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## Social Media's Instant Reward Trap and How to Avoid it

### Podcast link/URL:

[https://soundcloud.com/ujjval-rajput-884478526/social-medias-instant-reward-trap-and-how-to-avoid-it?utm\\_source=clipboard&utm\\_medium=text&utm\\_campaign=social\\_sharing](https://soundcloud.com/ujjval-rajput-884478526/social-medias-instant-reward-trap-and-how-to-avoid-it?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing)

### Summary:

In this episode, I discuss the sudden spike in the popularity of short-form videos across major social media platforms and why even smaller companies are turning to them. What is the psychology behind these short-form videos that give them an edge over any other form of content creation?

Why are such videos making social media even more addicting and how can you safeguard yourself?

Despite dopamine playing an important role in our desire to interact with communication technology services like Instagram or TikTok, scientists no longer consider dopamine to drive our happiness levels on these apps. So, what actually leaves us craving for more content?

Turns out, there are 2 key risk factors of being addicted that are exclusive to short-form videos and you cannot be addicted if you learn to control them (Rathee, 2022). What are they? How can one control them?

Stay tuned as I answer these questions in this episode.

### Key Points of Discussion:

- The increased competition in the short-form video market with TikTok, Instagram Reels, YouTube Shorts and so on. Upcoming newer platforms to rival the big players.
- Details about the revenue generated from short-form videos.
- Latest research countering the claim of dopamine as a “happy hormone”.
- Creation of a Chronic Dopamine Deficit State and its effects.
- Inner workings of the human brain in terms of instant rewards.
- Statistics on the user base of short-form video service across different platforms.
- Controlling the risk factors that drive addiction on social media.
- Solution for excessively addicted individuals.

### Relevant Links & Resources (Hyperlink Format):

- Use these links to easily access your favourite services on the web as opposed to your phone to reduce addiction: [Instagram](#), [YouTube](#), [TikTok](#), [Twitter](#), and [Pinterest](#).
- [Limit your usage on social media using this timer](#).
- [Hedonic Treadmill explained](#).
- [More about Chronic Dopamine Deficit State](#).
- [Monthly active users' statistics in a visualized format: time stamp - \(3:00 to 3:15\)](#).

**References:** According to the APA citation format, references are on a new page. Therefore, please find references on the next page.

## References

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