



# I WISH I KNEW HOW TO QUIT

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## Introduction

Addiction is a condition in which the body must have a drug to avoid **physical** and **psychological** withdrawal symptoms. Addiction first is **dependence**, during which the search for a drug dominates an individual's life. An addict eventually develops **tolerance**, which forces the person to over use that substance.<sup>1</sup>

## Social media statistics

- Have you ever thought about the number of times you check social networks?  
Is it a few times a week? Once a day?  
**We are living in the social media era.**
  - 2 billion worldwide social network users.
  - 500 million tweets sent every day.
  - 70 million images uploaded on **Instagram** every day.
  - 300 hours of video uploaded per minute on **YouTube**.
- Seventy-two** percent of online adults use social media and the average user spends **23 hours** a week on social media, that's the equivalent of a **part time job**<sup>2</sup>

## Why are we so addicted?

If you're a social media addict, and your addiction is getting worse, there's a reason for that...



- Cornell Information Science** published the difficulty some people have in quitting **Facebook** and other social networks. They even have a label for the failure to quit: "**social media reversion**".
- The study used data from a site called **99DaysofFreedom.com**, which encourages people to stop using **Facebook** for **99 days**. The site and study are interesting because they revealed the difficulty people have quitting Facebook because of **addiction**. Participants intended to quit, wanted to quit and believed they could quit (for 99 days), but many couldn't make more than a **few days**.
- The network effect itself is addicting, according to **Instagram software engineer Greg Hochmuth**, as quoted by **The New York Times**.  
(A network effect is the idea that any network becomes more valuable as more people connect to that network. The phone system is the best example of this phenomenon -- you have to have a phone because everybody else has a phone).<sup>3</sup>



## The Notification number

They play the same psychological trick on you that clickbait headlines do -- they tell you that there's information you really want to know, but they don't tell you enough to satisfy.



A headline could say: "Patti LaBelle's Pies Are Selling for \$40.99 on eBay"

But the clickbait version is: "You Won't Believe How Much Patti LaBelle's Pies Are Selling for on eBay" -- which, you'll notice is even longer.

Notification numbers work just like that. Seeing a red "3" on the Facebook notifications bar is like a clickbait headline: "You won't believe what three people have said about you" You've got to click or tap. It's compulsive. And over time, it becomes addictive.<sup>3</sup>

## YouTube: Cocktail of addiction

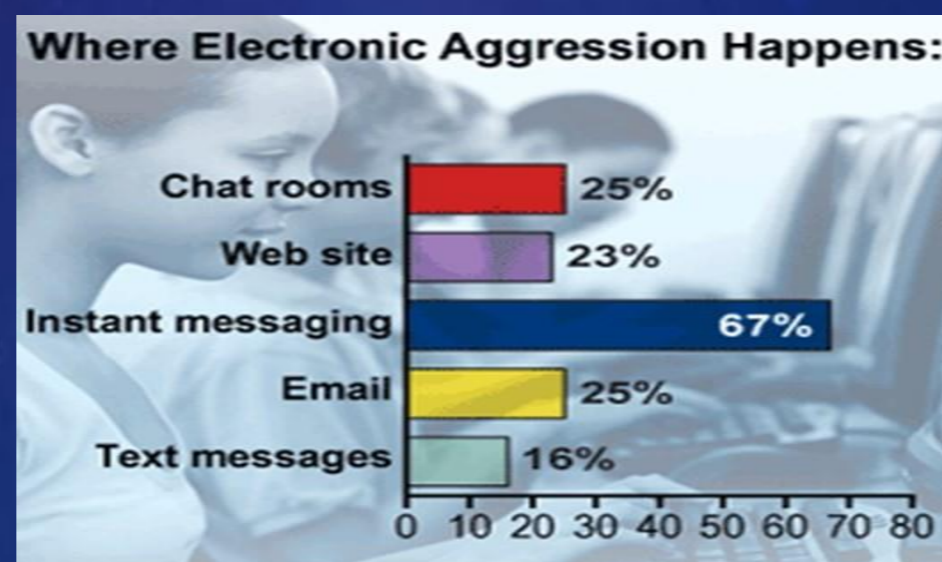
- YouTube** is **addictive**, especially for people under the age of **20** or so, who use YouTube as their main source of **entertainment**. Serial YouTube video clicking is akin to the compulsion to **TV channel-surf**.
- It involves videos where YouTube stars talk to the **camera**.
- Shows like these trick the human brain into feeling like the **YouTube star** is talking **directly** to the viewer, and makes the viewer feel like they have a **personal relationship** with the person in front of the camera.<sup>3</sup>



## Social media Negative effect

**Social media makes us:**

1. Compare our lives with others.
2. Gives rise to **Cyberbullying**.



3. Social media glamorizes **Drug** and **Alcohol**.
4. Can cause **Insecurity** and **Social anxiety**.
5. **Distraction, Fatigue** and **Stress**.<sup>4</sup>

## Social media Positive effect

- Social Media often leads to **Multitasking**.
- Enhance our **Connectivity**.
- Can help with **Socializing**.<sup>4</sup>



## Conclusion



## References

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