In the social dilemma, there is a common idea often being portrayed that social media is addicting. They portray this idea by showing how social media is manipulating people and how it is hard to put your phone down and not use it. For example, most people nowadays cannot put their phones down for a week and not use them. This is because phones and social media are addictive. Social media is addictive for the reasons that it shows you what you want to see as well as gives you notifications to get you engaged in the first place, Social media does this to keep you active on their app for as long as they can as stated in the social dilemma they do this to make as much money off of you as possible by keeping you active on the app. Social media shows you the things you want but for different people, this can lead to conflicting worldviews and then that leads to polarization. Overall social media is very addictive and they use tactics such as sending notifications to engage you and showing you things you want to see in order make you addicted and make as much money off you as possible.