



I wish I knew how to Quit إدمان مواقع التواصل الإجتماعي

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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.¹

Social media statistics

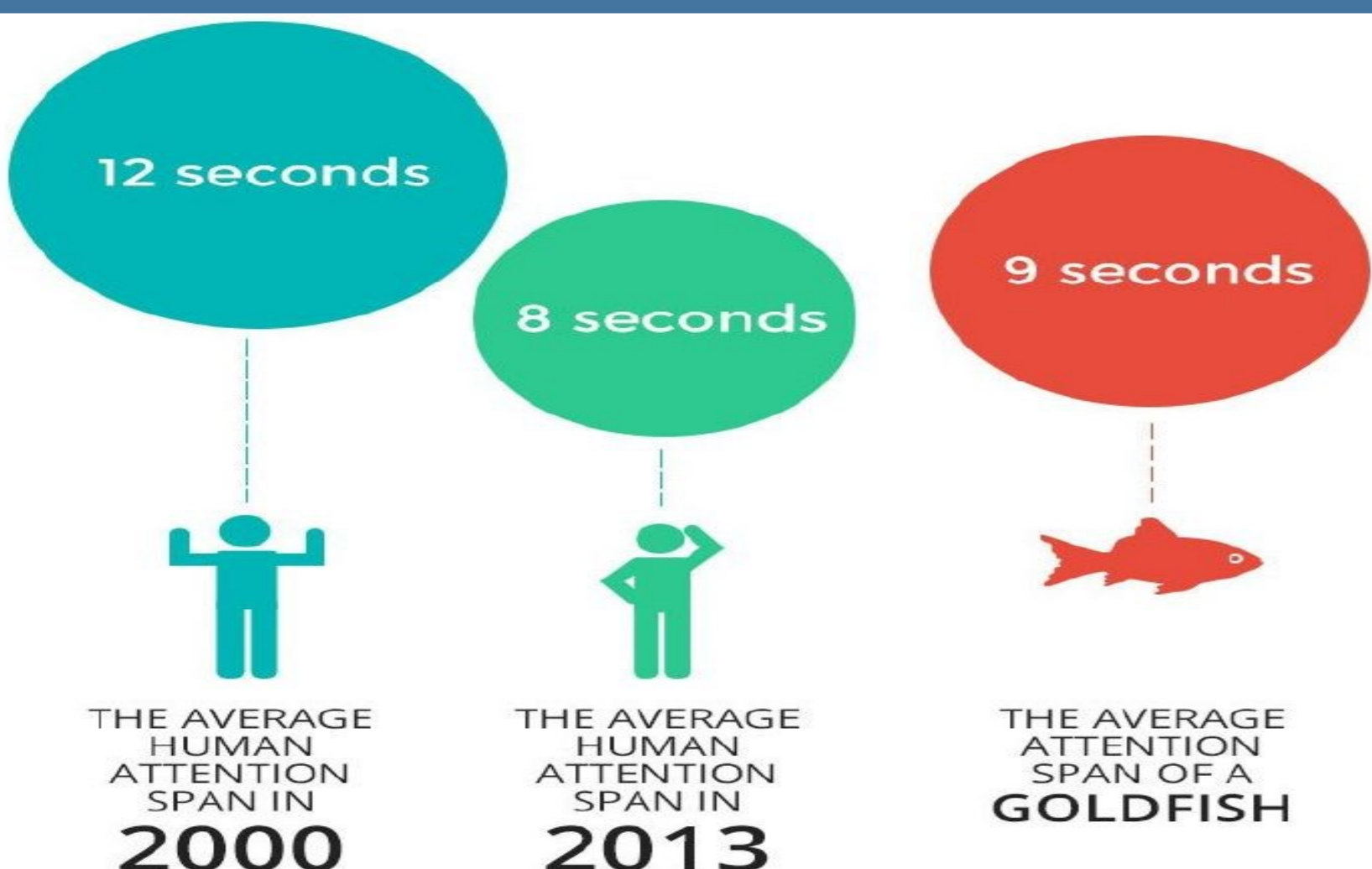
- Have you ever thought about the number of times you check social networks?
Is it a few times a week? Once a day?
We are living in the social media era.
 - 2 billion worldwide social network users.
 - 500 million tweets sent every day.
 - 70 million images uploaded on *Instagram* every day.
 - 300 hours 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!**²

Why are we so addicted?

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

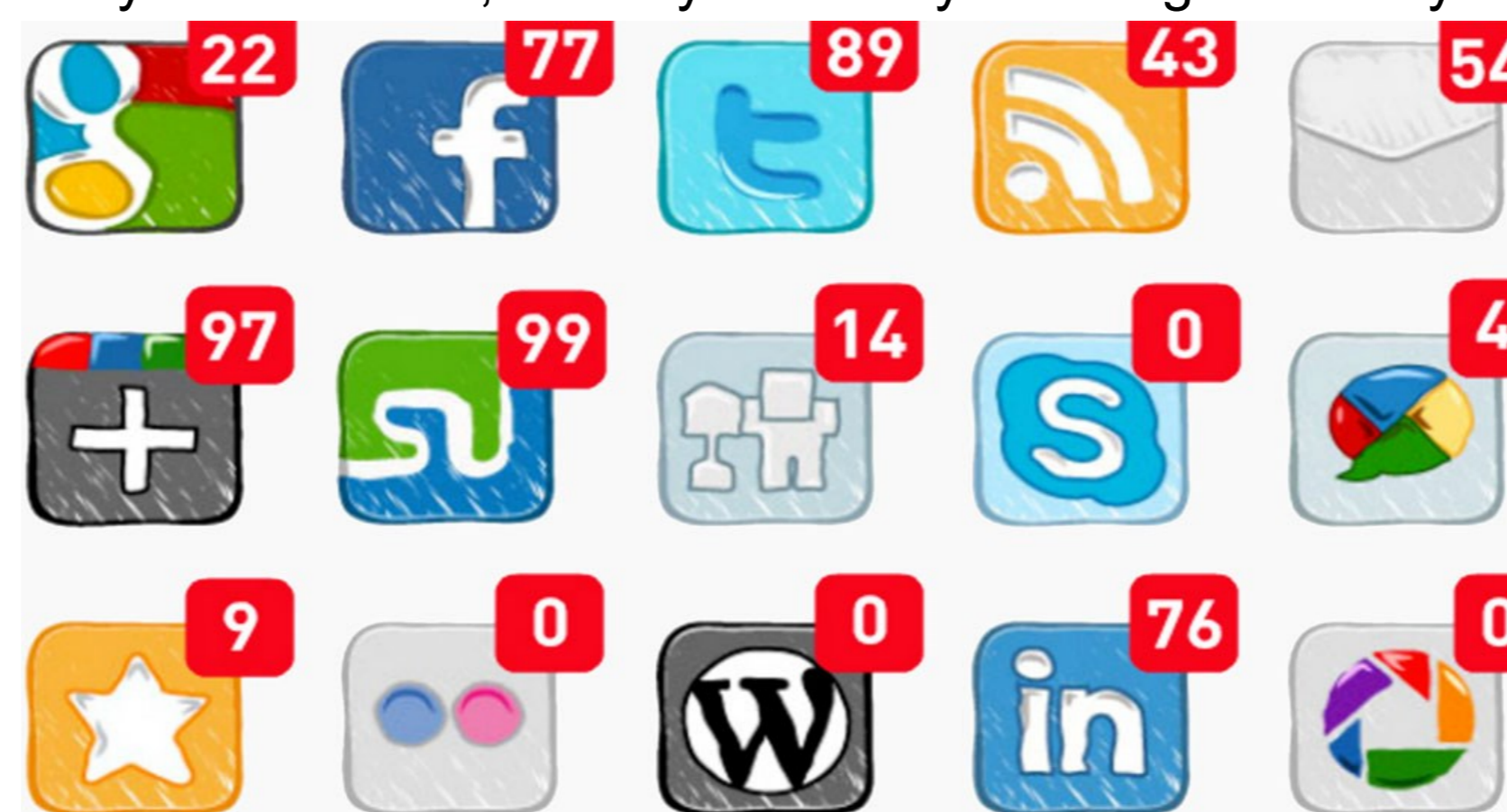


- Cornell Information Science** published the difficulty some people have in quitting *Facebook* and other social networks. They even have a label for the failure to quit: "**social media reversion**".
- The study used data from a site called 99DaysofFreedom.com, which encourages people to stop using *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).³



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.³

YouTube: Cocktail of addiction

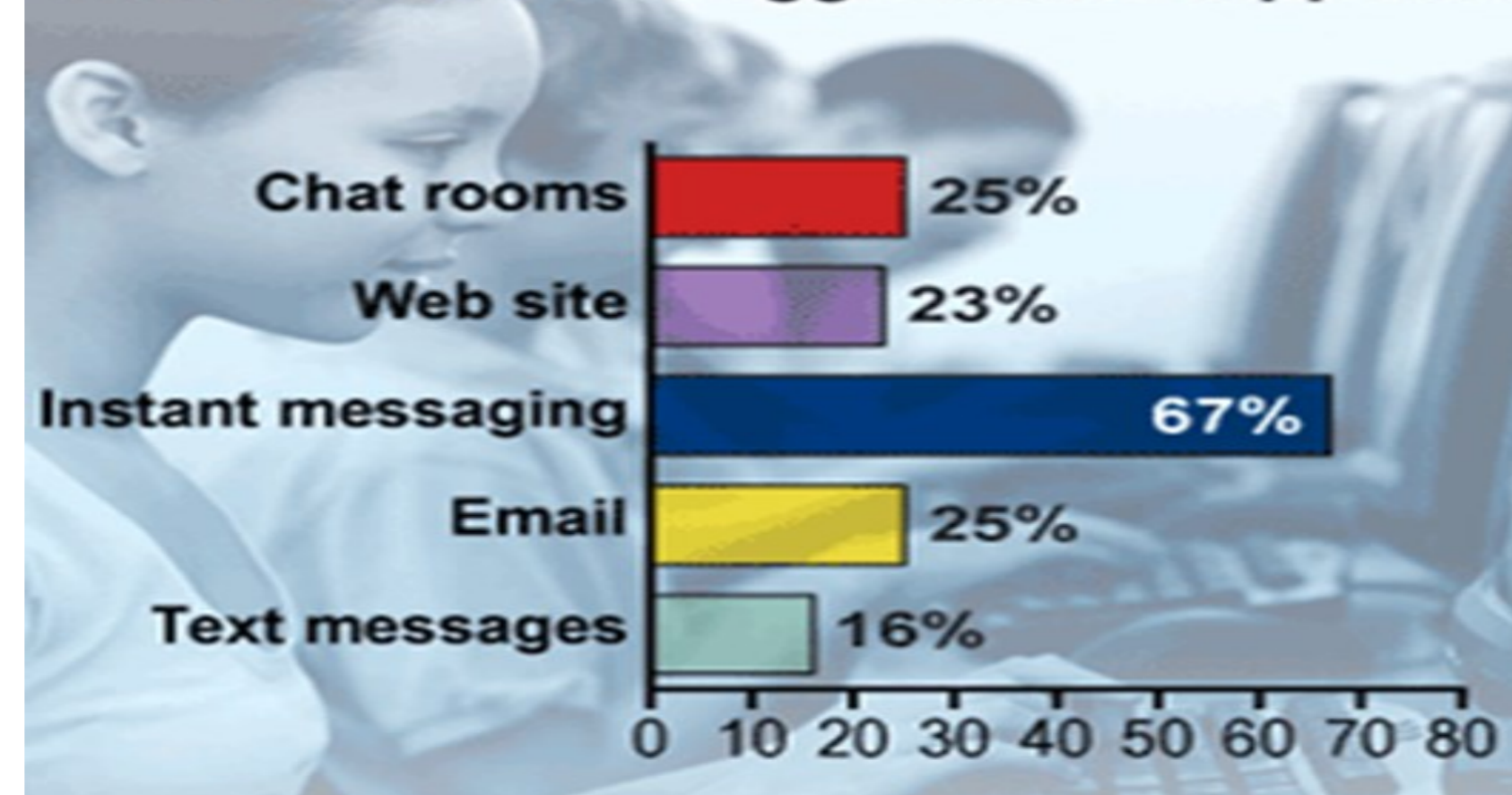
- YouTube** is **addictive**, especially for people under the age of **20** or so, who use YouTube as their main source of **entertainment**. Serial YouTube video clicking is akin to the compulsion to *TV channel-surf*.
- It involves videos where YouTube stars talk to the **camera**.
- Shows like these trick the human brain into feeling like the **Youtuber 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.³



Social media Negative effect

- Social media makes us:**
 1. **Compare** our lives with others.
 2. Gives rise to **Cyberbullying**.

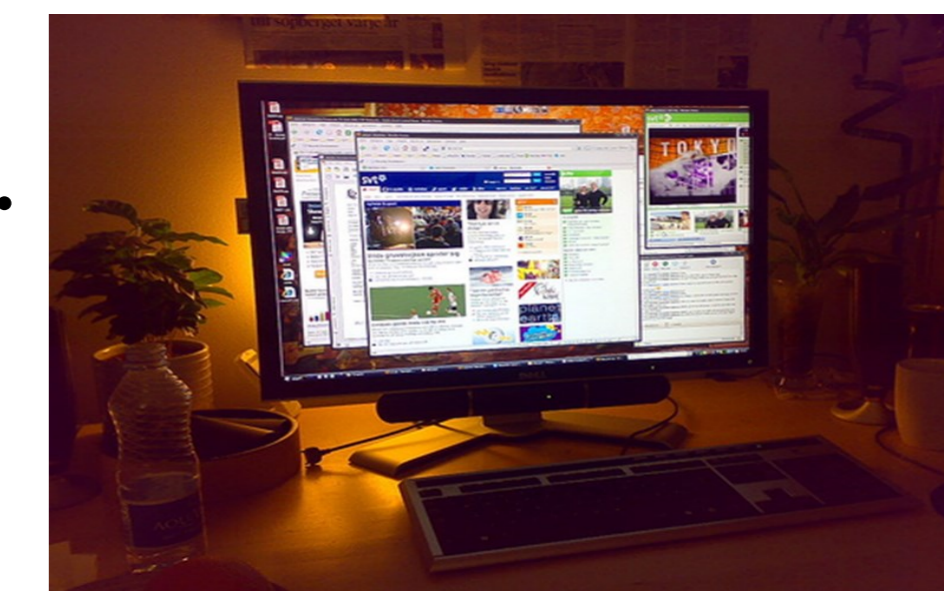
Where Electronic Aggression Happens:



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

Social media Positive effect

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



Conclusion



References

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2. Lilliana A. Psychology of Social Networks: What makes us addicted?. user experience design, ux and usability blog - keepitusable. 2017. Available at: <http://www.keepitusable.com/blog/?p=2568>. Accessed July 14, 2017.
3. Elgan M. Social media addiction is a bigger problem than you think. Computerworld. 2017. Available at: <http://www.computerworld.com/article/3014439/internet/social-media-addiction-is-a-bigger-problem-than-you-think.html>. Accessed July 14, 2017.
4. Brenner A, Lopez J. How to Tell If You Have a Social Networking Addiction. Lifewire. 2017. Available at: <https://www.lifewire.com/what-is-social-networking-addiction-2655246>. Accessed July 14, 2017.

الخلاصة:

1. إدمان مواقع التواصل الإجتماعي شائع جدا على مستوى العالم.
2. مصممو مواقع التواصل الإجتماعي يستخدمون خدع فكرية و نفسية في جعل مستخدميها يدمنون عليها بشكل غير مباشر ولا إدراكي, أهمها خاصية الإشعارات.
3. أضرار الإدمان على مواقع التواصل الإجتماعي عديدة و بعضها خطيرة جدا ويجب الحذر منها و نشر التوعية.
4. بالإمكان الإستفادة من مواقع التواصل الإجتماعي في أشياء عديدة, شرط ألا يكون إستعمالها فيه إفراط أو إساءة.