



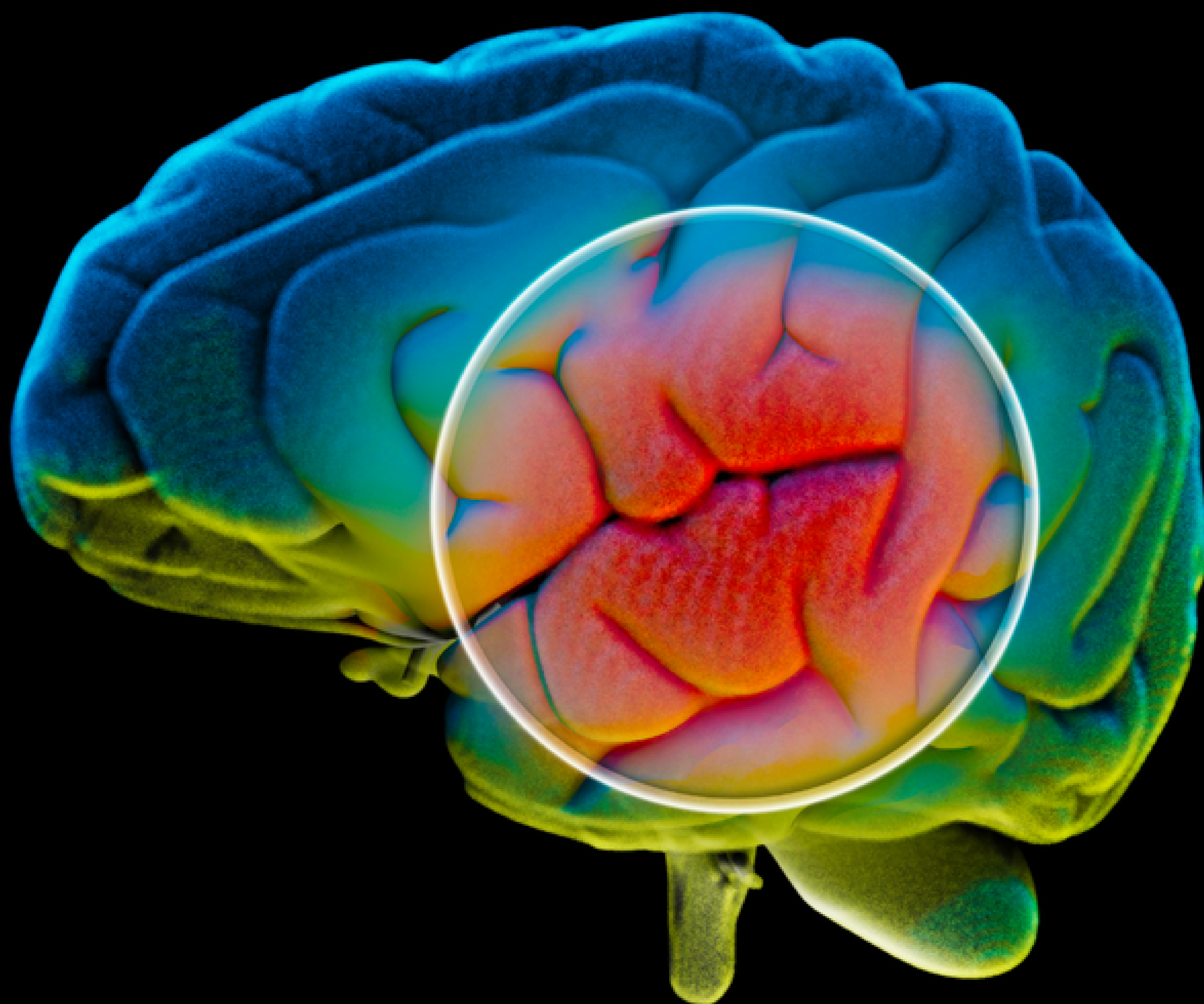
# HOW ARTIFICIAL INTELLIGENCE MAKES US SOCIAL MEDIA ADDICTIVE





The short-term, **dopamine-driven feedback loops** that social media giants have created were destroying how society works.

These companies use **Artificial Intelligence** to keep us using their products as much as possible. They turn us into addicts.



1. how many times do you check your social media apps in a day?
2. What is it the first thing you check when you wake up?
3. Check how much time you spend on social media apps





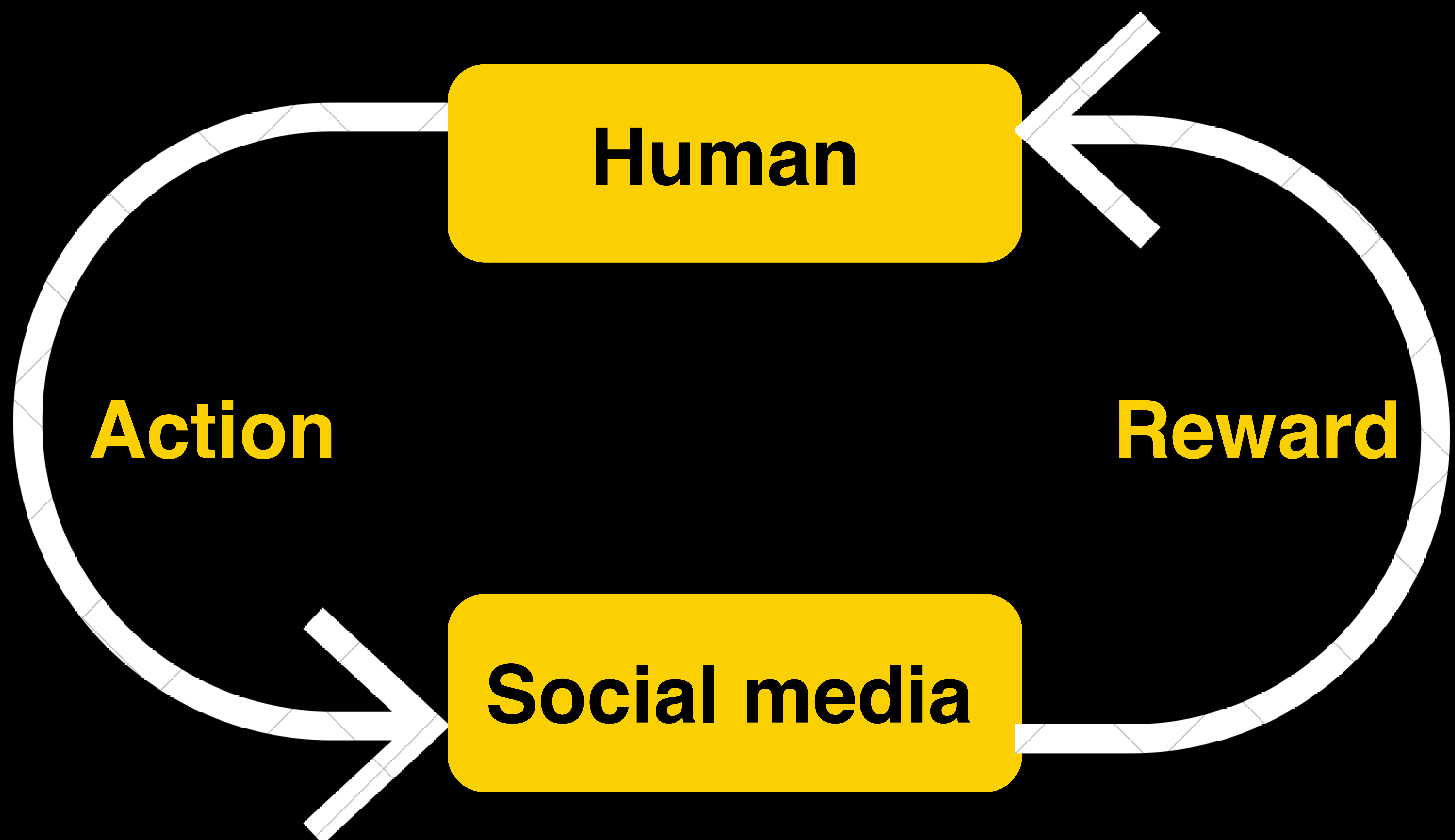
# So, how you get addicted?

Dopamine is a hormone produced by our body, and in the brain it works as a neurotransmitter, a chemical that neurons use to transmit signals to each other. One of the main functions of dopamine is to shape the “reward-motivated behaviour”.

So these social media apps do the same by playing action and reward game. Whenever an action produces a reward, the connection between action and reward becomes stronger. This feeling motivates us to repeat such behaviour.



This constant flux of notifications – the rewards – flood our brain with dopamine. The mechanism of reinforcement can spin out of control. The reward pathways in our brain can malfunction, and this leads to addiction.

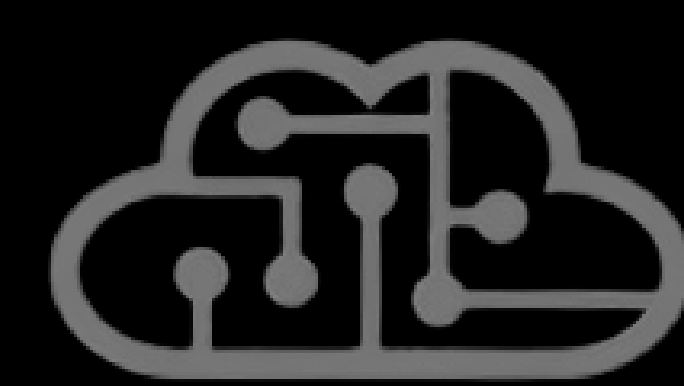




# Your loss is their gain

Social media platforms do not want our money, in fact, they are free. What they want is, and what we are buying into with, is our time. Because the longer we stay on, the longer they can show us ads, and the more money advertisers can pay them.





# So how AI helping them?

These social media apps use AI/ML to learn from us how to randomise rewards and punishments more effectively. They learn what we like to watch or spend more time on and recommend those to keep us on the platform for more time (You as an ML guy know what I mean like recommending the best content )

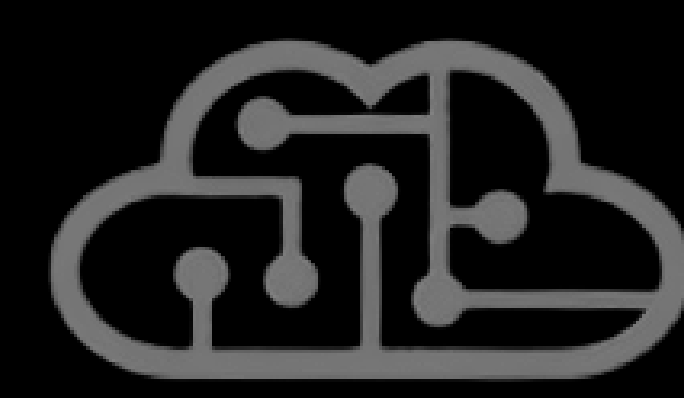
I would also recommend you to go and watch ☐☐

**N** FILM

**/the**

**social dilemma**



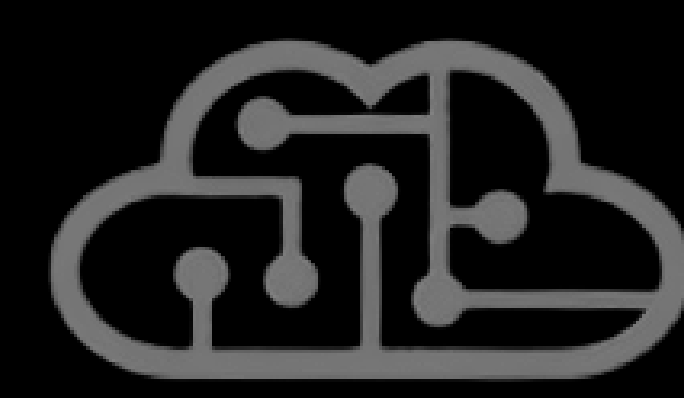


# There are a lot of benefits

The invention of the technology behind social media is fascinating.

This can be used for good causes such as education, discussions, building relationships. sharing your views and also to connect with people who are different from our inner circles etc.....





## How to get rid of this addiction?

- Turn off notifications
- Remove your phone from your morning routine/ before sleeping.
- Go on a social media 'detox' (Which I started recently on my private social channels)
- Delete social media accounts you don't use.
- Be realistic when setting goals.
- Set a 'digital time' for yourself
- Do something which makes you happy (like reading a book, spending time with loved once)
- Learn a new Hobby
- Create a physical distance between you and your devices.
- Make plans for real-time connections (This is the best one to try)