

How Social Media Is Killing the Paranormal

When I started investigating the paranormal 18 years ago, it wasn't about fame, followers, or being recognized in public. It was about curiosity. It was about trying to understand the afterlife, helping families make sense of what was happening in their homes, and exploring the unknown with respect and honesty.

Back then, paranormal investigating meant going into historic locations, getting a little spooked, and trying to determine whether that strange noise was something unexplained—or just old pipes settling in an aging building. Sometimes it meant helping someone who was genuinely scared and needed answers. That was the heart of it, and I loved every second.

As paranormal television shows started popping up, more people became interested in the unknown. That curiosity brought growth to the field, and for the most part, it was a good thing. People still cared about helping families. They still wanted to know if there really was life after death. Some were skeptics, some were believers, and some were just curious—but the intention was mostly genuine.

Then came the rise of paranormal “celebrities.”

With that rise, the truth began to stretch. Some investigators became a little more dramatic, a little more excited, and a little less authentic. Still, it wasn't completely broken. Many groups continued to do the right thing, helping people and investigating with integrity.

Fast forward to three or four years ago.

TikTok exploded. Facebook Live and YouTube made it possible to broadcast investigations instantly to the world. Suddenly, anyone could go live and try to be the next big paranormal star. Almost every investigator seemed to have ambitions of becoming famous, landing a show, or being recognized in public.

The harsh reality? Less than one percent ever will.

Four years ago, I still believed most people entering the paranormal or jumping onto social media were doing it for the right reasons. Shows like *Ghost Hunters* were about helping people in need, and many other programs followed that same model. But as time went on, fame slowly took priority over responsibility.

What we see now is a shift away from helping families and toward chasing views, likes, and viral moments. Fear is exaggerated. Evidence is forced. Claims are made without investigation. The paranormal has become performance instead of purpose.

And that's why I believe social media is killing the paranormal.

It's no longer about guiding those who need answers. It's about being seen. It's about being recognized. It's about becoming something people think they should be instead of staying true to why they started.

The paranormal should be about respect—for history, for the unknown, and most importantly, for the people who reach out for help. When that respect is lost, so is the integrity of the field.

And once integrity is gone, all that's left is noise.

Not everything I've said applies to every paranormal group out there. There are still many of us who genuinely want answers. We want to hear the stories, gain a deeper understanding of the afterlife, and—most importantly—keep the memories of those who came before us alive.

But in today's world, and not just in the paranormal field, everything has become about *me, me, me*. We've grown into a selfish society as a whole. Some may take offense to that statement, but if you feel the need to question it, then I'm probably proving my point. And I'll be the first to admit it—I'm guilty of it too. We all are.

Sometimes we need to take a step back and truly look at what we're doing and why we're doing it.

I'm not chasing followers. Do I appreciate every single person who watches my podcast and supports what I do? Hell yeah, I do. I'm incredibly grateful. I've been given the privilege of interviewing paranormal groups from all over the world, and if we truly want to uncover the unknown, there is no better way than by talking to everyone in this field. Sharing experiences. Listening. Learning. Maybe together, we can finally start answering some of those unanswered questions.

And this is where the real problem lies.

Social media.

We've become more concerned with recognition, numbers, and popularity than with the reason we entered this field in the first place. When we care more about ourselves than the people—the spirits—who came before us, their stories begin to fade. Their memories begin to disappear.

And when those memories are gone, what's left?

Because when we leave this world, the only thing that truly remains is the memories we leave behind. Nothing else.