

SOCIAL MEDIA ADDICTION

xiYuan wu



Have you actually know what exactly is social media?



LET'S HEAR ABOUT THIS
SOCIAL media report!

01

OPENING THESIS

What is question and thesis in this presentation?

02

BASIC INFO

More information about social media.

03

CORE element

Central problem and human condition.

04

COUNTER ARGUMENT

What might other people argue about?

05

STATISTICS data

Crazy number in Social Media.

06

CONCLUSION CLOSING

What did you learn in this presentation?

01

opening THESIS



Let's start this presentation by warm up question!

Warm up QUESTION Q&A

Time

How many average hours do you spend on social media in recent 7 days?



How many followers and likes do you have in social media platform(Facebook, Tiktok, instagram, Youtube, etc)?

LIKES

“The longest distance in the world is when I am by your side while you are playing on your phone.”

—someone **famous**

QUESTION & THESIS

QUESTION

Why are younger generations addicted with the number of followers and likes?



Younger generations are addicted to the number of followers and likes, and they are very addicted to social media.

THESIS

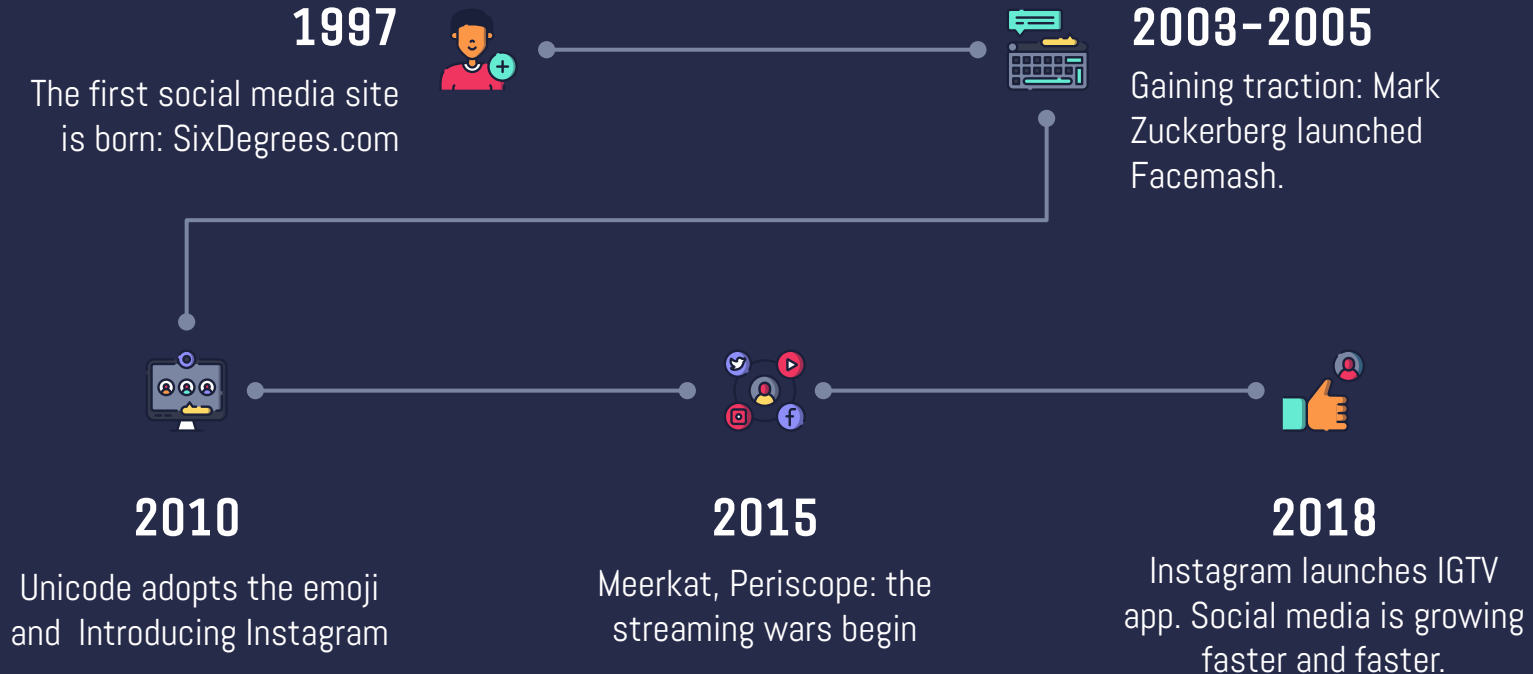
BASIC INFORMATION

02

More information about social media



SOCIAL media's **Timeline**



WHAT IS SOCIAL NETWORKING?



SOCIAL media

Websites and applications that enable users to create and share content or to participate in social networking.



FOLLOWERS

Someone who subscribes or opts in to receive updates from a business or brand on a social media network



LIKES

A form of social media engagement; they allow users to interact with updates and show they approve of what has been shared.

TYPE OF SOCIAL MEDIA



SOCIAL NETWORKS

Facebook, Twitter,
LinkedIn



BOOKMARKING SITES

Pinterest, Flipboard, Diggs



SHARING NETWORKS

Instagram, Snapchat,
YouTube



SHOPPING NETWORKS

Polyvore, Etsy, Fancy



CONSUMER REVIEW

Yelp, Zomato, TripAdvisor



INTEREST-BASED NETWORKS

Goodreads, Houzz, Last.fm

03

core ELEMENT



Central problem and human condition



What are **Position** & **Purpose** in my topic?

POSITION

This society is suffering from social media addiction.

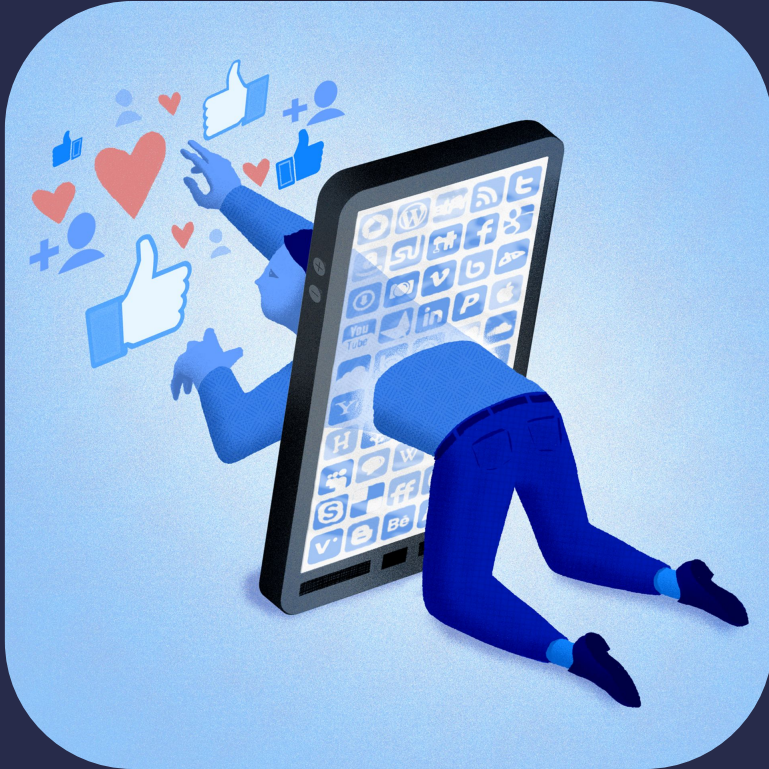
Cyberbullying, social anxiety, depression, and exposure to inappropriate content are among the serious issues created by social media.



PURPOSE

Psychologists estimate that as many as 5 to 10% of Americans meet the criteria for social media addiction today.





WHAT ARE THE **DOWNSID**ES OF SOCIAL MEDIA ADDICTION?

- low self-esteem, which may be prompted by incorrect perceptions that others' lives are "better" than yours
- increased isolation and loneliness
- anxiety or depression
- onset of social anxiety disorder
- a fear of missing out (FOMO), which can lead to even more social media usage
- disrupted sleep patterns, especially if you use social media right before bedtime
- decreased physical activity, which may affect your overall health
- poor grades or work performance

Human CONDITION



ARE YOU DIVORCED?

One of our most surprising findings is that we could even predict whether your parents were divorced or not, based on your Facebook likes.

There are many other intimate traits that are also predictable from your digital footprint: smoking, drinking, taking drugs, sexual orientation, religious and political views, and so on.



WHAT HAPPEN TO YOU?

The second surprising thing is that such a wide range of digital footprints can be used in predictions – even broad measures, such as the number of your friends, number of your likes, how many times you log in to Facebook, how many tweets you have.

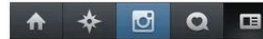
Sherman and team recruited 32 teenagers, aged 13 to 18, to take part in a small, photo-based social network similar to Instagram. They asked the teens to submit 40 photos from their own personal Instagram accounts to be part of the feed, and then showed them a total of 148 photos from these submissions on a computer screen.

The researchers told the individual participants that the photo stream had already been reviewed by 50 other teens as part of the study, and these photos had earned “likes” from these other teens. (In reality, the researchers themselves had assigned “likes” to these photos).

A real **EXPERIMENT**



♥ 30 likes



♥ Like

➡ Next



♥ 10 likes



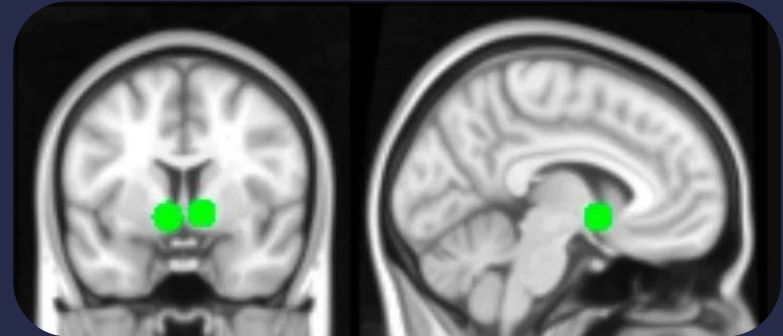
♥ Like

➡ Next

As the teens viewed the photos, researchers scanned their brains with an MRI machine and observed that certain images stimulated parts of their brain. For instance, when a participant saw that their own photo had earned a large number of “likes,” several centers in the brain associated with social activity and visuals lit up.

One region in particular, called the nucleus accumbens, was especially active. This region is linked to rewards and lights up when a person does pleasurable things like eating chocolate or winning money, the researchers noted. This suggests that the experience of being validated with “likes” is extremely rewarding, the researchers wrote.

Instagram 'LIGHTS UP' THE Brain's reward system





WHICH **SOCIAL MEDIA**
YOU LIKE BEST?



FACEBOOK



TWITTER



TIKTOK



INSTAGRAM



YOUTUBE



OTHER



counter Argument

04



What might other people argue about?



Argument and Counter Argument A (Education)

Argument

59% of students with access to the Internet report that they use social media to discuss educational topics and 50% use the sites to talk about school assignments.

**SOCIAL MEDIA SITES HELP
STUDENTS DO BETTER AT SCHOOL.**

Counter Argument

31% of teens say that using social media during homework reduces the quality of their work. Students who used social media had an average GPA of 3.06 while non-users had an average GPA of 3.82.

**STUDENTS WHO ARE HEAVY
SOCIAL MEDIA USERS TEND TO
HAVE LOWER GRADES.**

Argument and Counter Argument B (Economy)

Argument

Social media sites have created a new major industry and thousands of jobs. Communication and collaboration from social media added between \$900 billion and \$1.3 trillion to the economy.

SOCIAL MEDIA IS GOOD FOR THE ECONOMY.

Counter Argument

A global online survey found that 50% of workers check or use social media at least once a day during work hours. A survey of Irish workers found that 78% use a personal device to access social media at work.

SOCIAL MEDIA HARMS EMPLOYEES' PRODUCTIVITY.

Argument and Counter Argument C (Criminals)

Argument

73% of federal, state, and local law enforcement professionals surveyed think "social media helps solve crimes more quickly."

A survey by the International Association of Chiefs of Police found that 85% of police departments use social media to solve crimes.

LAW ENFORCEMENT USES SOCIAL MEDIA TO CATCH AND PROSECUTE CRIMINALS.

Counter Argument

81% of people surveyed feel "not very" or "not at all" secure when using social media sites to share private information. The National Security Agency (NSA) can monitor social media activity and read the content of private social media messages simply by entering a person's username into their system.

SOCIAL MEDIA LACKS PRIVACY AND EXPOSES USERS TO GOVERNMENT AND CORPORATE INTRUSIONS.



05

Statistics Data

Crazy number in Social Media



4.48 BILLION



Number of people use social media in global world



210+ MILLION



Estimates people suffer from internet and social media addictions worldwide



2.42 HR

The **time** do people spend on social media each day globally for users aged 16 to 64 on any device

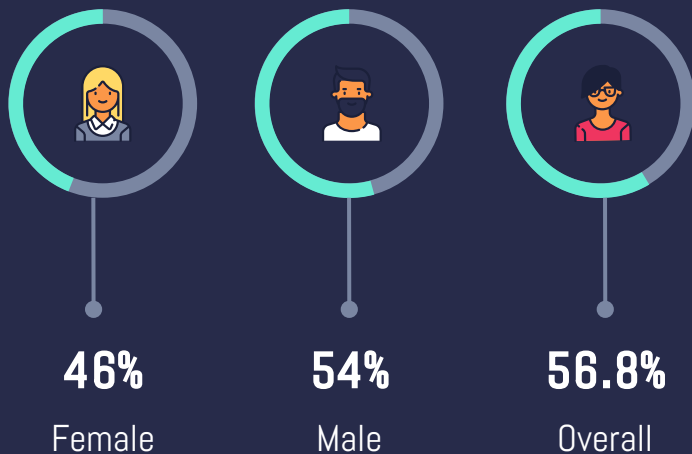


8.4

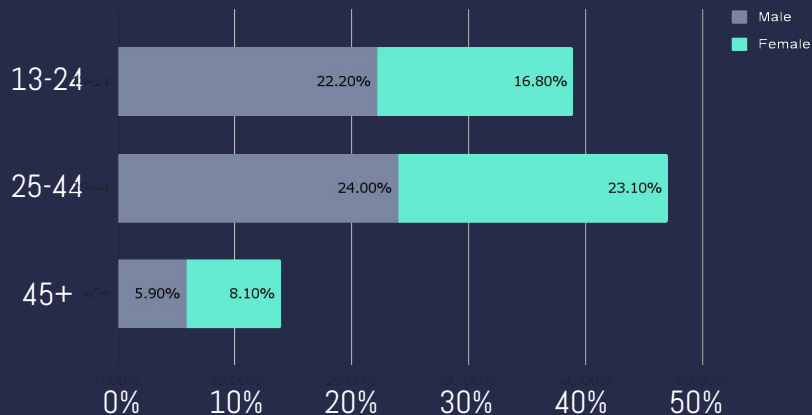
The average of a person have social media **accounts** in worldwide

SOCIAL MEDIA DEMOGRAPHICS(2021)

Gender



Age



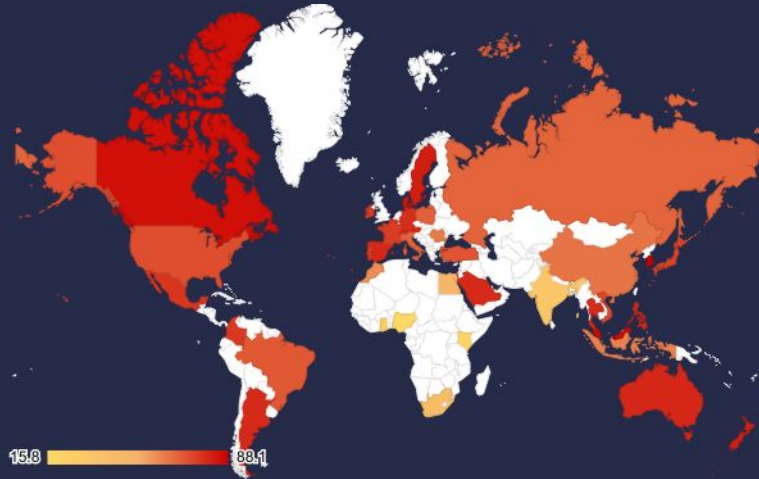
Overall: The percentage of people using social media out of the world's total population.

COUNTRY percentage use social media

UAE: 88.1%

The top 1 country people
use social media

Canada: 84.9%
Singapore: 84.4%
Denmark: 83.6%
Sweden: 82.1%
New Zealand: 82%



Malaysia: 86%

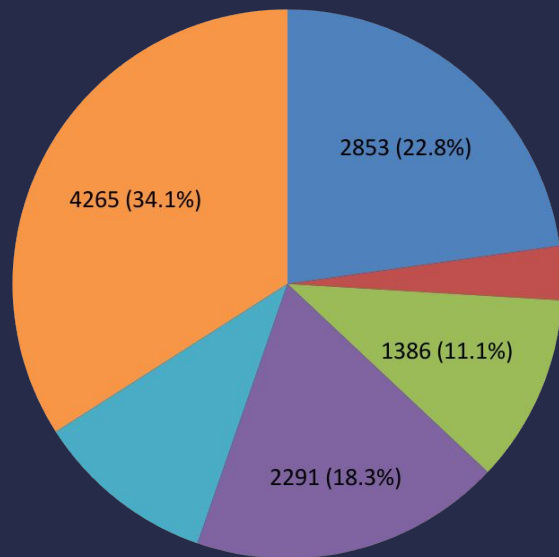
Rank 3 country people
use social media

South Korea: 88%

Rank 2 country people
use social media

America: 72.3%
China: 64.9%
Russia: 67.8%
Australia: 79.9%
Japan: 74.3%

MOST USED SOCIAL MEDIA BY PLATFORM



Facebook Twitter Instagram Youtube TikTok Other

MM: 1 MM equals 1 million.



2853

Facebook



397

Twitter



4265

Other



1386

Instagram



2291

Youtube



732+600

Tiktok,
Douyin

TikTok: Douyin is another version of TikTok, they are the same thing.

SOME OTHER USAGE STATISTICS (TOP PICKS)

4.48 billion people currently use social media worldwide, up more than double from 2.07 billion in 2015.

60.99% of the 7.87 billion people in the world use social media, of eligible audiences aged 13+, there is 63% that are active users.

Out of 4.48 billion social media users, 99% access websites or apps through a mobile device, with only 1.32% accessing platforms exclusively via desktop.

By region, social media growth in 2019-2020 is led by Asia: +16.98%, Africa +13.92%, South America +8.00%, North America +6.96%, Europe +4.32%, and Australasia +4.9%.

72.3% of the total US population actively use social media, totaling a number of 240 million people.

Globally, the average time a person spends on social media a day is 2 hours 24 minutes; if someone signed up at 16 and lived to 70, they would spend 5.7 years of their life on it.



CONCLUSION

CLOSING

06

What did you learn in this presentation?

CONCLUSION CLOSING



SOCIAL MEDIA POSITION IN REAL LIFE

Social media has taken its position into the real world and has interfered with the lives of many. As users log on to their social media profiles, they are being removed away from the real world and placed into the virtual dimension. As the virtual world and the real world coexist, there is a competition for the dominant form of communication.



EXPERIMENT CONCLUSION

When the researchers asked teens to choose photos to like, they discovered that teens were heavily influenced to like a photo when it already had a large number of likes.

In short, this experiment could explain why teens are so obsessed with social media, their brain is active.

HOW TO GET RID OF SOCIAL media **ADDICTION?**



What are the **overall conclusion** is?



conclusion

Social media can be beneficial when used in ways that help build deeper connections between us.

Unfortunately, social media is quickly becoming one of the strongest forces that divide us. We are drawn into the race for likes, competing with our followers, constantly comparing ourselves to an artificial ideal. We need to be conscious of how we use social media platforms so they can bring us together rather than divide us.

Getting rid of social media altogether is not the solution. The problem is not social media itself, but rather, the way we use social media.



CONSIDER THE PLACE OF **social media** OF YOUR LIFE. IS IT ACTING AS AN OPIATE, NUMBING YOU TO POTENTIAL PROBLEMS? OR IS IT HELPING YOU STAY IN TOUCH WITH THOSE WHO MATTER MOST TO YOU?



SLIDES RESOURCES

Did you like this slide? click them and check for resource!

The history of social media: 29+ key moments

What are the different types of social media?

Are social networking sites good for our society?

Stanford scholar finds social media reveals much about the human condition

Social network usage & growth statistics: how many people use social media in 2021

Distribution of instagram users worldwide as of october 2021, by age and gender

Active social network penetration in selected countries and territories as of january 2021

Ways to beat social media addiction

MLA Format RESOURCES

Dean, Brian. "How Many People Use Social Media in 2020?" Backlinko, 26 Apr. 2021, backlinko.com/social-media-users.

Kakkar, Garima. "What Are the Different Types of Social Media?" Digital Vidya, 10 May 2019, www.digitalvidya.com/blog/types-of-social-media/.

procon.org. "Are Social Networking Sites Good for Our Society?" Procon.org, 17 Aug. 2018, socialnetworking.procon.org/.

Samur, Alexandra. "The History of Social Media: 29+ Key Moments." Hootsuite Social Media Management, 22 Nov. 2018, blog.hootsuite.com/history-social-media/.

MLA Format RESOURCES

Statista. "Global Instagram User Age & Gender Distribution 2019 | Statistic." Statista, Statista, 7 Sep. 2021, www.statista.com/statistics/248769/age-distribution-of-worldwide-instagram-users/.

Tankovska, H. "Social Networks: Penetration in Selected Countries 2019 | Statistic." Statista, Statista, 2019, www.statista.com/statistics/282846/regular-social-networking-usage-penetration-worldwide-by-country/.

University, Stanford. "Stanford Scholar Finds Social Media Reveals Much about the Human Condition." Stanford News, 26 Aug. 2015, news.stanford.edu/2015/08/26/social-media-kosinski-082515/.

Ward, Isabella. "Social Media Addiction: 6 Ways to Beat It | Digital Detox." Time to Log Off, 24 Oct. 2020, www.itstimetologoff.com/2020/10/25/6-ways-to-beat-social-media-addiction/.

MANY THANKS!



Do you have any questions?

addyouremail@freepik.com
+91 620 421 838
yourcompany.com

CREDITS: This presentation was created by **Xiyuan Wu**, Please do not modify anything unless told.

Please keep this slide as attribution

