Social media is a great tool for communication with people that you can’t meet in real life so often. Here some examples of social media: Meta (Facebook), Instagram (Meta), Snapchat, YouTube, TikTok. They all do similar things: They all try to make you read more feeds / scrolling more and show ads while scrolling. They all give you the ability to communicate with other people on the internet. They are all free, but some of them have a thing called premium that allows you to escape ads / other disturbing things.

Why people saying social media is bad for you?

Social media itself isn’t a bad thing, it’s the people that create the app try to make money and the people are using the app have a low self-control. Social media got created as a tool for people to communicate with each other when they can’t meet up in real life, give people joy, teacher people about stuffs (etc. YouTube), and more.

Good Side:

YouTube:

YouTube main purpose is for give people an opportunity to create video to earn money, promoting yourself, teaching people via videos, or let people know some events is happening. Some company uses YouTube to create ads for they own promotion, or they do some fun things on it like Discord YouTube and Mojang YouTube.

Meta:

You probably heard of meta universe before, maybe from the news or someone posted stuff on YouTube about it. So, Facebook renamed their company to Meta a while ago. Why? Because they are creating something huge called meta universe that basically is a virtual world in VR. People can have the face they want, people can have the ability to teleport, or even work in it.

Snapchat:

Snapchat is a great way of chatting with friends, play games, take selfies, and more. It has some good features and interface that allows you to subscribe to people and get notification when they post something, it’s very easy to take selfie and photo with it with a lot of AI edits, filters, effects, and music that is all there, and you could use it whenever you want.

The Dark Side:

Social media is a great tool for a lot of things, BUT it can do a lot of harm to people.

Social media companies have a very similar goals, that’s make money. But you may think the app itself is free, how do they make money? There are a lot of ways for them to make money, the most common way is to show ads: to make companies want to use your (the social media) as they promotion, you first need to make yourself popular right? When a lot of users uses you, companies will want to promote using your social media to promote they products, so the social media company most need some ways to make users use they products.

There are multiple ways for companies to get more users using they product, the most common way is use you as their worker, then make more people as their worker using you. For example: YouTube. You may think how, isn’t that YouTube just a tool for us to learn and have fun? No, YouTube want people to create videos, you may be one of it that create YouTube videos, it might be YouTube short, or some video for teaching. But when you think you’re creating the videos for the community, you’re actually helping YouTube to get more people using their platform, if your videos are good more people may want to watch it. And the people that is watching may want to start creating they own video and try to compare with other creators who have more subscribers/likes or anything similar. That makes people have a goal for YouTube. Same for TikTok, it works just like YouTube but with more videos because they are all shorts, so that means they can earn more by ads. Snapchat, Facebook, Instagram works in a similar way too. But with a thing called story or feeds.

So what’s wrong with it?

Social media not only allows you to spend all of your time to scroll feeds and waste your time, it also have a chat feature that can cause a lot of problems like social bully, having trouble to communicate in real life because chatting too much. A lot of suicides ([List of suicides that have been attributed to bullying - Wikipedia](https://en.wikipedia.org/wiki/List_of_suicides_that_have_been_attributed_to_bullying)) is because of social media by depression. You maybe wondering how can social media cause depression? There might be multiple reasons: the first one is online bully. Online bully happens a lot because people just don’t feel like bully someone in real life than on social medias. The second most common reason is didn’t get to the goal they set, for example followers, likes. Or even got laugh at in real life because of it.

How does companies make you to use they products (social media)?

When you are scrolling though feeds, or just opened YouTube, you’ll always see the videos/posts that you like to see, so you just want to watch it/keep scrolling. Because they all used a thing called machine learning.