

EDITORIAL:

In this issue, we publish a study that can be described, reasonably, as an ‘impact’ study. This is the study by Carla Zdanow and Bianca Wright entitled *The Representation of Self-Injury and Suicide on Emo Social Networking Groups*. The study examines the effect of social networking site, Facebook on emo teenagers with the specific objective of establishing the correlation between the portrayal of suicide and self-harm among emo teenagers. The significance of this study lies in the fact that it is a baseline study of a social phenomenon that is yet to be taken seriously by academics in the country where the study was conducted, South Africa, and indeed in other parts of Africa. A critically significant theme with considerable bearing on the emo teenagers emerge from this study: the idea of Us versus Them which gives the teenagers a sense of solidarity generating the view that self-harm is a ‘normal’ and ‘cool’ part of their life. We could draw from the study that the emo teenager is the archetype of ironic living for irony is the ethos of our age. The emo youth ‘plucks’ virtual living with all its social awkwardness and self-consciousness. He or she lives in a virtual world disconnected from the real world in which they operate with a sense of self-consciousness, that of ‘being cool’, yet there is in him or her a sense of relative social displacement.

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