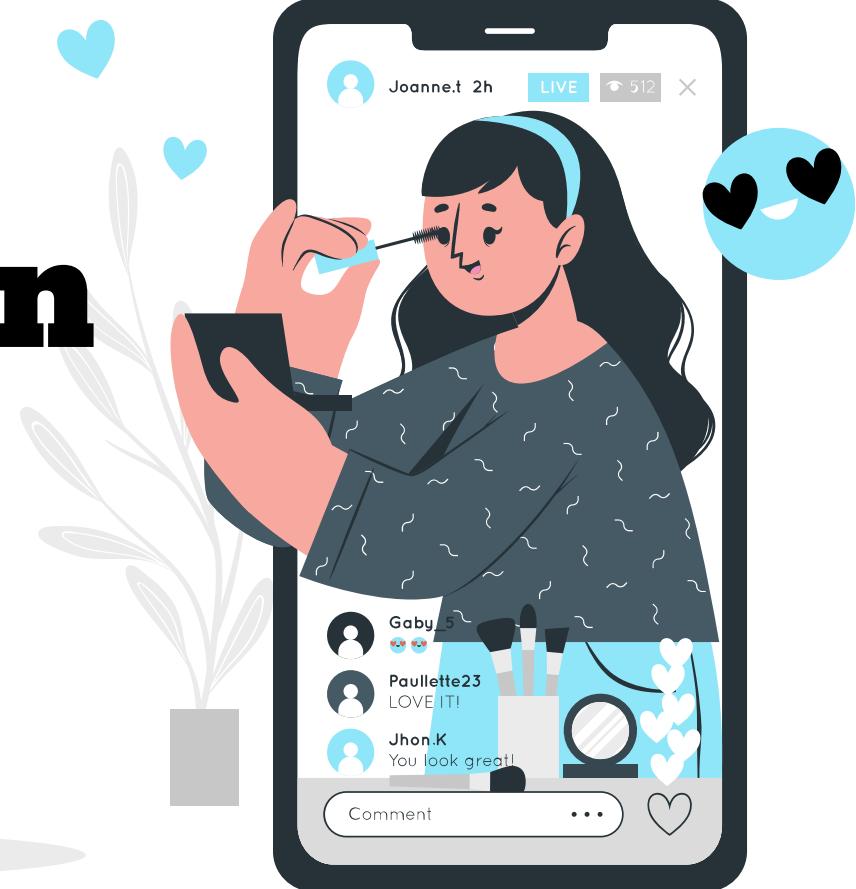
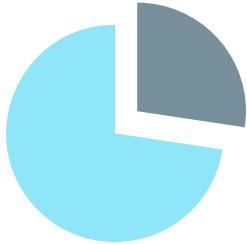


Study of Interaction in Social Media

Javier García and Agustín Prieto





Literature Review

01

Human effects

02

**Human-Computer
relation**



03

**Computer-Computer
relation**

04

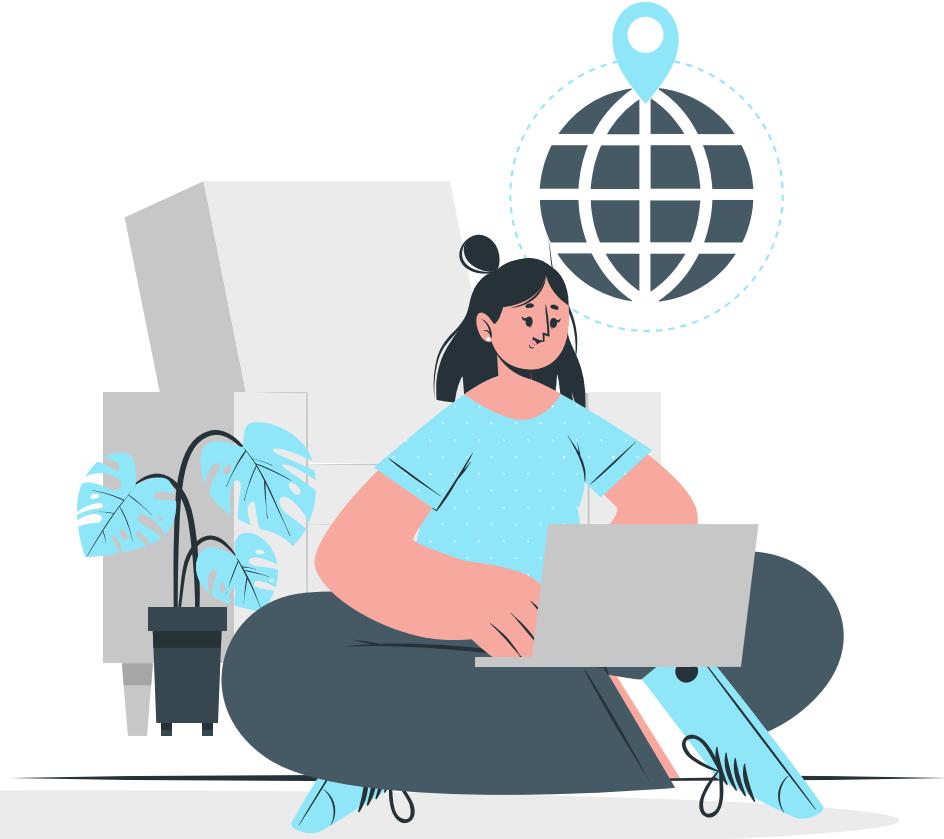
Numbers and data



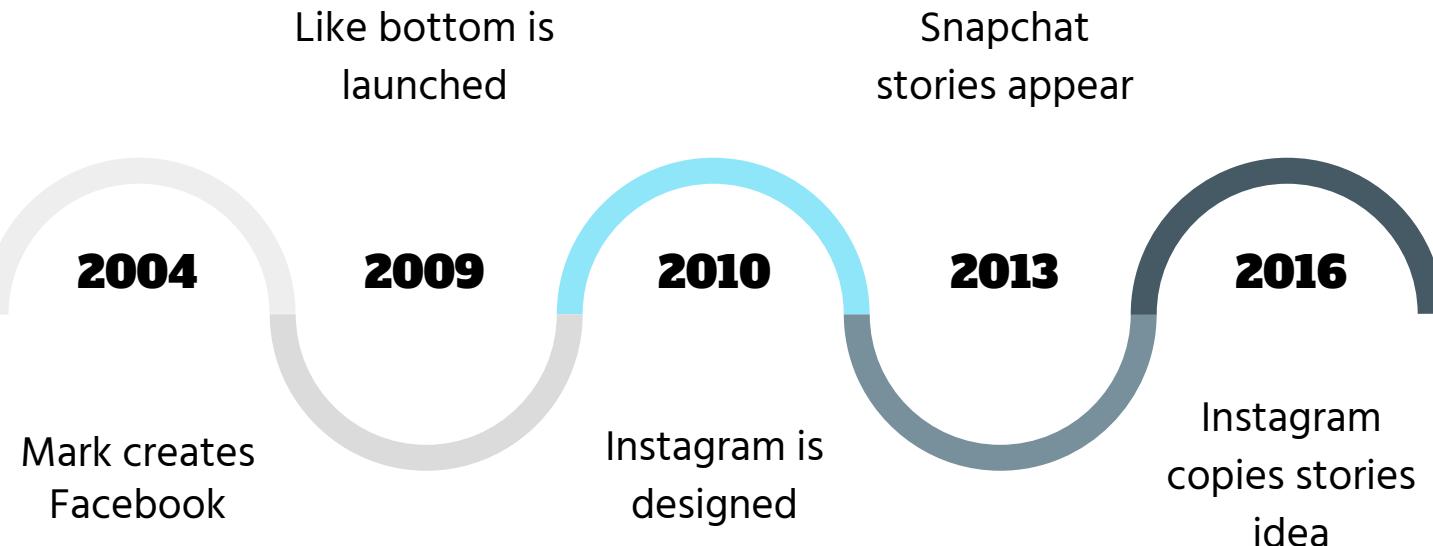


Introduction

In **1960s** Simon Ramo was already speaking about millions of minds connected together. Computers could not only be used for **computation** but also for **communication**.



Timeline



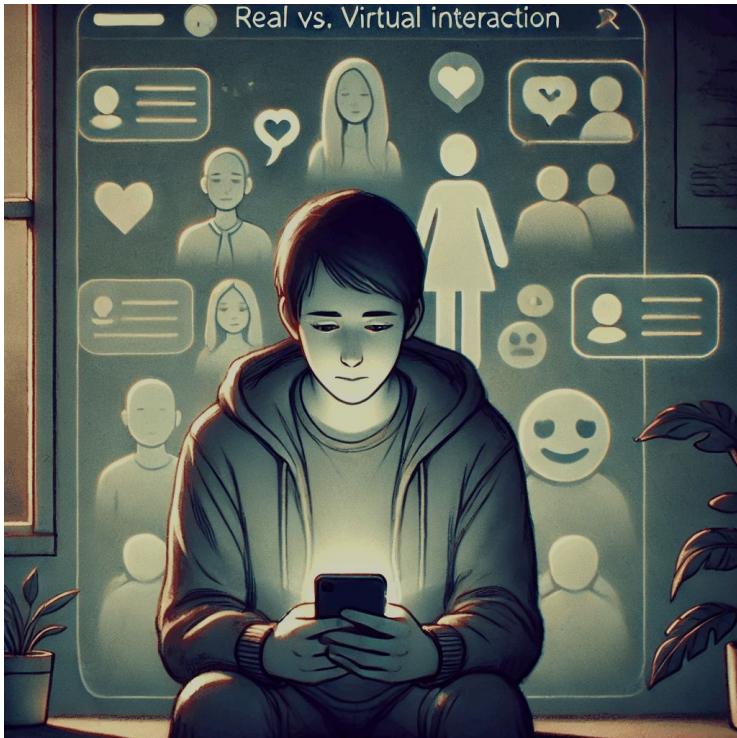


01

Human effects



What is real?

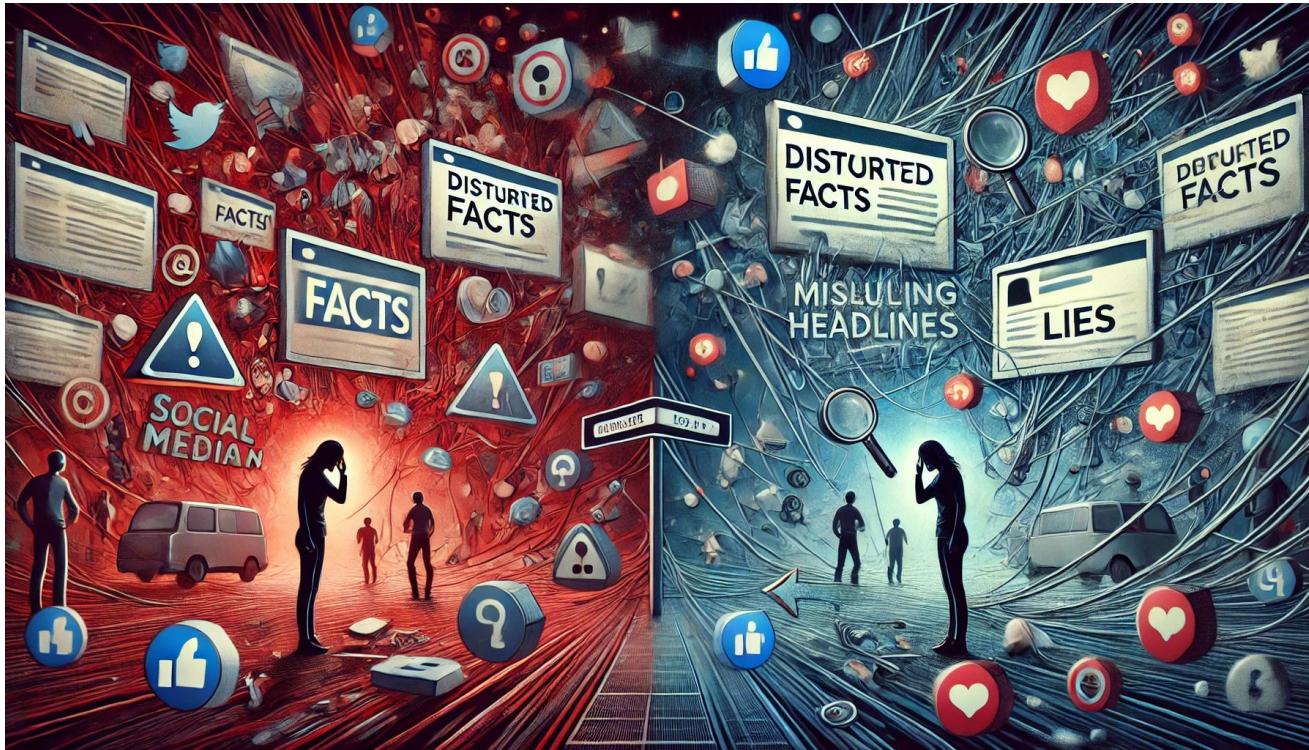


Bullying and Isolation

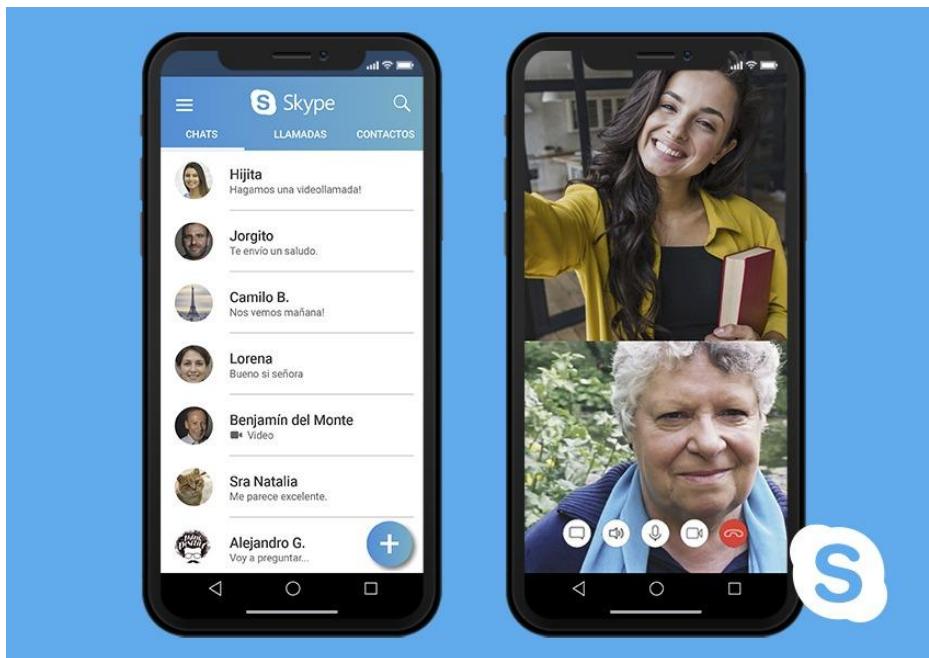




Misinformation



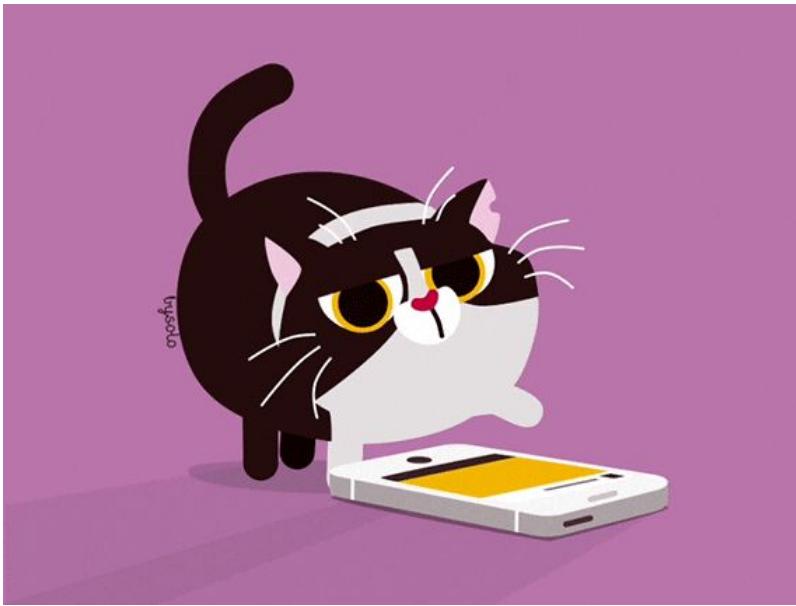
Positive effects





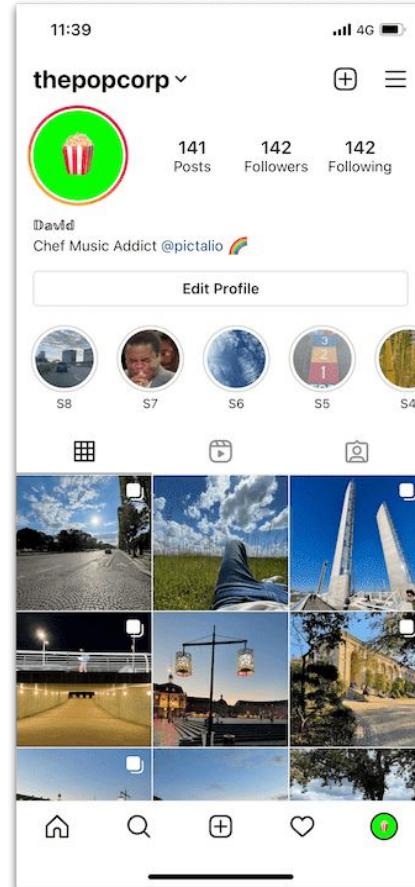
02

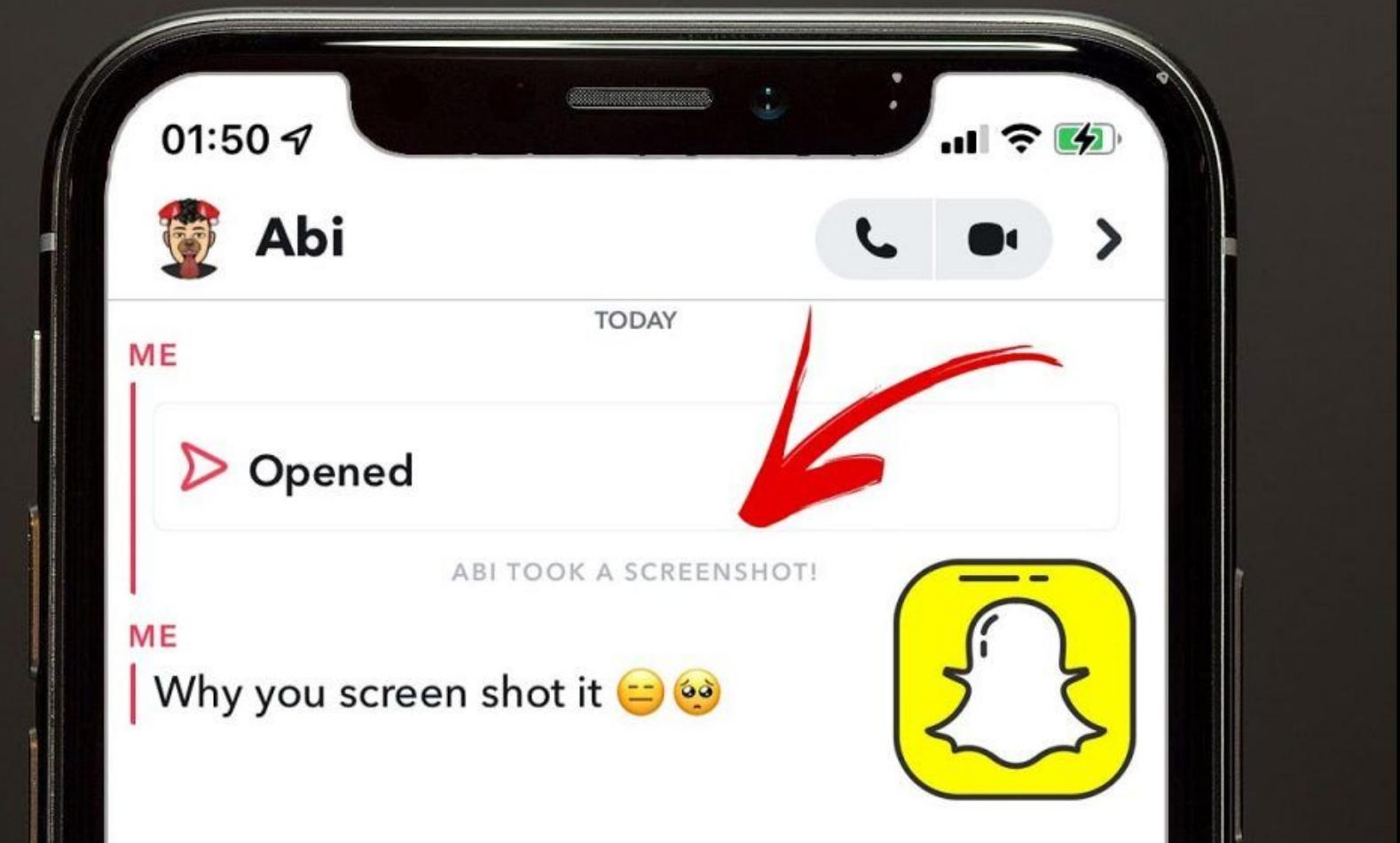
Human Computer relation



2.1

Stories

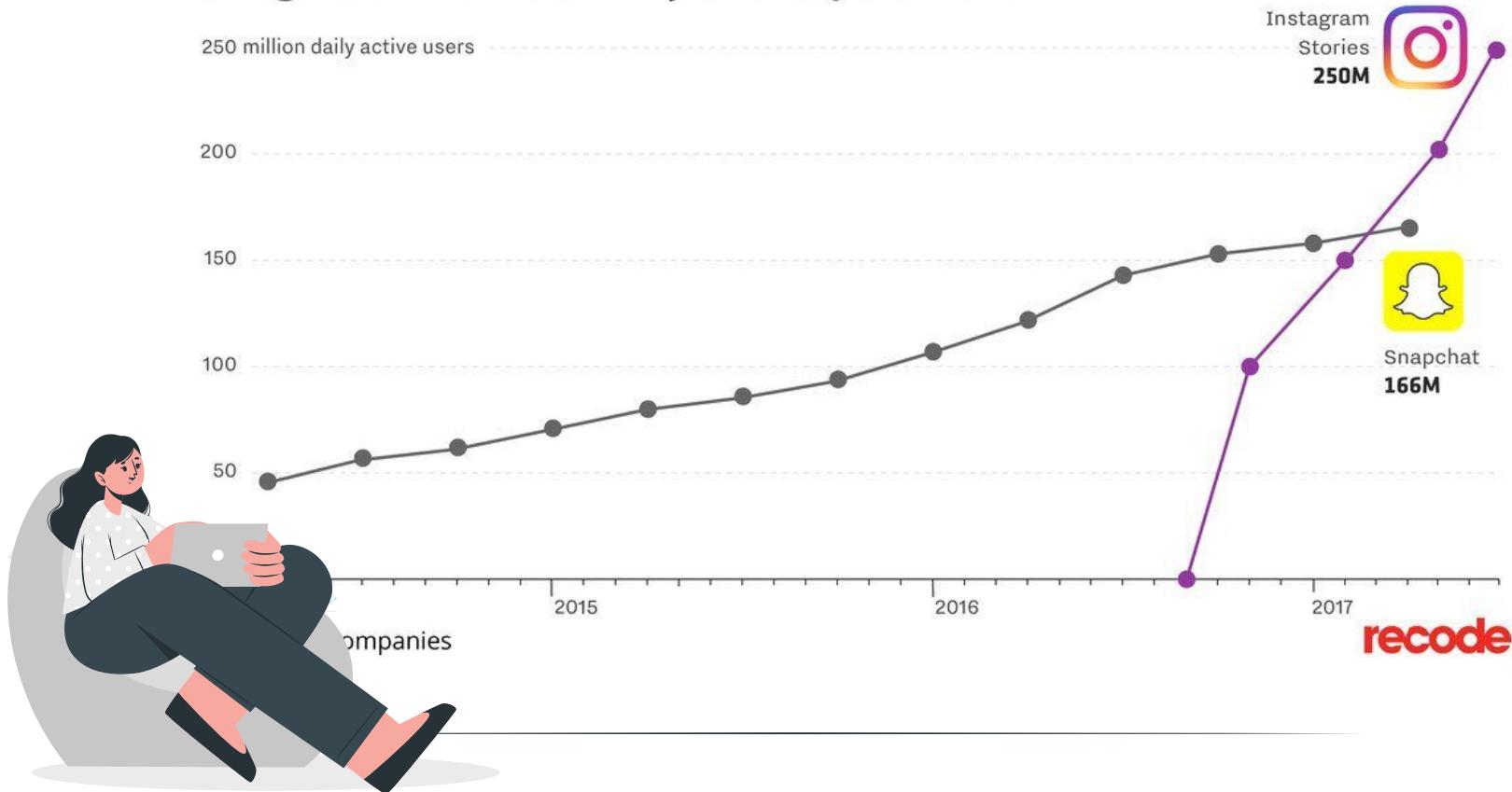


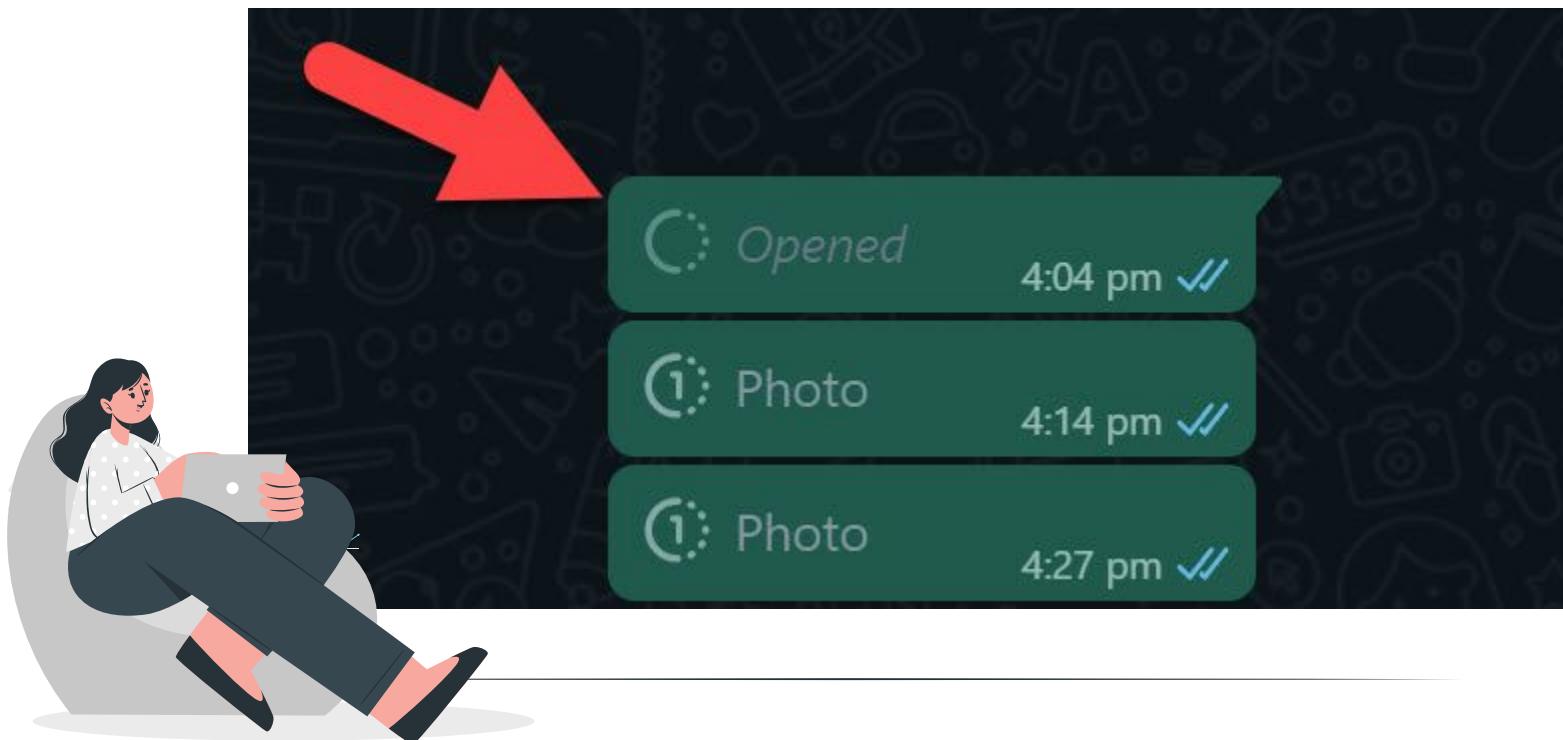




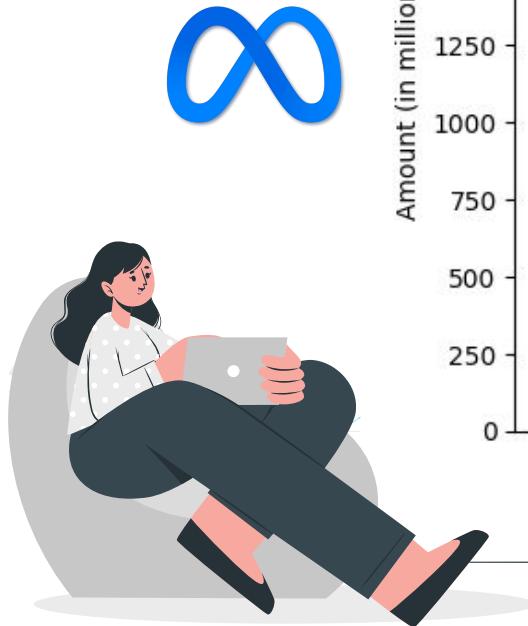
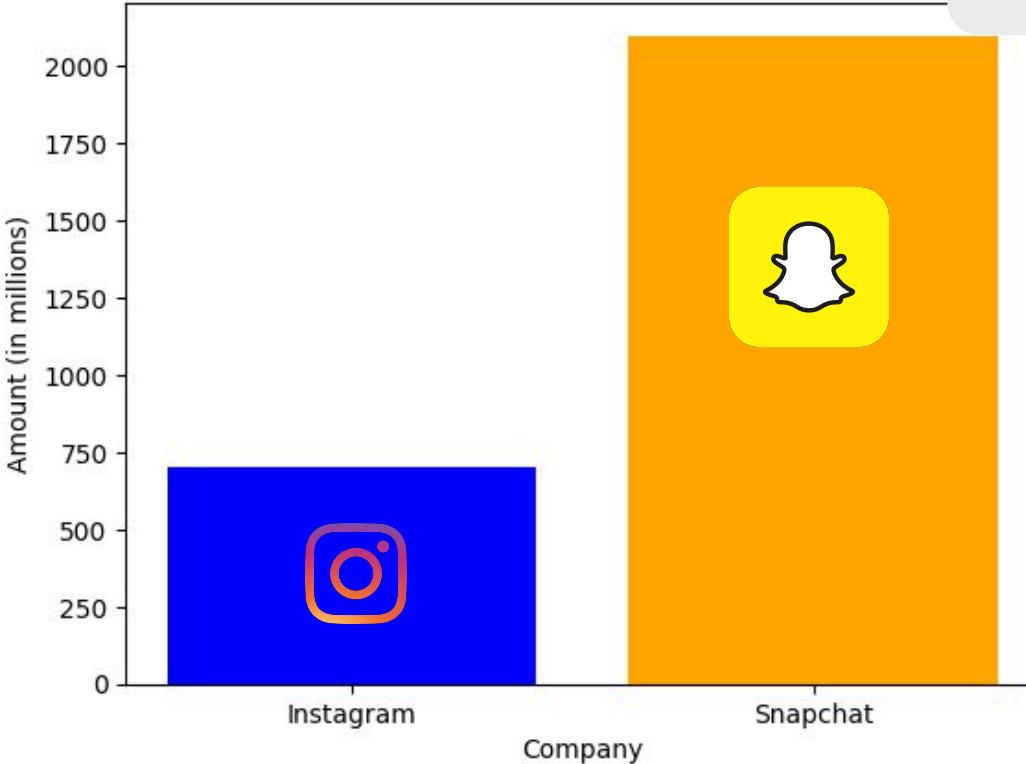


Instagram Stories versus Snapchat daily active users





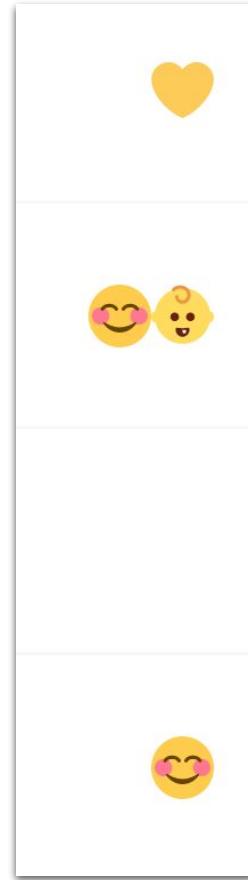
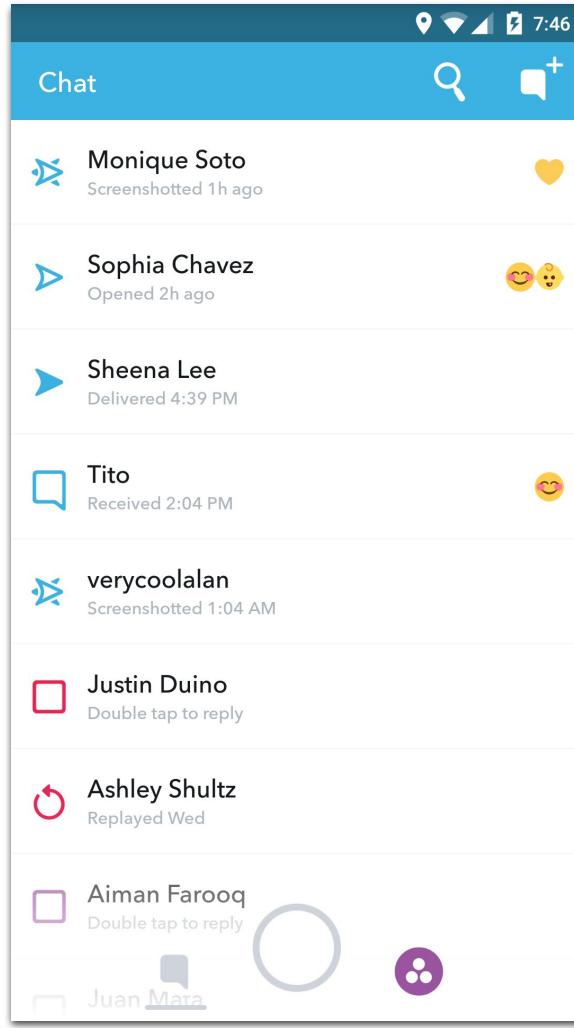
Comparison of Acquisition Costs

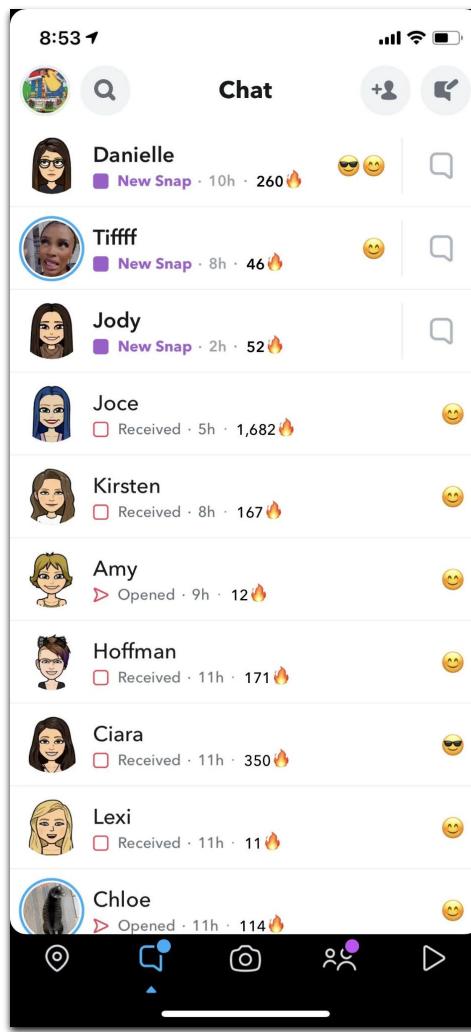


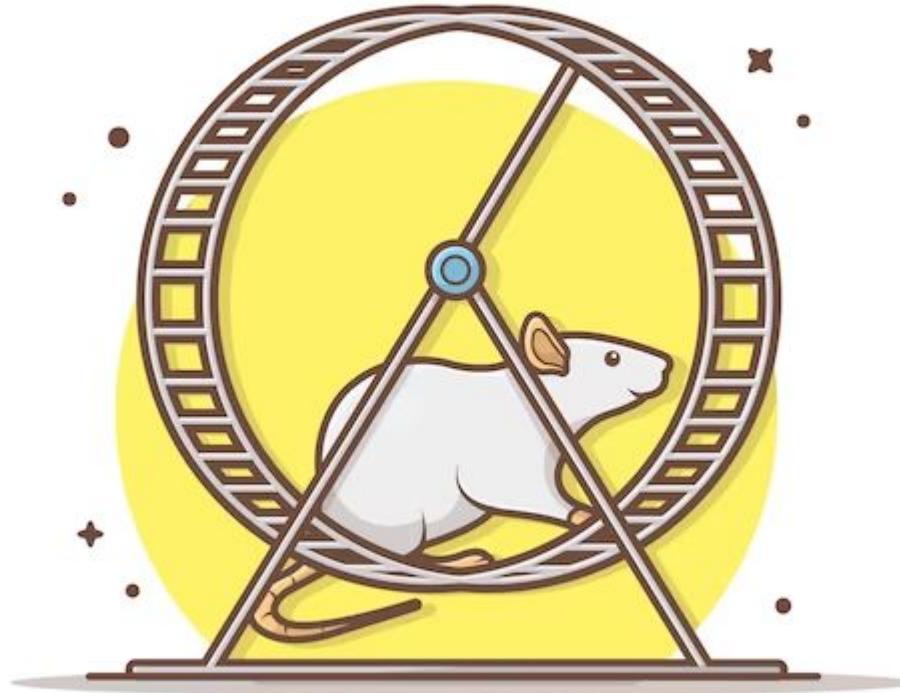


2.2

Gamification









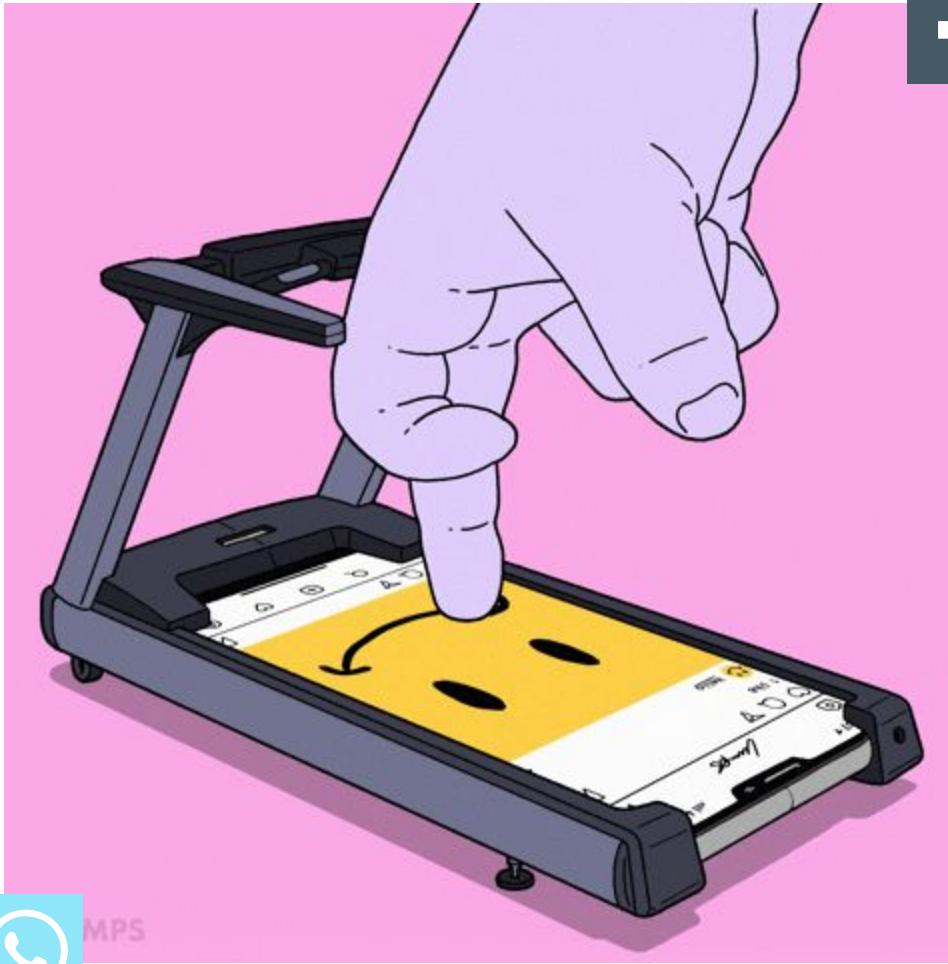
“The real problem is
not whether machines
think but whether men
do.”

—B.F. Skinner

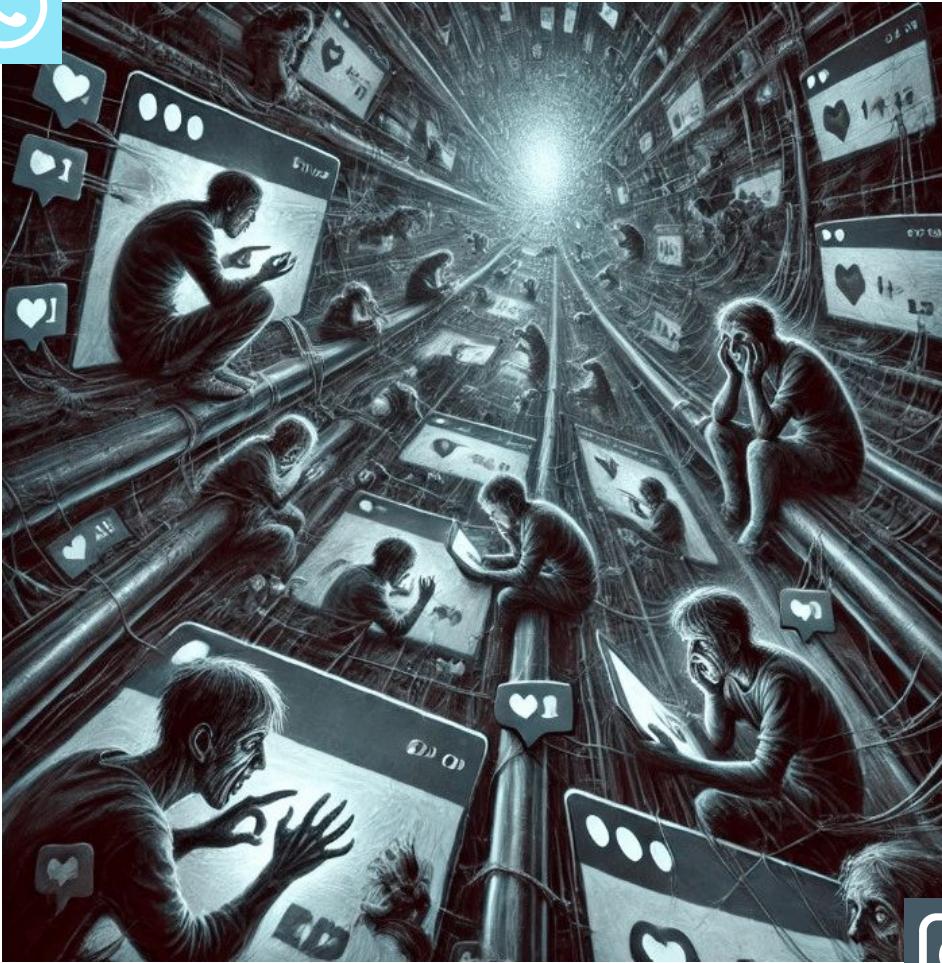
2.3

Infinite scrolling





MPS

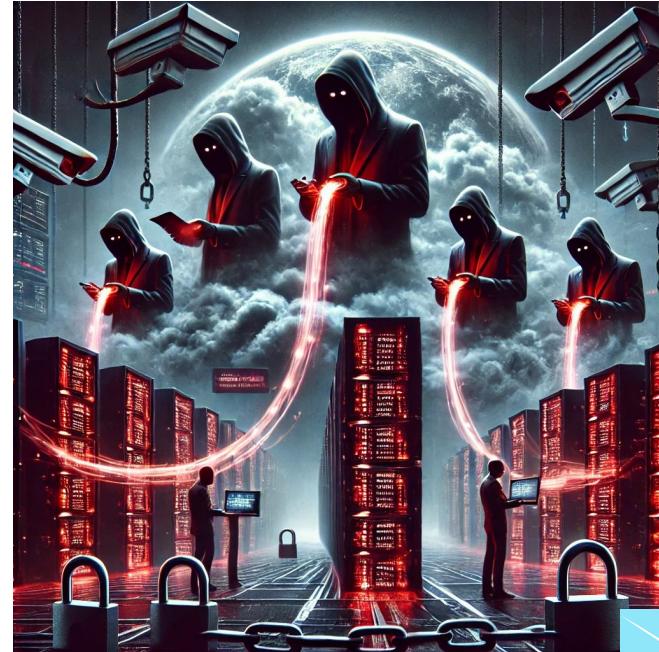




03

Computer- Computer relation

Data Robbery



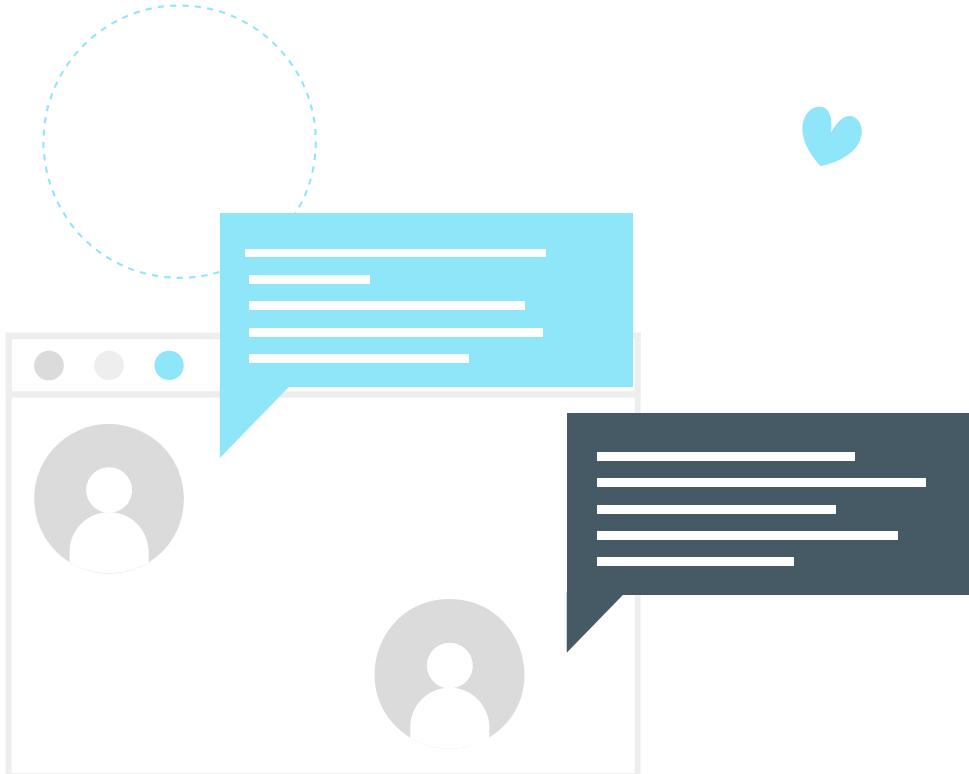
Social Media Manipulation





04

Numbers, data and problems

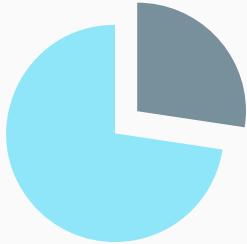


Numbers, data and problems

30%

Between 15-25 is addicted to social media

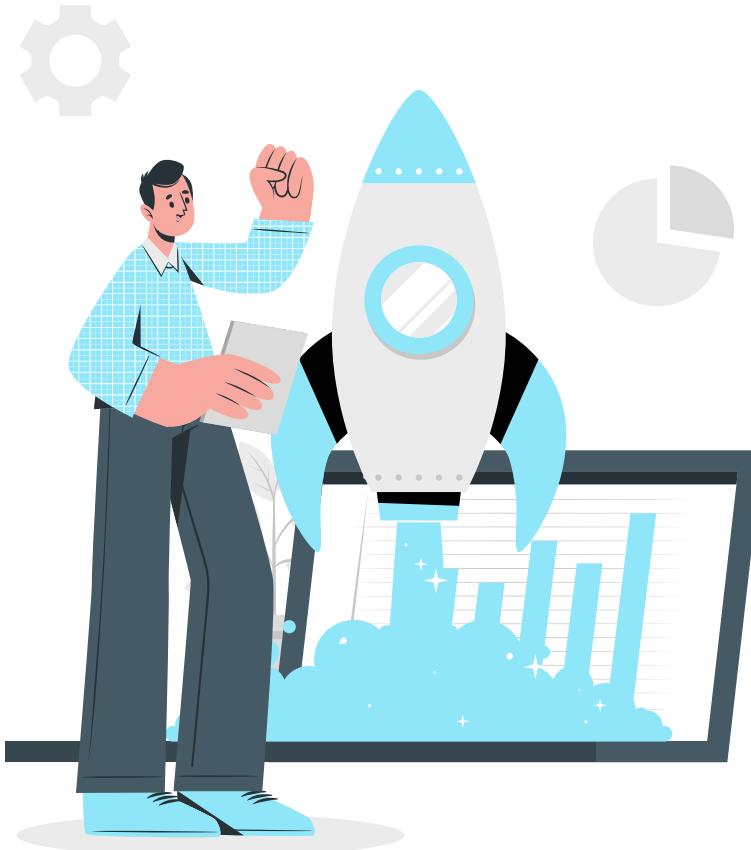




2h 20m/day

The average person spends on social media





62%

Of world's
population is on
social media

90%

Of social media
users follow at least
one **brand**

66%

Of **short-form**
video consumers
prefer videos under
a minute

73%

Of people aged 50
to 64 use at least
one social media
site



Possible solutions

05

Possible solutions

- **Mental Health Support:** Access to psychologists and mental health experts, as well as self-care steps for users.
- **Time Management:** Use phone features to limit app usage.
- **Education and laws:** Digital literacy programs for safe social media use and real-life interaction skills.
- **Parental Controls:** Limit and restrict children's access to social media and certain apps.
- **Combating Dopamine Dependency:** Reduce or delete social media use, replace with activities like sports and socializing.





06



Conclusion

Conclusion



Social media is one of the most useful and problematic things that has happened to humankind in the XXI century, and as we can see, everything depends on how it is implemented.

It is a **priority** for users to **understand how social media works**, to provide them the opportunity **to avoid most of the problems** that occur on a daily basis, to understand how their data is treated and avoid a bad use of it.

Nobody is safe from those problems, but being more informed is a good help.



Thanks!

Any questions?

