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Hooked on Pintrest

I'm no stranger to wasting countless hours on pointless sites just for the fun of it or simple stress relief. Following celebrity trends, world news and random social media status are a growing trend.

At first glance Pinterest appears to be like any other highly followed website. It hooks people by stimulating them with a variety of ideas that users can upload, save, sort and manage images, known as pins, and other media content through collections know as pinboards.

Pinterest acts as a personalized media platform where users can browse the content of others in their feed. Users can then save individual pins to one of their own boards using the ?Pin It? button, with Pinboards typically organized by a central topic or theme.

The collection on Pinterest is endless. You will find an immeasurable amount of recipes, hair styles, decor ideas, life quotes, technological concepts, new products, everyday life solutions, kids art projects, wedding ideas, photography inspiration and if I kept going I could write three more pages. Basically Pinterest is the largest collection of ideas and how to's for nearly every single subject you can think of. It's a collaboration of millions of people throughout the world simply pinning what they find interesting and useful and organizing it on specific boards.

On Pinterest you can find tips, relay ideas, inspire your imagination, create hope and confidence and help us expand our creativity so that we can share it with others. I can't begin to tell you how many gatherings I've been to where friends and family have come up with great entertainment games, unique decor or a simply delicious dessert that stood out from the rest. When asked how they came up with it almost ninety percent of the time the answer has been ?I found it on Pinterest!?

Although Pinterest was first conceptualized in December 2009 by co-founders Ben Silbermann, Evan Sharp and Paul Sciarra it wasn't launched until March 2010. As of July 2013 it was estimated that there were 70 million people worldwide using Pinterest and that 83 per cent of those users are women.

The site's popularity has exploded in recent moths, making it one of the fastest-growing websites in history. With 10 million monthly visitors, it is growing faster then Facebook, Twitter or any other site as per comScore who tracks this information. If you haven't tried Pinterest I highly recommend it, however beware it is highly addictive.

By Michelle Austen