

REMAKING

YOURSELF

LESSON-11

HANDLING THE DEVIL

SOCIAL MEDIA



#SocialMediaSuccess

Social media is awesome! So useful! We can link to so many people and so much information with just a click (or tap). It keeps us updated with the latest news, allows us to create communities, stimulates awareness, supports education, and it is a great platform through which we can promote our business and other creative ideas worldwide. Let's have a look at some examples of people who became successful due to social media.



Lilly Singh, widely known as '**Superwoman**', created a YouTube channel in 2010 where she uploaded humorous videos about everyday life. Her success led to collaborations with celebrities, featuring in music videos, appearing in Bollywood movies, book publishing deals, and winning numerous awards.

Neil Pasricha began a daily blog called '**100 Awesome Things**' in June 2008. As his readership gradually grew, he began to get attention from major media outlets such as Wired and CNN.com. In 2009, after just one year, his blog hit 10 million hits and won an award for 'Best Blog.' Pasricha was approached by publishers to write a book. He then authored 'The Book of Awesome' and went on to become a New York Times best-selling author.

Incredible success in such a short amount of time. This is the power of social media. Imagine if we could be recognized like this – wouldn't it be amazing?

But do you know the bitter-truth? There may be a few success stories that have emerged from social media, but these are the exception, not the rule.

The Flipside of Social Media

The flipside is that even those who reach social media success, eventually realize that the millions of hits and awards are only temporary satisfaction. That kind of success does not make them happy.

In fact, Neil Pasricha himself says in his book 'The Happiness Equation' – "I got another book deal, then another, then another... And I had done it! I had finally reached my goal... (But) after working so hard for three years straight, lying in my tiny apartment, getting 3 or 4 hours of sleep, eating takeout for every meal... and losing touch with my friends... I suddenly had a realization. No matter how many external goals I have achieved... I just kept setting more. I started realizing that external goals didn't help me become a better person. Only internal goals did. When I was stressing about my blog and watching the hit counters, bestseller lists, and award nominations, I was using external motivators. I wasn't doing it for me. I was doing it for others. I lost my self-confidence... Critical comments, a nasty review, and the inevitable slipping off the bestseller list – meant I was a loser."

Social media success comes with its flipside, and what's more is that social media can detrimentally affects us – both physically and mentally. It can change your perception of the world and yourself, but not always for the better.

1. POOR MENTAL HEALTH

Spending too long on social networking sites can adversely affect your mood. You are more likely to experience poor mental health and symptoms of anxiety and depression.

Teens who spend 5 hours a day on their phones are twice as more likely to show depressive symptoms.²⁸



2. CYBER BULLYING

While social media has made making friends easier, it has also made it easier for predators to find their victims. Cyber bullying is currently a worldwide phenomenon. It doesn't just affect kids but adults as well. Sometimes this leaves a deep mental scar and, in some cases, drives people toward suicidal tendencies.



3. FOMO

The fear of missing out, or FOMO, is one of the most common negative effects of social media. The more you use social media, the more you feel that someone is having more fun than you right now and that you are missing out. It creates unhealthy competition, driving us to keep posting new things to show that we are living an exciting life, distracting us from things in our life which may be more important.



4. NEGATIVE BODY IMAGE

Seeing the pictures of those who are 'perfect' makes you conscious about how you look, therefore creating a negative impact in your mind.



5. UNHEALTHY SLEEP PATTERNS

50% of 18-24 year-olds check their phones in the middle of the night.²⁹ This means that half of the people in your class probably have this bad habit. Are you one of them?

Numerous studies have shown that the increased use of social media decreases the quality of your sleep and creates irregularities in your sleeping pattern. This has an overall negative impact on your productivity and personality.



6. POOR CONCENTRATION

Some people call it multi-tasking but it is not. Using social media while doing important work interferes with our ability to concentrate. Research has shown that constant interruption has adverse effects on our attention-span, learning and performance.



7. CAN PUT YOUR CAREER AT RISK

Employers are less likely to hire candidates whose social networking profiles show evidence of unprofessional behavior. Misusing social media could mean you lose your job or never get hired in the first place.



Researchers at Harvard University connected people to MRI machines to scan their brains and see how it reacts to social media usage. They found that eating tasty food and using social media, triggers the same feel-good chemical reaction in the brain.³⁰ But the problem is that this system does not enable us to distinguish between useful habits (exercise and sufficient sleep) and destructive habits (such as smoking and overuse of social media). So, when this chemical reaction occurs, it reinforces habits to the point of addiction.

Tristen Harris, who worked as a design ethicist at Google, emphasizes this point – 'Internet is not evolving at random. The reason it feels like it's sucking us in the way it is, is because of this race for attention.'³¹

Social media has been designed to capture your attention and to keep you engaged on your device as long as possible. One of the ways social media developers have strategized to keep us hooked is by removing stopping cues. Stopping cues are like chapters in a book, it eventually comes to an end, giving you the option to stop, take a break, or do something else. You may have noticed that Facebook, Instagram and Twitter contain bottomless newsfeeds instead of pages. Netflix and YouTube automatically start playing a new episode only moments after you have finished the previous episode. Of course, we could stop whenever we want, but isn't it easier to just keep watching?

Facebook's former Vice President for User Growth, Chamath Paliapitya, rarely uses Facebook and is strongly against his children using it. "I feel tremendous guilt... I think we have created tools that are ripping apart the social fabric of how society works," he says.

AVERAGE TIME SPENT ON SOCIAL MEDIA IN A LIFETIME³²



YOUTUBE

1 year, 10 months

FACEBOOK

1 year, 7 months

SNAPCHAT

1 year, 2 months

INSTAGRAM

8 months

TWITTER

18 days

=

**5 years,
4 months**

SOCIAL MEDIA RANKED WITH OTHER DAILY ACTIVITIES ^{12, 33}

SOCIAL MEDIA



COOKING



EATING



PERSONAL GROOMING



COMMUTING



LAUNDRY



WHAT ELSE COULD YOU DO IN 5 YEARS & 4 MONTHS?



FLY To The Moon And Back 32 Times!



RUN 10,000+ Marathons!



RELAX on a 1 Week Family Vacation
278 Times!

CLIMB Mt. Everest 32 Times!



READ More Than 1.4 Million Pages.





AM I ADDICTED?

Select the response that best represents the frequency of the following behaviors. For each question choose from the option from the 1-5. Answer honestly to experience the full benefit.

Options: 1-Never, 2-Rarely, 3-Sometimes, 4-Often, 5-Very Often

QUESTION

RESPONSE (1-5)

How often do you find you stayed online longer than you intended?	
How often do you lose sleep because of late night log-ins?	
How often do friends and family complain about you using social media/smartphone/internet?	
How often do you find yourself saying 'just a few more minutes?' when using social media.	
How often do you find yourself checking your phone even if you don't have to?	
How often do you find yourself spending time online instead of doing things around the house?	
I don't like when people bother me when I'm in front of a screen.	
I use the internet, apps, social media as a way to escape real life.	
When I am at work, home, or school and my smartphone is off or out of reach, I spend a lot of time thinking about what I'm missing out on.	
TOTAL	

Now add up your total score and then look below to see your result.

Less than 18 - You are not addicted

More than 18 - Moderate usage - but stay cautious!

More than 30 - You are addicted! Reduce your social media usage.

More than 40 - You are severely addicted! You need to make a drastic change.

Pramukh Swami Maharaj was once asked this question. He replied –

'If technology is used with discretion then it is a blessing. But without discretion it is a curse.'

Consider a knife. Is it a good thing or bad thing? If the knife is used for cooking or for medical operations then its effect is good. But if it is used to attack someone then its effect is bad. A knife is just a tool, whether a knife has a good or bad effect depends on how it is used.

Similarly, social media was meant to be used only as a useful tool, but **we have lost control** and instead it has become a dangerous distraction.

GAIN BACK CONTROL! IT'S TIME FOR TECHNOLOGY ETIQUETTE!

Here are some tips on technology etiquette.

- ☐ Don't use devices while having a family dinner – instead enjoy each other's company.
- ☐ When speaking to someone, put your phone away.
- ☐ Set a fixed time at night where you stop using social media – put your phone in airplane mode – let yourself unwind for an hour and then enjoy an undisturbed sleep.
- ☐ Turn your phone on airplane mode while you study.
- ☐ Reduce social media usage by using apps that help you reduce your screen time. Android's Pixel 3 and iOS 12 have inbuilt features for this.
(6 apps that will help you gain control over your smartphone)
- ☐ Remove counter-productive apps. Only use apps like Facebook or Twitter on the computer and remove the apps from your phone.
- ☐ Turn off your notifications.
- ☐ Don't sleep with your phone within reach. Get a separate alarm clock.



2010

Launch of the iPad. Journalist asked – "Your kids must love the iPad."
Steve Jobs – "They haven't used it. We limit how much technology our kids use at home."

#5 IPDC CHALLENGE!

This week's IPDC challenge is to gain back control over your phone. Look at the previous section – Technology Etiquette – look back through the list and pick at least three things that you will imbibe into your life. Think about it carefully, firmly decide, and then remember it daily.

Note down your experience everyday – How do you feel? What are the difficulties? What benefits have you felt?

STUCK TO THE SCREEN

When you're on an overseas trip, you may forget to pack your toothbrush, but you never fail to upload a selfie as soon as you arrive at the airport.

You go out into nature, but instead of enjoying each moment with the greenery and beautiful flowers against a backdrop of a bright orange, setting sun, you're only focused on clicking an amazing Instagram - worthy picture.

Just how shopkeepers put showpieces on display in the windows of stores, we have put ourselves on display through social media, we have forgotten how to enjoy life.

Stop living for others and **LIVE YOUR OWN LIFE – ENJOY YOUR OWN LIFE!**

Social media is a tool – don't make it an extension of your life!

