

REMAKING

YOURSELF

LESSON-12

HANDLING

SOCIAL MEDIA



#SocialMediaSuccess

Social media has changed the world today! In the present time, it has become an inevitable part of everyone's life. It has made the world so small by connecting so many people residing anywhere in the world. With just one click, we can access so much information. It keeps us updated with the latest news, allows us to create communities, share ideas, support education, and promote our business worldwide. Let's look at some people, for instance, who became successful using social media.

Lilly Singh, widely known as '**Superwoman**', created a YouTube channel in 2010 where she uploaded humorous videos about everyday life. Her success led to collaborations with celebrities, featuring in music videos, appearing in Bollywood movies, book-publishing deals, and winning numerous awards.

Neil Pasricha began a daily blog called '**100 Awesome Things**' in June 2008. As his blog viewership gradually grew, he began to get attention of major media outlets such as Wired and CNN.com. In 2009, after just one year, his blog hit 10 million hits and won an award for 'Best Blog.' Pasricha was approached by publishers to write a book. He then authored 'The Book of Awesome' and became a New York Times best-selling author.

Incredible success in such a short period of time. This is the power of social media. Imagine if such things happened in our life— wouldn't they be amazing?

But do you know the bitter truth? There may be a few success stories that have emerged from social media, but these are the exception, not the rule.

The Flipside of social media

The flip side of social media is that even those who succeeded through it eventually realized that millions of hits and awards give temporary satisfaction. This kind of success does not make them happy in the true sense, as it is momentary.

In fact, Neil Pasricha himself says in his book 'The Happiness Equation' – "I got another book deal, then another, then another... And I had done it! I had finally reached my goal...(But) after working so hard for three years straight, lying in my tiny apartment, getting 3 or 4 hours of sleep, eating takeout for every meal...and losing touch with my friends...I suddenly had a realization. No matter how many external goals I have achieved...I just kept setting more. I started realizing that external goals didn't help me become a better person. Only internal goals did. When I was stressing about my blog and watching the bit counters, bestseller lists, and award nominations, I was using external motivators. I wasn't doing it for me. I was doing it for others. I lost my self-confidence...Critical comments, a nasty review, and the inevitable slipping off the bestseller list – meant I was a loser."

Social media success comes with its flipside, and it has detrimental effects on our physical and mental well-being. It can change your views and perception of the world, and the same for yourself, but those changes don't always need to be good; they may have some adverse effects.

1. POOR MENTAL HEALTH

Spending too long on social networking sites can adversely affect your mood. You are more likely to experience poor mental health and symptoms of anxiety and depression. Teens spending 5 hours daily on their phones are twice as likely to show depressive symptoms.¹



2. CYBER BULLYING

While social media has made making friends easier, it has also made it easier for predators to find their victims. Cyberbullying is currently a worldwide phenomenon, and it doesn't just affect kids but adults as well. Sometimes this leaves a deep mental scar and, in some cases, drives people toward suicidal tendencies.



3. FOMO

The fear of missing out, or FOMO, is one of the social media's most common negative effects. The more you use social media, the more you feel that someone is having more fun than you, and you are missing that. It creates unhealthy competition, forcing us to keep posting new things to show that we are living an exciting life. It distracts us from the things that may be more important in our lives.



4. NEGATIVE BODY IMAGE

Seeing the pictures of those who look 'perfect' makes you conscious about your look. You tend to compare your look with theirs, negatively affecting your mind and developing an inferiority complex.



5. UNHEALTHY SLEEP PATTERNS

50% of people between 18 to 24 years of age have a habit of checking their phones up to midnight. It means that half of your class probably has this bad habit. Are you one of them? Numerous studies have shown that the excessive use of social media adversely affects the quality of sleep and creates irregularities in sleeping patterns. It has a direct impact on your overall personality and productivity.



6. POOR CONCENTRATION

Simultaneously using social media while doing important work degrades our ability to concentrate. Some people call it multi-tasking, but it is not the case. Research has shown that constant interruption in doing any work adversely affects attention-paying ability, grasping power and working capacity.



7. CAN PUT YOUR CAREER AT RISK

Employers are less likely to hire candidates whose social networking profiles show evidence of unprofessional behaviour. Misusing social media could cost you losing your job, or you never get hired in the first place.



Researchers at Harvard University conducted one experiment on some people with the help of MRI machines to study the human brain's response while using social media. They found that eating tasty food and using social media triggers the same feel-good chemical reaction in the brain.³ But the problem is that this system does not enable us to distinguish between useful habits (exercise and sufficient sleep) and destructive habits (such as smoking and overuse of social media). So, such habits gradually become an addiction when this chemical reaction occurs.

Tristen Harris, who worked as a design ethicist at Google, emphasizes this point – *'Internet is not evolving at random. The reason it feels like it's sucking us in the way it is, is because of this race for attention.'*⁴

Social media has been designed to capture your attention and keep you engaged on your device as long as possible. One of the ways social media developers have made sure to keep us hooked is by removing stopping cues. Stopping cues are like chapters in a book; it eventually ends, giving you the option to stop, take a break, or do something else. You may have noticed that Facebook, Instagram, and Twitter newsfeeds don't have a bottom or pages. It never ends, and it keeps on coming continuously. Netflix and YouTube automatically start playing a new episode just after finishing one episode. Of course, we can stop whenever we want to, but isn't it easier to just keep watching?

Facebook's former Vice President, Chamath Palihapitiya, who was handling the User Growth portfolio, rarely uses Facebook and is strongly against his children using it. *"I feel tremendous guilt... I think we have created tools that are ripping apart the social fabric of how society works,"* he says.

AVERAGE TIME SPENT ON SOCIAL MEDIA IN A LIFETIME



YOUTUBE	1 year, 10 months
FACEBOOK	1 year, 7 months
SNAPCHAT	1 year, 2 months
INSTAGRAM	8 months
TWITTER	18 days

=
**5 years
4 months**

TIME SPENT ON SOCIAL MEDIA AND FOR OTHER DAILY ACTIVITIES

SOCIAL MEDIA



COOKING



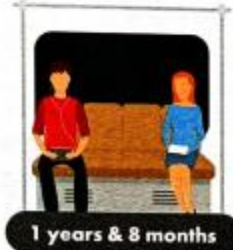
EATING



PERSONAL GROOMING



COMMUTING



LAUNDRY



WHAT ELSE COULD YOU DO IN 5 YEARS & 4 MONTHS?



Can **FLY** To The Moon And Back 32 Times!



Can **RUN** 10,000+ Marathons!



Can **RELAX** on a 1 Week Family Vacation 278 Times!

Can **CLIMB** Mt. Everest 32 Times!



Can **READ** More Than 1.4 Million Pages.





AM I ADDICTED?

Select the response that best represents the frequency of different behaviours shown below. For each question, choose from 1-5. Be honest while answering to get the true evaluation for your benefit.

Options: 1-Never, 2-Rarely, 3-Sometimes, 4-Often, and 5-Very Often

QUESTIONS	RESPONSE (1-5)
How often do you stay online longer than you intended?	
How often do you lose sleep because of using social media late at night?	
How often do your friends and family complain about you using social media/smartphone/internet?	
How often do you say a few minutes more to yourself while using social media?	
How often do you check your phone even though it is not required?	
How often do you spend time online by ignoring necessary household activities?	
How often do you dislike when people try to call you when you are using social media?	
Do you use the internet, apps, and social media to escape from real life?	
How often does it happen when you are at home/college and you keep thinking about your phone and feeling like you are missing something?	
TOTAL	

Now add up your total score and look below to see your result.

Less than 18 – You are not addicted.

More than 18 – Moderate usage – but need to be cautious!

More than 30 – You are addicted! Reduce your social media usage.

More than 40 – You are severely addicted! You need to make a drastic change.

IS SOCIAL MEDIA BAD?

Pramukh Swami Maharaj was once asked this question. He replied –

'If technology is used with discretion then it is a blessing. But without discretion it is a curse.'

Take an example of a knife. Is it a good thing or a bad thing? If the knife is used for cooking or for medical operations, then it is a good thing. However, if it is used to attack someone, it is a bad thing. A knife is just a tool; how we use it makes it a good thing or a bad thing.

The same happens with social media. Initially, it was meant to be a useful tool, but **we lost control** of ourselves, so it has become a harmful obsession.

GET THE CONTROL BACK!

IT'S TIME TO DEVELOP TECHNOLOGY ETIQUETTE WHILE USING SOCIAL MEDIA!

Here are some tips for developing technology etiquette.

- ☐ Don't use devices while having lunch or dinner with family– instead, enjoy each other's company.
- ☐ Put your phone away while speaking to someone.
- ☐ Set a fixed time at night by which you will stop using social media – put your phone in airplane mode – let yourself unwind for an hour and then enjoy undisturbed sleep.
- ☐ Turn on airplane mode on your phone while you study.
- ☐ Reduce social media usage by using apps that help you reduce your screen time. Android's Pixel 3 and iOS 12 have inbuilt features for this.
(6 apps that will help you gain control over your smartphone)
- ☐ Remove unnecessary apps from your phone. Use apps like Facebook or Twitter only on the computer and remove these apps from your phone.
- ☐ Turn off your notifications.
- ☐ Don't sleep with your phone within reach. Get a separate alarm clock.



2010

Launch of the iPad. Journalist asked – *"Your kids must love the iPad."*

Steve Jobs – *"They haven't used it. We limit how much technology our kids use at home."*

OBSESSION OF THE SCREEN

It is possible that you may forget to pack your toothbrush when you're on a foreign trip, but you never fail to upload a selfie as soon as you arrive at the airport.

When you go out to beautiful natural places, instead of enjoying each moment with the greenery, beautiful flowers and bright orange setting sun, you get engrossed in clicking good photographs just to post on Instagram.

The way shopkeepers put showpieces in the windows of stores for display, the same way we also try to exhibit ourselves through social media, and in doing so, we just forget to enjoy real joy of life.

Stop living for others and **LIVE YOUR OWN LIFE – ENJOY YOUR OWN LIFE!**

Social media is a tool – don't allow it to control your life!

