

Social Media Addiction

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Demo

GITHY



brianmueller
.github.io
/githy
^permanent link^

yellkey.com/**learn**
^expiring link^





Jaron Lanier says
about social media:



“The gradual, slight,
imperceptible
change in your own
behavior and
perception:
that is the product.”





Social Media



Social media are interactive technologies that allow the creation or sharing/exchange of information, ideas, interests, and other forms of expression via virtual communities and networks. Comprised of:



- User generated content (images, videos, text, etc)
- Connections to other individuals or groups of people



Goals of social media through algorithms

- Engagement: keep you scrolling and interacting with the media
- Growth: get you to come back, and bring friends
- Advertisement: make money

... the **Goal Is To Hook You**





Stats

3.6 billion

People are on social media

72%

Of Americans actively use social media with 84% of users between 18-29 years old

144 mins

(roughly 2.4 hrs)

Is the average amount of time spent online in one day per person





Addiction

Addiction occurs when a person “uses substances or engage in behaviours that become **compulsive** and often continue despite **harmful consequences**.”

- Endorphins are released, so checking/scrolling feels good
- **But...**
 - How do we become addicted?
 - What are these "harmful consequences"?...





Causes of social media addiction



- Similar concept to slot machines
 - Temporary yet constant dopamine hits
- Peer pressure and FOMO
- Endless notifications and endless scrolling
- Adding “read” receipts
- Suggested content, which entices you to click on it

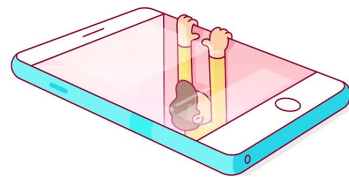




Effects of social media addiction

- Interruptions in daily workflow/loss of productivity
 - Overchecking for notifications(150+ times a day avg)
- Suicide rates and depression up among young teens and young adults (due to cyberbullying, feeling of exclusion, suicide pacts, how-tos on suicide, etc.)
- Social Media Dysmorphia
- Gen Z taking less risks (first gen to experience full tech)





✖ Ethical dilemmas



- A handful of people, mostly white men, have control of content consumed by over 2 billion users. That's an extreme amount of power like we've never seen before.
- Psychology of what persuades people being used in the tech industry (they take classes!)
 - Anyone with money can infiltrate governments or elections through the mostly unmonitored chat rooms or groups and targeted ads
- Algorithms send people down rabbit holes through suggested or similar content
 - Fake news 70% more likely to be shared than real news due to unregulated messages and posts (how do you regulate trillions of messages?)





Regulation



- For the most part, big tech is self regulated and protected by Section 230(a section of Title 47 of the United States Code enacted as part of the United States Communications Decency Act)
 - **Section 230-** “No provider or user of an interactive computer service shall be treated as the publisher or speaker of any information provided by another information content provider.” In other words, Section 230 has allowed the internet to thrive on user-generated content without holding platforms and ISPs responsible for whatever those users might create.
- Digital Millennium Copyright Act of 1998 regulates copyright material
- FOSTA-CESTA signed by Trump is an anti-trafficking law that limits the powers of online free speech.





Solutions

(some things we can do)

- Delete all your social media accounts (including email according to Jaren Lanier)
- Change colors on your phone to grayscale(that way bright colors are less attractive)
- App limiting apps (let's you see how much time you spend on social media/your phone)
- Turn off notifications
- Charge/put your phone in a different room(ie. 30 mins no phone before/after bed, during work, etc)
- Schedule to see people in person (and put phone away while you're with them)



TEN ARGUMENTS FOR DELETING YOUR SOCIAL MEDIA ACCOUNTS **RIGHT NOW**

ARGUMENT ONE:

You are losing your free will.

ARGUMENT TWO:

Quitting social media is the most finely targeted way to resist the insanity of our times.

ARGUMENT THREE:

Social media is making you into an asshole.

ARGUMENT FOUR:

Social media is undermining truth.

ARGUMENT FIVE:

Social media is making what you say meaningless.

ARGUMENT SIX:

Social media is destroying your capacity for empathy.

ARGUMENT SEVEN:

Social media is making you unhappy.

ARGUMENT EIGHT:

Social media doesn't want you to have economic dignity.

ARGUMENT NINE:

Social media is making politics impossible.

ARGUMENT TEN:

Social media hates your soul.



Solutions



(some things companies and the govt *should* do)



- Go back to pagination or load more button instead of infinite scrolling
- Ban surveillance advertising
 - Pass the Honest Ads Act to regulate who has access to targeted ads
- Make big tech pay for consequences of big tech ("harms they inflict on society")
- Retrain and rebuild what social media is today
 - Center for Humane Technology seeking to create regulation and retrain companies and peoples
- Reduce reach of unverified accounts and low-quality information
- Ratify Section 230 of the Communications Decency Act (the federal law that gives internet companies protection from liability for user-generated content disseminated on their platforms)



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Now get off your computer and go hug someone

And then come back for the rest of the presentations

