

Social dilemma - the negative impact

The documentary "The Social Dilemma" delves into the workings of popular social networking sites and exposes how they employ basic psychological tactics to entice users to continue using them. The film illustrates how users become addicted to these sites, leading to their gradual estrangement from the real world. It highlights the algorithms utilized by the artificial intelligence model to keep users hooked and continuously wanting more. The documentary features perspectives from both users and tech experts who created these sites.

Initially, social networking sites were created to bring people closer, but the desire for more engagement has resulted in users becoming addicted, adversely impacting their mental and physical health. Addiction to social media is similar to drug addiction, as users find it challenging to quit and require regular use of mobile phones. The mental impacts and psychological manipulation are so severe that many employees who designed these algorithms quit their jobs. Tech and psychology experts explain how they designed these algorithms to increase engagement on the sites. However, with the increasing goals of advertising and greed for money, these sites have become dangerous for society.

Interviewees express their concerns about the ease of spreading fake news on social networking sites and the resulting societal division. The documentary forces the viewer to reflect on their social media usage and realize their vulnerability. Users are puppets of the algorithms that predict and dictate their next action. The increasing impact of social media, particularly on teenagers, is a matter of great concern, and companies need to address it.

The film portrays how social media has become a part of people's daily lives and how it affects their behavior. It emphasizes how people have become more involved in the virtual world of likes, comments, and tags than the actual world. The documentary is a wake-up call for the viewers, as it sheds light on the psychological impact of social media and the power it holds over users. It is a must-watch for anyone who uses social media, as it provides a fresh perspective on its impact on society.