A.I and Human Weakness

Social media can only be described in this day and age as expansive. Whether we like it or not, everything we do revolves around social media. It is how we connect to others, and how we entertain ourselves, but it is also something that **manipulates** and **monetizes** us daily.

Even though Instagram, Snapchat, or any other social media app seems like an innocent square on a phone's Home Screen, every time the app is open it tracks every like, click, or scroll the user makes. Each of these apps has something malicious in common: an A.I. or **artificial intelligence**, which predicts and learns from every movement the consumer makes. This A.I. may take a post you like and suggest others for you to see. However, this A.I. is designed to keep the user's attention so more money can be made from them. Each time a user looks at an advertisement, money is made. So for app developers, the people who program the A.I., the user's attention is key. This means that while the user sees personally selected content, he or she falls into a rabbit hole that keeps them on the app and a profit is made at the same time.

Due to the manipulation of social media by its users, users can easily fall into a destructive pattern that becomes **addictive**. Notifications especially lure helpless people into its web of manipulation without them knowing. Social media addiction can be so hidden because society relies so heavily on it. This is the reason when someone hears a ping or a vibration from their phone they almost have to pick it up. These apps prey on human weakness to make a profit and continue doing so without the user even realizing it.

These users must realize the destructive nature of social media to even begin to fix their problem. Turning off notifications is a start but a solution to the problem is just to delete social media entirely and start fresh without that vice in your phone.