

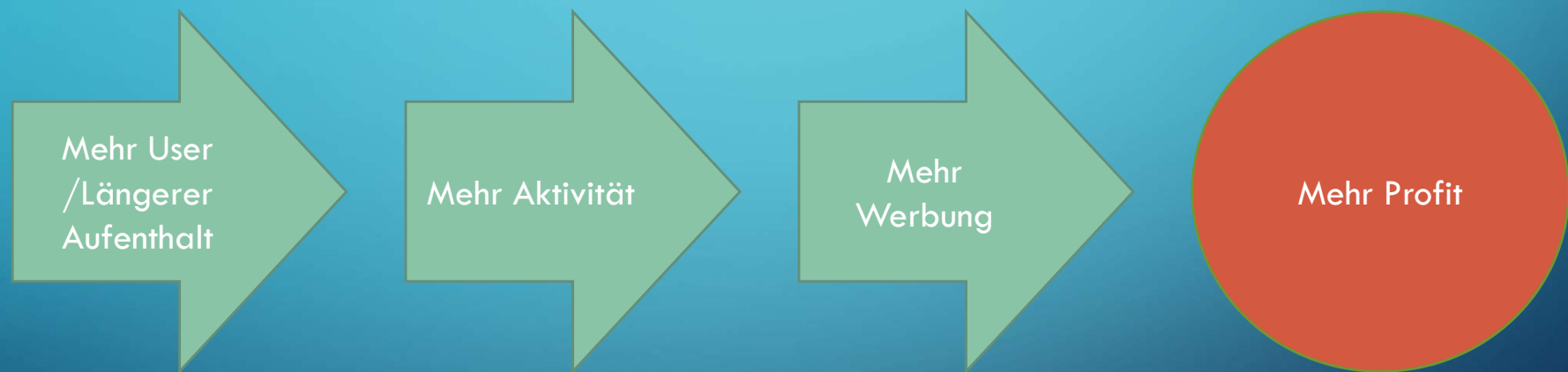
A decorative graphic on the left side of the slide, consisting of a network of light blue lines and small circles, resembling a circuit board or a neural network, set against a dark blue gradient background.

METHODEN ZUR MAXIMIERUNG DES SUCHTPOTENTIALS DER USER AUF SOCIAL MEDIA UND DEREN FOLGEN FÜR DEN MENSCHEN

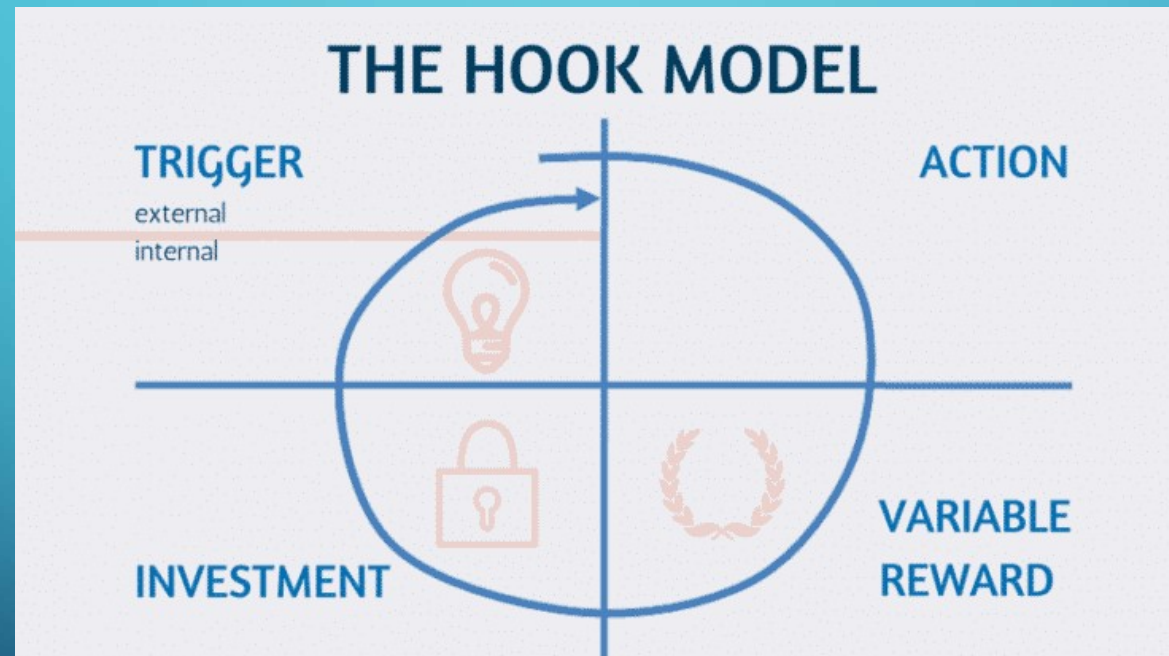
GLIEDERUNG

- Warum Social Media süchtig gestalten?
- Wie wird dies realisiert?
- Folgen für den Menschen
- Folgen für die Gesellschaft

WARUM SOCIAL MEDIA SÜCHTIG GESTALTEN?

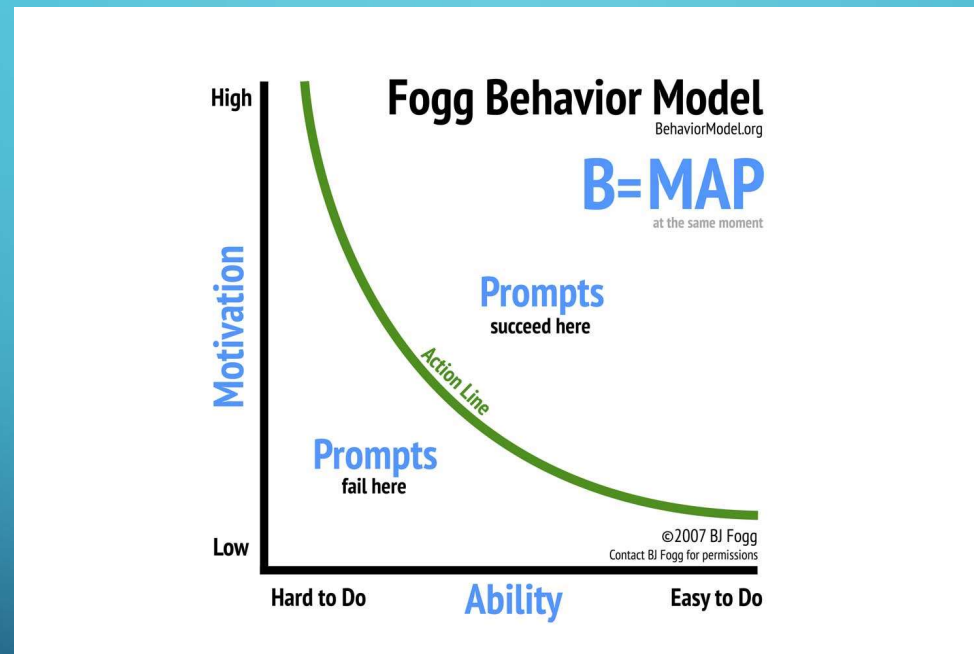


WIE WIRD DIES REALISIERT?

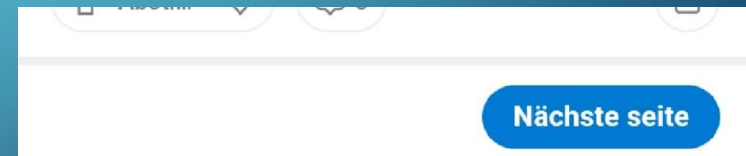
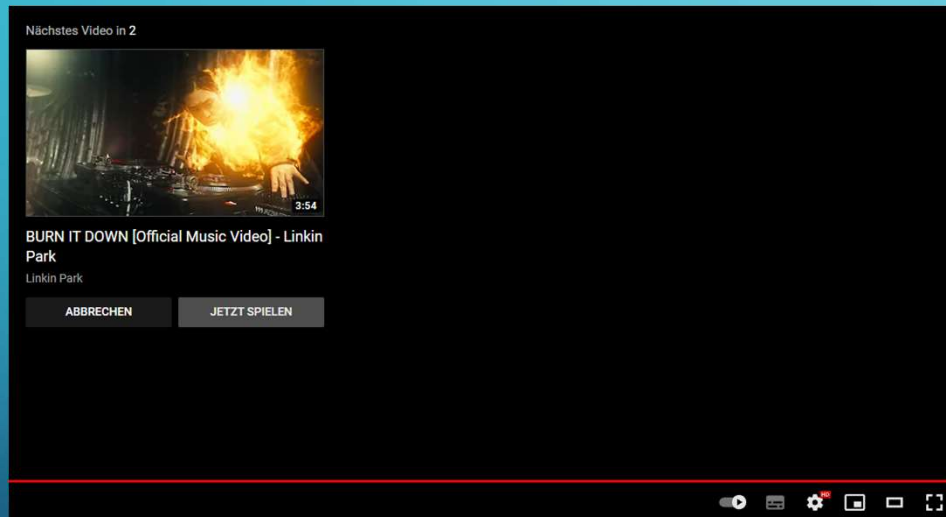


Bildquelle: <https://www.affde.com/de/how-to-use-hook-model-building-great-products.html>

WIE WIRD DIES REALISIERT?



WIE WIRD DIES REALISIERT?



WIE WIRD DIES REALISIERT?

- Menschliches Belohnungssystem im Gehirn
 - Dopaminausstoß bei evolutionär vorteilhaftem Verhalten
- Intermittent Reinforcement Learning
 - Erfolgsrate ist variabel und unvorhersehbar
 - Effektivste Methode für schnelles Lernen und Gewohnheitsetablierung



Bildquellen: links oben: <https://d9i9nmwzijaw9.cloudfront.net/562/365/795/-329996994-1srsjd2-1007nha428oijlk/original/file.jpg> ; rechts oben: <https://www.workingoffice.de/korrespondenz/korrespondenz/geschaeftsbriefe/zusage-nach-vorstellungsgespraech/> ; links unten: https://bistummainz.de/export/sites/bistum/pfarrgruppe/bingen-sued/.galleries/images/ukraine-g528b9b489_1920.jpg_1144857809.jpg ; rechts unten: https://static.euroneews.com/articles/stories/06/51/46/08/400x225_cmsv2_984cf018-8c6d-586d-9eb3-61e3c71edeb4-6514608.jpg

FOLGEN FÜR DEN MENSCH

- Schlafstörungen und -probleme
- Weniger physische Aktivität
- Negative charakterliche Entwicklungen
 - Schüchternheit
 - Narzissmus
 - Geringes Selbstwertgefühl
- Depressionen



FOLGEN FÜR DIE GESELLSCHAFT



Fake news travels six times faster on Twitter than real news: MIT study

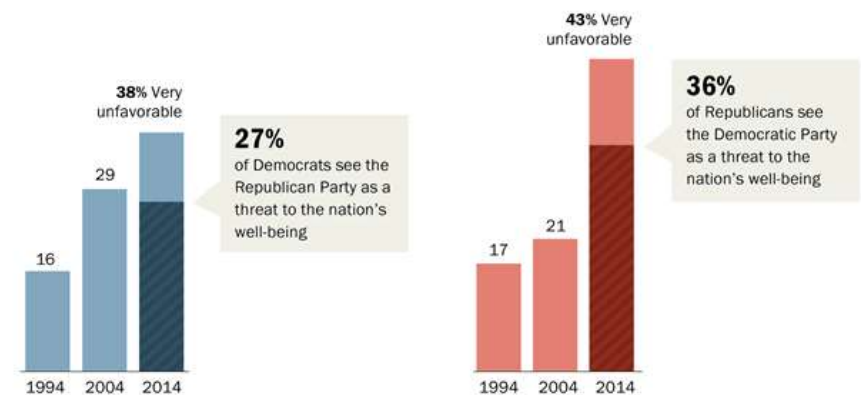
WION Web Team
New Delhi, India • Published: Sep 16, 2020, 05:22 PM(IST)



Beyond Dislike: Viewing the Other Party as a 'Threat to the Nation's Well-Being'

Democratic attitudes about the Republican Party

Republican attitudes about the Democratic Party



Source: 2014 Political Polarization in the American Public

Notes: Questions about whether the Republican and Democratic Parties are a threat to the nation's well being asked only in 2014. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

PEW RESEARCH CENTER

Bildquellen: links oben: <https://www.science.org/content/article/fake-news-spreads-faster-true-news-twitter-thanks-people-not-bots> ; links unten: <https://www.wionews.com/world/fake-news-travels-six-times-faster-on-twitter-than-real-news-mit-study-327948> ; rechts: <https://www.pewresearch.org/politics/2014/06/12/political-polarization-in-the-american-public/>

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