

Homeowner's Guide USA
How 'Social' Networks Can Be Detrimental
To Our Home Obligations

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*References Appear At End Of This Guide

Preview

There is an old adage: *Everything has its place*. It has continually proven its practical worth. We may love sleeping late. Although under certain circumstances such as having a couple days off, we may do that, there are times which demand that we forego much of the sleep we cherish. But if lots of extra sleep is so precious to us, why not skip going to work when we are expected to be there or waking up in the middle of the night to see why the baby is crying?

In this guide we consider how important we are to the stability of our home lives. However, special emphasis is on:

- a. Re-thinking the need for resetting our *home priorities* above those we may have for online *social engagement*.
- b. Ensuring that we re-organize MORE of our personal time around essential needs of our living conditions - LESS around posting-commenting on *social media*.
- c. *Better fulfillment* of home setting needs through *comparable fulfillment* of our inherent obligations, respectively.

We Are *Guardians* Of Our Home

Home is undeniably our domain. It is the center of our lives. We are usually the first to know its needs. If the faucet leaks, this is a major concern to those of us who have water bills. When our garbage disposal unit makes eerie noises, we know something is seriously wrong. It is a literal emergency. We work fast to have it addressed. But what if our homes are a mess? How much time do we invest cleaning it? Or do we allow it to get *that* far!

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When considering the number of hours we invest *online* in contrast to those *on-home*, many of us devote more to the former. We get more *done* online than we do around the house. Although this embarrassingly high disproportionate fact can be, in part, attributable to mobile-device-use, there is no credible explanation for neglecting time for the home.

Granted that millions today operate home businesses, but there is concurrently an apparent neglect of the *business of home chores*: Needed repairs, replacements, laundry, lawn, garbage, etc. Any of these or others. This is easily confirmed or denied in *this moment* by each of us answering this question: What have we not done around our home which we could have but did not because of time we invest online?

According to Forbes magazine, a leading authority in technology and communications stats in the U.S. (reference at bottom of guide), Americans invest approximately *12 hours per day in front of screens*. We can easily surmise that most of this viewing is internet – digital signal-based. The most astounding thing about the Forbes report is that this viewing is solely in the *home setting*.

Re-Ordering Home Priorities

No doubt, when it comes to 'surfing the net,' there is scarcely a limit to where we can go. After all, with a 24/7 format such as this, the only limit rests upon our priorities. Whether we live or die, the internet will be pretty much intact.

By comparison to known human history, the internet is still a very new phenomenon. It is one which will thrive irrespective of whether or not our homes do. It is hardly likely that internet networks (service providers) such as UUNET, Level 3, Verizon, You Tube, Facebook, etc. have any special cares about our home obligations, much less, if our ceilings are crumbling. They are not phased in the least by any of our domestic challenges. They are not concerned. The networks are primarily ratings-based. They are fixated on increasing *their ratings* on a daily basis.

Let us be likewise towards increasing *ours*.

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We accomplish this when, on a daily basis, *we* place more emphasis on being better managers of our homes through being better *managers* of our priorities for online activity. Both are important but it is crucial that we are a bit more prudent about which warrants the most time and attention. For sure, when our time on the internet exceeds that of attending to home obligations, we may want to re-order personal priorities. If we 'Facebook,' we may want to begin there. It is the most popular – why not?

Crucial To Better Regulate Time Using Facebook

In the U.S. there are approximately 222 Million Facebook users (Statista). But what does this mean in terms of the private home sector? Surely, this number includes more than private home decision makers. It is plausible that most Americans who use Facebook do not reside in detached home structures. In the converse, it is highly unlikely that most private home heads do either. Nonetheless, what is significant is that millions of private household heads do. Doubtful there are only a few thousand. Unthinkable. This candid synopsis is based on the statistical fact that in 2020, the American population fluctuates in the area of 330 Million. The presence of private homeowners is estimated at 64.8% or 214 Million of this number. Stated plainly, the *majority* of Americans own private homes.

Subsequently, taking into account the fact that there are in the area of 214 Million private home heads who own independently standing structures and untold millions who rent a portion of these, this figure rises staggeringly high. Therefore, it is not unreasonable to suggest that in our country, the number of private home decision makers who are Facebook users easily cascades into millions!

But that is hardly noticeable when taking into account our embarrassingly low level of interest in proactive learning for being more successful in our *resident-contractor relations*. More specifically, developing a passion for always learning as much as we can towards preventing ourselves from being victims fraud. We have a developed one for visiting social networks. However, that will not clean the stove or mow the lawn. It will not organize our homes or put the dishes away. It is doubtful that many of the chores we have around our home can be rightly accomplished when our passion for virtual interaction is greater than for practical obligations we have towards maintaining and improving our home setting.

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Case In Point

In March 2019, Reporter Kara Kenny [RTV6] posted on Facebook a video about a contractor who was charged with home fraud and deceptive business practices. Initially, the contractor required the resident to pay him \$4000 down on an outdoor project. Payment was granted.

However, he did not perform as expected. The work was very substandard. In fact, according to the report, he asked for an additional \$2500. Nevertheless, after his demand was granted, he abandoned it. He left behind very shoddy and incomplete work. Will it be useful to know that the resident entered into the agreement not knowing that the business name and its address were fabricated? Nutshell: DID NOT EXIST.

Needless to say, of all the millions of private home heads using Facebook on a daily basis, there is evidence of extreme avoidance of the video. In the space of the year elapsed from 2019 to 2020, this video garnered – 908 Views, 14 Likes, 10 Shares, and 1 Comment. It is not *important enough*. One would think that with a private residential presence of several million on Facebook that there would be at least a representative showing of interest: 1 million Views – 1 million Likes – 1 million Shares – innumerable Comments. This apathetic showing represents only less than 0.01% interest.

There is a potential backlash: What we do not know can wreak havoc on our lifestyles – especially – in the home setting. We are each accountable to results of our priorities.

Hard Questions

Are we investing more time on Facebook and other 'social networks' than we are on the *social network of home*? Are we treating the demands of our home as *text messages*? *i.e.* abbreviating fulfillment of our home obligations which require quite a bit more time and attention?

As in the beginning of this guide: *We Are Guardians Of Our Home*. The demands of our property regularly entail quite a bit more time and attention than many of us are giving it. Often each reported home improvement fraud is traceable to our hiring priorities.

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In subheading of this guide: *Case In Point*, where the resident disbursed reportedly \$6500 to a contractor without knowledge of *what* he really was (an impostor), it is evident that he was not first checked out. Why? We can simplify the answer: *It was not considered necessary*. It is ironically comparable to the evidenced predisposition of most Facebook users who are heads of private dwelling structures in our country.

Sadly, this will not change. It is *a constant* in very much the same way as for most Lotto players: more loss than gain. Yet any gain is always insignificant. It does not pay our most significant bills. In the end, these of us lose quite a bit more than money.

Mahatma Ghandi is quoted as saying:

“It's better to walk alone than with a crowd going in the wrong direction.”

In short, we may want to re-calibrate our *steering*. Is going online to spend more time navigating through social networks more important? Is it more crucial than fully meeting our home needs? Is it more vital than devoting more time to carefully deciding on the kind of people we are inviting to our homes in resident-contractor relations?

There is a true story about an individual who enjoyed favorable notoriety on a popular podcast network. One day, he decided to expand his horizons to Facebook. He did, later boasting to his podcast audience of how overwhelming it was to ‘instantly’ have hundreds of ‘friends!’ If we are podcast-familiar, but not known celebrities, we know that we are not going to get that kind of initial reception podcasting.

About 3 months ahead, the same person expressed concerns about driving. Why? He was fearful of ‘running out of fuel.’ These fears always evidence being impoverished. In this case it was apparently due to devoting more time *showing up* online than off. Hardly likely we will experience such ‘tragic moments’ devoting more time to more essential business – first.

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Summary

Whether Facebook or other social network, we owe it to ourselves to exercise more discretion about the amount of time we devote to them. Social media in itself is no inherent threat to our well-being, much less to our home lives. In cyberspace, it is among the most socially dynamic indulgences to have. Yet like anything else in our lives, in order for us to get the best out of it, our priorities must be well balanced. There is a time for everything we like to do. Only we can establish the balance most suited to us.

If statistics are correct in our devoting roughly 12 hours each day online, how many of these are we devoting to things around the home? More or less? If we have a home project in our sights needing professional attention, what precautions are we taking to ensure that individuals we hire are the right fit? How much time do we invest validating/researching the competence and credibility of contractors before arriving at a decision? What are our parameters for doing this correctly?

There are many questions for which we require many answers in U.S. resident-contractor relations. These home guides are specifically engineered to answer the greater portion of them. But like helpful videos, if we are not driven to glean as much as possible to our benefit, they are of no use. We are always encouraged by multiple sources to exercise more self-determination to enhance our living as comfortably and conveniently as possible. This is one of them.

*One other special guide we can study which can inspire us towards making safer and wiser decisions is [Who Is This Contractor?](#) It is a home guide which can prevent us from making the same mistakes many home improvement victims have made: Regarding time invested in FIRST thoroughly checking out contractors as – not necessary.

Back up link for Who Is This Contractor

<https://www.hgrbs-flagship.com/resident-strategic-studies.php>

HOME IS THE BEST WONDER OF THE WORLD!

**Edited with special assistance from D. Madden*

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HELPFUL REFERENCES

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<https://www.statista.com/statistics/408971/number-of-us-facebook-users/>

Facebook Users Worldwide: 2.45 Billion
<https://zephoria.com/top-15-valuable-facebook-statistics/>

Contractor Charged With Home Improvement Fraud Following Call 6 Investigation – March 2019
<https://www.facebook.com/KaraKenneyNews/videos/3111305165549955/>
Views To Date: 900 – Likes:14

Facebook contractor pledged to refund customers, but not all have gotten money back
<https://abc7chicago.com/home/facebook-contractor-pledged-to-refund-customers-but-not-all-have-gotten-money-back/5328382/>

National Alliance Against Home Repair Fraud – It has existed for over 10 years. It is among one of the oldest independent nonprofits of its type in America. It has been on Facebook for over 3 years. In that time it garnered roughly 2000 'Likes.' Somehow it has not post in Facebook since December 2017. Lack of support among Facebook users who are private home heads – suspect.
<https://www.facebook.com/ContractorCop/>

Forbes Report Average 12-hour Daily Internet Engagement At Home
<https://www.forbes.com/sites/nicolefisher/2019/01/24/how-much-time-americans-spend-in-front-of-screens-will-terrify-you/#53ea585a1c67>

U.S. Population - 330M
<https://www.worldometers.info/world-population/us-population/>

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