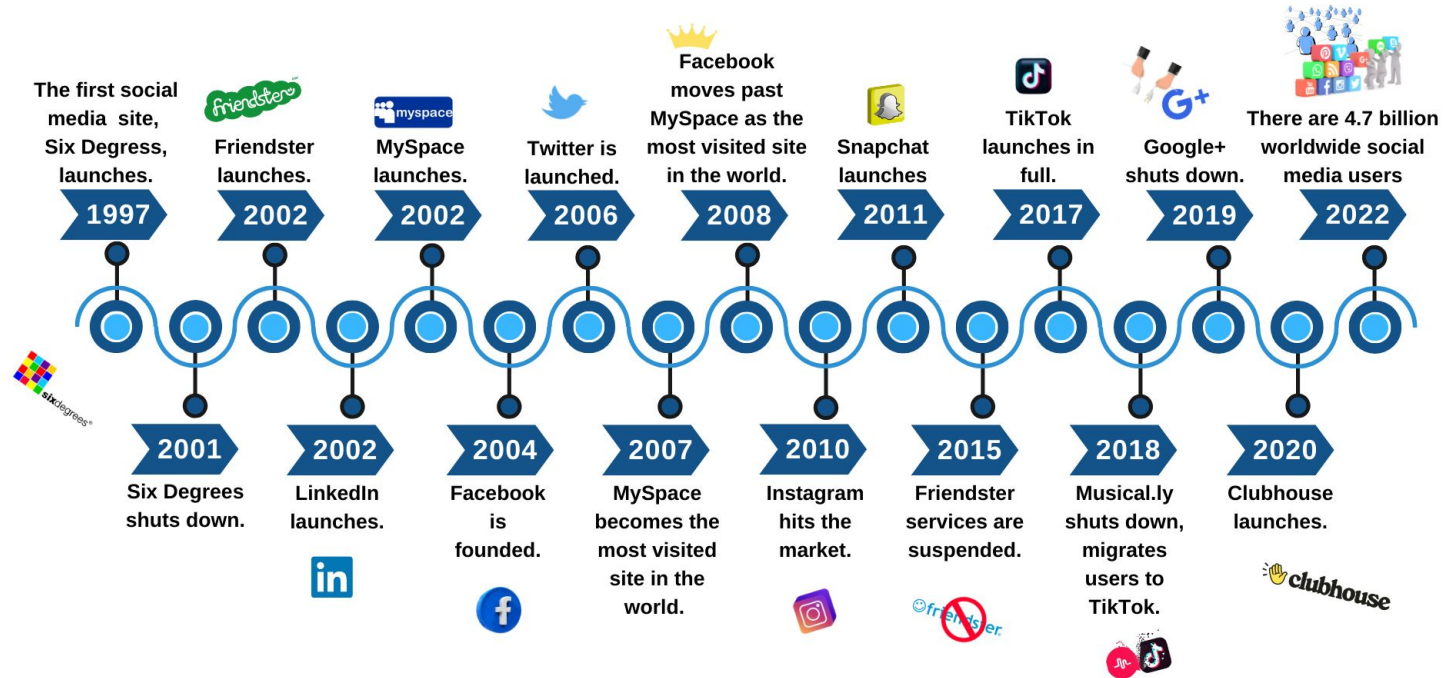

Social Media Feedback Loops

Jihae Park / Wayne Tobias

Social Media Timeline



Source: <https://www.broadbandsearch.net/blog/complete-history-social-media>

— Social Media Defined

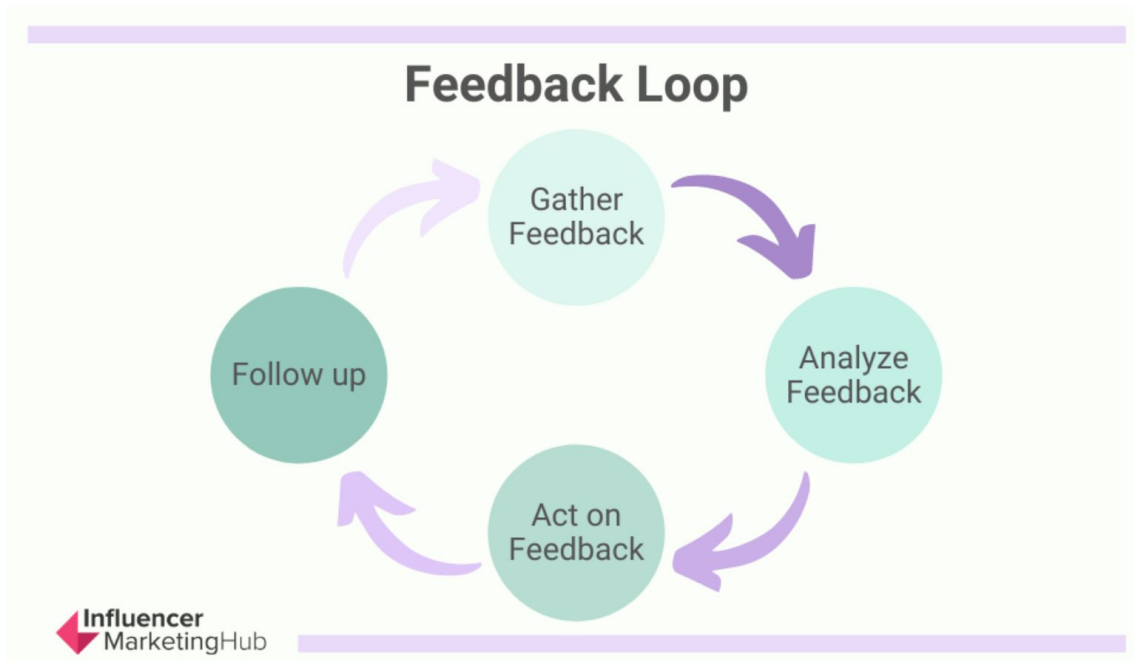
Group communication since the time of Town Criers and carrier pigeons

Online communication designed to create networks and communities where information, ideas, messages, photos, etc., can be freely shared.



Social Media Feedback Loop Defined

An echo chamber that is created by algorithms based on user behavior



Platforms that incorporate feedback loops include ...

Tik Tok

Track effectiveness in real time and crank the volume on your top-performing posts. Monitor trends and stay notified about your industry, customers and competitors. Analyze your audience. See data from the past. Tailor your metrics

Facebook

A website which allows users, who sign-up for free profiles, to connect with friends, work colleagues or people they don't know, online. It allows users to share pictures, music, videos, and articles, as well as their own thoughts and opinions with however many people they like.

Instagram

People can upload photos or videos to our service and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram

—

Pros

- Connectivity, Knowledge, and Creativity
- Global Awareness, Build Communities
- Join Noble Causes

Social Media



**A cautionary tale:
Have a reasonable time limit on
social media or increase the risk of
mental health problems!**

Social media is about
connecting **people**
to people.
Borders can be
removed.



Source: Lauren Friedman Suits, Leading Brand: April 22, 2014

Share anything
with anyone
A song, poem,
dessert, or a work
of art can be
shared instantly
and then shared again!



Supporting noble causes
and social movements
building
communities
with a common
cause can be
spread quickly
with social media





In conclusion.

It is beneficial to have a feedback loop within your social media interactions.

This reinforces your sense of belonging to a global society, being connected with friends and family, and having opportunities to join social causes that you believe in.

Cons

- Addictiveness
 - Mental Health Issues
- Echo Chamber Effect

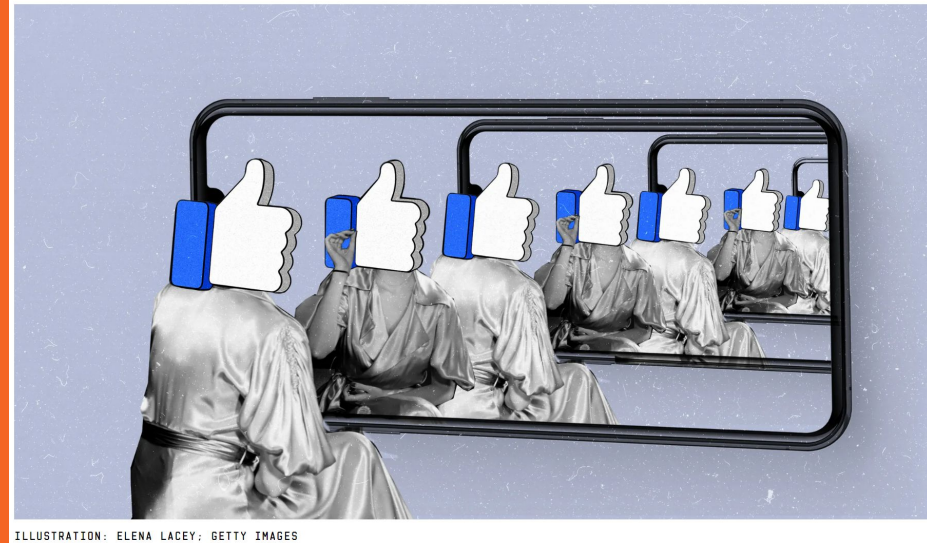
“The short-term,
**dopamine-driven
feedback loops**
that we have created are
destroying how
society works...” -
Chamath Palihapitiya,
former senior executive
at Facebook



Excessive SNS use shows a strong association with psychological distress such as **depression, anxiety, feeling isolated,** and vulnerable to the perceptions of others.



Online personalization creates echo chamber to **affirm biases** that may result in an increased **social and political polarization** and extremism.



In conclusion:

It is not beneficial to have social media feedback loops as it may cause many psychological issues and leave people with narrow viewpoints of the world.



Arguments Pro vs Con

Connectivity

Communities

Noble Causes

Addictiveness

Negative Mental
Health Issues

Echo Chamber Effect

**Is a social media
feedback loop
beneficial to
society?**

A hand holding a black smartphone, with the thumb touching the screen. The background is a blurred red and white pattern, possibly a flag or clothing. The text is overlaid on the left side of the image.

You Decide

Asynchronous Component

Within a week of the live session during which a Weekly Ethicacy is delivered, each participant will post to the corresponding thread in the *ethics-we* channel a response: clearly indicating chosen side supporting their choice with supporting documentation, by referencing personal experience, and/or by expanding upon comments from live presentation or preceding channel discussion.