

Sunday, December 1st, 2019.

Gordon Gray

Sabine Rosenberg,

Cart 351.

Response 3.

What is more important to gamble? Is it more important to take risks for money, or for attention. Richard Seymour in *The machine always wins: what drives our addiction to social media*, brings up how social media platforms like Twitter or Facebook are essentially addiction gambling machine. Ultimately, are social media accounts are set up like enterprises that our competing for other's attention.

We don't post anything on Facebook, Twitter or Instagram for money, we do it for the satisfaction of being read, seen, liked and approved. Substantially, because the introduction of the like button, social media junkies are very close to the metaphor of a gambler. Whenever someone makes a post they are hoping to make it big by reacevering as many likes as they can, similarity, like how a gambler would love to win big money from the slot machine. Basically, platforms like Facebook, Twitter and Instagram are the casinos of web that can be gambled on from the phone in your pocket.

The part I enjoyed taking from Seymour is his reaction of the 2015 study. The study wanted to understand the reason why people who quit social media fail. 99 people were asked to quit facebook, the results however, showed that people fail due to lack of attention. Many participants went back to facebook with in the next day or found other social platform to displace their addiction. In other words, these participants could not shake their gabling nature of winning others approval. The people who did stay away, fortunately became more happy with themselves as they were not interested in controlling how others thought of them. Ultimately, the survival proved that "social media addiction is partly a self-medication for depression and partly a way of curating a better self in the eyes of others"(Seymour). Social media acts like a gamification of capitalism is what Seymour says but I feel that it's more a gamification of self-accepting through others attention.

I get that using social media accounts makes money for companies (i,e why Seymour sees it as a gamification of capitalism), but for the person using the media account I see it as more of an attention game for ones ego. The more likes they get they feel more accepted by others and thus more happy with themselves. Although, one bad day, or one wrong post that leads to a negative feedback will make that person feel super frustrated with themselves. Gambling your self worth on what others think of you is a tough game as you can't control what other people think of you. Makes a lot of sense why those who live off of social media get super depressed as getting the world's attention is a hard game to win. Ultimately, the bigger the ego the heavier the casino is to lift, and when the slot machine doesn't create

enough likes that day, the social media junkie loses their strength and the weight of the casino collapses on them. Gamblers lose their money when they lost the game, but social media junkies have their egos crushed when they fail their image to others.

Work Cited:

Richard Seymour, The machine always wins: what drives our addiction to social media, The Guardian (<https://theguardian.com>), August 23 2019.
https://www.theguardian.com/technology/2019/aug/23/social-media-addiction-gambling?utm_term=RWRpdG9yaWFsX1RoZUxvbmdSZWFkLTE5MDgyNA%3D%3D&utm_source=esp&utm_medium=Email&utm_campaign=TheLongRead&CMP=longread_email