

# Trends of Last Year

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A new year has just begun, and as the saying goes, it's out with the old and in with the new. Or is it? While there are some things from last year that we will be glad to see disappear in 2013 (it's safe to say everyone is sick of hearing "Call Me Maybe" at this point), a few of the biggest trends from 2012 won't be forgotten anytime soon. Twitter, Snapchat, Instagram, and even frozen yogurt grew to be hugely popular last year.

Twitter is a social networking site that allows users to create and to read messages composed of no more than 140 characters. Known as "tweets", these messages can contain words, pictures, and videos. A user can follow or request to follow anyone, whether it be a friend or even a celebrity! Created in 2006, Twitter has gained worldwide popularity, becoming increasingly popular with each passing year. Used to share thoughts, voice opinions, and communicate with friends, Twitter has appealed to millions of people. In September of 2011, 100 million users were registered on Twitter. As of July 1, 2012, Twitter reached 517 million users. Twitter has become a key aspect of today's technologically dependent society.

Instagram is a free social networking app for sharing photos. It runs on Apple products, as well as on Android phones. Pictures can be edited using the various filters offered by Instagram. After being edited, images can then be uploaded quickly and efficiently to a user's Instagram profile. Users post photos to their profiles that can be viewed by their followers. Users can "like" or comment on pictures uploaded by the people they follow. Going from fewer than 900,000 daily users in March to 7.3 million daily users in August of 2012, Instagram has grown hugely popular over a short period of time.

Snapchat is also a free app and is used to send pictures and videos back and forth between people. These pictures and video disappear in a matter of 1-10 seconds once opened by the recipient. The cool thing about Snapchat is, unlike Facebook or even Instagram, it doesn't require its users to obsess over how they are portraying themselves digitally. This is because the pictures and videos users send to one another are both private and temporary. Created just this year, Snapchat has become increasingly popular among teens. 20 million snaps were shared daily in October, and as of December 26, 2012, 50 million snaps were shared daily. Since its launch in September 2011, over 1 billion snaps have been shared in total.

Finally, another popular trend of 2012 was frozen yogurt. With chains such as MY Culture, 16 Handles, Farr's Fresh, The Fuzzy Peach, Yogurtini, Pinkberry, and Yogurtland popping up all over the US, it's no surprise the popularity of this frozen treat has grown. Frozen yogurt establishments like Pinkberry and Orangeleaf appeared in the North Shore area in 2012, and I've noticed an increase in its local popularity! Considered a healthier alternative to ice cream, frozen yogurt, in my opinion, tastes just as yummy. Also, there are lots of toppings available in places like Pinkberry and Orangeleaf not usually seen in ice cream shops, like cereal, candy, and fruit.

Only time will tell whether Twitter, Instagram, and Snapchat will continue to grow in popularity this year. 2013 will be an exciting year, for sure.

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