

## Reflection 2 – by Olenka Yuen

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### **The machine always wins: what drives our addiction to social media By Richard Seymour**

[Link to article](#)

This article talks about an issue that is prevalent in today's society and that is social media. Despite people's knowledge about social media's toxicity, they are still drawn to it. An interesting point is that the author uses the analogy of gambling (specifically the lottery machine) to social media addiction. The goal is the same for both casinos and social media, which is to bring the users into a space of pleasure, away from the pressures of the real world.

I relate to this article very much because social media has affected my life and sometimes I do have to agree, it does get in the way of my studies and contributes a lot to my procrastination. Another point that the author mentions is the application's design; the user experience tactics are used to simulate a game-like experience. These platforms have an interface design that can make us lose the sense of time and keep us from leaving our devices. For example, the casino environment is very dark so you don't have much sense of time passing, just like the Twitter system. As you scroll down the Twitter feed, each post only indicates how much time has passed, like "18h" or "3min". The article also quotes, "she is not playing to win but to 'stay in that machine zone where nothing else matters'. The gambling industry recognizes this desire to avoid social reality. It is called 'time on device', and everything about the machine is designed to cultivate it." This line is an eye-opener and makes me aware of its design. It's also ironic for me as I'm studying the fundamentals of user experience because the objective of such an industry is not always on the good side. This goes with almost every other industry, when you need to earn, you must sacrifice a part of your humanity.