to her neighbors. She feels really afraid of what her mother worries about her disease. She keeps her mother's advices. She believes in her mother. It lasts up to couples of years. And when it is Maddy's eighteenth birthday, she has a wish that she could be free to enjoy her life like other teenagers outside, but she realizes that it is impossible to be real because of her sickness. So she just stays at home as usual as she has done for seventeen years.

> This year is a little harder than the previous. Maybe it's because I'm eighteen now. Technically, I'm an adult. I should be leaving home, going off to college. My mom should be dreading empty-nest syndrome. But because of SCID, I'm not going anywhere. (Yoon, 2015: 10)

Even, she feels pessimistic that her wish will never be real, and she will always stay at home for her sickness. This really makes her very sad. What she thinks is that she never gets cure and never makes her dream come true.

> ......but I never make that wish because it's impossible. It's like wishing that mermaids and dragons and unicorns were real. (Yoon, 2015: 11)

Those data show that at the beginning, the author of the novel describes how innocent the protagonist is. What the protagonist knows and believes is her mother's worries. She does not realize the existence of surroundings like neighbors, friends, love, and so on. She loses her role a social human being who has right to have friends, to be love, to communicate, to know each other, and etc. Such social phenomena do not happen to her at the beginning of the story in this novel. Indeed, Yoon is successful to create that the protagonist is confined due to her disease and even, probably, owing to her mother's worries.

Luckily, the change of Maddy's mind seems to happen. It starts when she has a new neighbor by the name of Olly. Olly just moves next to Maddy's house. This is the beginning of their love. Maddy seems to be interested in Olly and she is really curious to know about Olly's activities. She writes on her diary about the neighbor. She not only watches Olly but also spies her.

> Then I see him. He's tall, lean, and wearing all black: black T-shirt, black jeans, black sneakers, and a black knit cap that covers his hair completely. He's white with a pale honey tan and his face is starkly angular. He jumps down from his perch at the back of the truck and glides across the driveway, moving as if gravity affects him differently than it does the rest of us. (Yoon, 2015: 20-21)

It happens until their first contact. Maddy watches Olly's activities almost for seven days and in the seventh night, Olly gives her an email address. This is the beginning of their online chatting by means of social media. That is email. Maddy finally sends Olly an email with subject *Hello*. Their first email is just about introduction. This is the most common thing which happens at the beginning of online chatting in social media.

FIRST CONTACT, PART TWO

From: Madeline F. Whittier

To: genericuser033@gmail.com

Subject: Hello

Sent: June 4, 8:03 PM (Yoon, 2015: 42)

They also continue their online chatting in the next days. Along their online chatting, it can be seen that Maddy really wants to have a friend. She seems to prove to her mother that having interaction with other people is not dangerous for her, but it will make her live living. Then, both of the main characters keep in touch by means of email. The online chatting shows that Maddy has tried to open her mind by saying that she also wants to meet Olly. Maddy seems that she does not feel worried to know and to meet people besides her mother and her nurse. Maddy also tells her nurse that she is no more worrying. She tries to ensure Carla, her nurse that she is fine and Carla does not need to worry about her anymore.

In these parts of the stories, Yoon invites the readers of the novel to think a hope, and to guess any change to the protagonist's life. By knowing Olly, and Keeping online chatting, the readers probably guess that the protagonist's mindset starts changed. She begins to see a new world which may give her a new hope. This can be said as the beginning of the protagonist's mindset changing. This begins through social media. Then, it comes to the protagonist's belief that she is fine and she does not feel worried anymore. She said, "Then, I'm not worrying (Yoon, 2015: 62)".

To be more surprising, Maddy has already shown her bravery to take any risk. She tells Carla that she realizes knowing Olly can endanger her life, but she has been ready for the consequence. Carla tells about not only her readiness to take a risk but also to go outside her house to meet Olly. Finally, she also invites Olly to meet by sending an email to him. By the time you read this we will have met. It will have been perfect." (Yoon, 2015: 69-70)

The email sent by the protagonist challenges Olly to meet up. And finally, they meet each other. Maddy leaves the house. She never leaves the house for seven years because she feels worried to be contaminated with anything outside. Then she never

meets and communicates with other people beside her mother and her nurse, but she is finally brave enough to meet and even to have relation with Olly. Furthermore, in the chapter Perspective, she shows that she has a big reason to live and to experience more than what she has. "From the first time in a long time, I want more than I have." (Yoon, 2015: 80). By doing suck risky action, the protagonist shows she has begun to break her mother's rule. This is never done before she knows Olly and chats him through social media. This happens after she has online chatting with Olly. It proves that social media gives a big impact to the way she respects her mother. Indeed, social media changes her innocence. It can be considered as the negative effect of the use of social media. Through the protagonist's disobedience, it is shown that social media can change behavior.

However, in the story, it is also described that she feels really happy with what she has experienced, and she never feels so before. It seems that she has a new hope for her life. Thus, it proves that social media has played a meaningful role in the novel. By means of chatting through social media, the protagonist in the novel can find a new hope for her life. This shows that social media can be as means of realizing someone's dream. Even, at the end of the story of the novel, the protagonist knows that she does not suffer from her disease through the email sent by the doctor. The doctor takes care of her when she is in Hawaii with Olly. Maddy and Olly go to Hawaii, and there Maddy's disease recurred. Before Maddy knows the result of her medical condition, she is picked up by her mother. Finally, the doctor tells her by sending email. On the email, the doctor says that Maddy, the protagonist, does not suffer from severe combined immunodeficiency disease (SCID). The disease has limited her space of movement. It stops her activity for couples of years so that she never feels the lights of her youth. This proves that social media helps her not only to make dream come true but also to discover the truth of her medical condition. Such effect can be categorized as a positive one. This positive effect of social media is also found in the novel.

All in all, there is a collision which attacks the protagonist's mindset about her own life. Such collision changes the way how she views life, how she treats herself, and how she faces her limitation. Indeed, this makes the protagonist more mature. All the stages of mindset change are described awesomely in the novel.

5. Conclusion

From the analysis, it can be concluded that there are two things which happen to the protagonist in the novel. Those things are related to the change of the protagonist's

mindset. The first can be categorized as negative side. That is when she no more obeys her mother. She keeps lying. Such disobedience occurs after knowing and having online chatting with a boy. The second is as positive one. The protagonist becomes braver to make her hope to be true. Even, she gets the truth of her medical condition by means of social media. In short, social media supplies an impact to the protagonist of the novel. The impact is described through the process of mindset change. The protagonist experiences the stages of the mindset change by the help of social media.

References

[1] Ahlqvist, T., *et al*. (2008). *Social Media Roadmaps: Exploring the Futures Triggered by Social Media*. Espoo: Julkaisija–Utgivare.

[2] Akram, W. and Kumar, R. (2017). A Study on Positive and Negative Effects of Social Media on Society. *International Journal of Computer Sciences and Engineering*, vol. 5, issue 10, pp. 351-354.

[3] Baruah, T. D. (2012). Effectiveness of Social Media as a Tool of Communication and its Potential for Technology Enabled Connections: A Micro-Level Study. *International Journal of Scientific and Research Publications*, vol. 2, issue 5, pp. 1-10.

[4] Creswell, J. W. (2013). *Qualitative Inquiry and Research Design Choosing Among Five Approaches*. London: SAGE.

[5] El-Badawy, T. A. and Hashem, Y. (2015). The Impact of Social Media on the Academic Development of School Students. *International Journal of Business Administration,* vol. 6, issue 1, pp. 46-52.

[6] Gancho, S. (2017). Social Media: A Literature Review. *E-Revista Logo*, vol. 6, issue 2, pp. 1-20

[7] Kaplan, A. M. and Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, vol. 53, issue 1, pp. 59-68.

[8] O'Keeffe, G. and Kathleen, C. (2011). The Impact of Social Media on Children, Adolescents, and Families. *Pediatrics*, vol. 127, issue 4, pp. 799-805.

[9] O' Reilly, T. (2005). *What is Web 2.0. Design Patterns and Business Models for the Next Generation of Software*. Retrieved from http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html.

[10] Qualman, E. (2009). *Socialnomics- How Social Media Transforms the Way We Live and Do Business*. Hoboken: John Wiley & Sons.

[11] Transportation Research Board. (2012). *Uses of Social Media in Public Transportation: A Synthesis of Transit Practice*. Washington: Transit Cooperative Research Program.

[12] Toivonen, S. (2007). *Web on the Move. Landscapes of Mobile Social Media*. Espoo: VTT Tiedotteitam, p. 56.

[13] Yoon, N. (2015). *Everything, Everything*. New York: Alloy Entertainment and Nicola Yoon.