The International Journal of
INDIAN PSYCHOLOGY

Research Paper

The Flip Side of Social Media

Parimala. S[1]*, Dr. Uma Maheshwari. P[2]

ABSTRACT

The aim of the study is to explore the hazardous effects of social media use and to understand how its been designed to make human minds addictive to it. The paper is composed with the quotes from the developers of social media who shares their information about the harmful effects of social media. People around the world get synchronized with social media, a lot of information is shared among them. Though there are some positive sides of social media, its usage has been increased exponentially in recent years. The developing information technology which provides data with a better clarity and speed to access makes people to keep it scrolling all the time. Thus, to study the hazardous effects of social media use becomes the need for the hour. The goal of the paper is to get a clarity on what all ways the social media affects us and how well artificial intelligence playing its role to make a people addictive.

Keywords: *Social Media Usage, Obsession, Mental Health.*

Social media is used by almost many people in today's world. Younger generations use social media a lot than any others. They are not forced to complete a work in given time like a working professional, they take time for granted which in turn might be pit fall into the social media world a lot more than other age group. The usage percentage has increased immensely after the tariff on internet services has dropped down. Thus, even a short slip of mind against our daily goals might be taken away by the force of an attracting source called "social media". In this study, the obsessive usage of social media is analysed as it is very much needed for the hour. We become fond of things when it becomes deadly cheap, we try to grab it but we fail to analyse the reason behind its drop down of price since none of the business intend to go in out of profit. In the movie " Social Dilemma" people from tech industry is unveiling some hidden information about everyone's favorite social media. The social dilemma discusses the connection between the extractive nature of social media and mental health. Thus, in the research paper will carry about the discussion of those developers from tech industry and make an analysis with some secondary data.

Objective
To discuss the dialogues spoken in the movie by the developers of social media.

[1]Research Scholar, Dept. of Media Sciences, Anna University, Chennai, India
[2]Associate Professor, Dept. of Media Sciences, Anna University, Chennai, India
*Corresponding Author

Theory
Technological Determinism
Technological determinism is a reductionist theory that assumes that a society's technology determines the development of its social structure and cultural values. It aims to provide a causative link between technology and a society's nature and tries to explain as to whom or what could have a controlling power in human affairs. The theory questions the degree to which human thought or action is influenced by technological factors.

METHODOLOGY

Discourse Analysis
Discourse analysis is a term used for a variety of processes that examine or deconstruct the underlying meanings in speech or other form of communicative text. The focus of discourse analysis is on the language used and what the implicit, underlying, taken-for-granted or concealed meanings might be.

It is a set of utterances which constitute a recognizable speech event e.g., a conversation, a joke, a sermon, an interview etc. In its historical and etymological perspective, the term is used in different perspectives e.g., Verbal communication.

The four traditional modes of discourse are narration, description, exposition, and argument.
- Description: A form of communication that relies on the five senses to help the audience visualize something.
- Exposition: Exposition is used to inform the audience of something with relatively neutral language, i.e., it's not meant to persuade or evoke emotion. Exposition has a feeling of "this happened, then this happened, then this," and so forth. The following sentences, which can be found in everyday language, are examples of exposition: "You know who I'm talking about: Betty, the one who used to work at the library and always wears her hair in a bun."
- Narrative: This discourse is the narration, written or oral, of an event or series of events, real or imaginary. The narration is organized in function of the spatial-temporal context, but also following cause and effect logic.
- Argumentative: This discourse is a form of interaction in which the individuals maintain incompatible positions.

This particular study's method will fall under Exposition mode of discourse analysis and thereby the analysis begins,

From the discourse of the developers of social media
Tristan Harris, Google Former Design Ethicist, 2020, in the Documentary" The Social Dilemma" says, "if you're not paying for the product, then you are the product "People are considered as a sales object by the tech industry which none of us are aware of. Actually, we need not have to make purchases online for the social media sites to gain money, just giving an access and keep scrolling the screen can help them in making a great business through us. These concepts are unaware by the people who think that the social media are the greater companion than anyone else to beat the bad mood or to boost the happy mood. He says that, " people think Facebook is just a place to see what my friends are doing and want to see their photos but what they don't realize is they are competing for your attention". Our attention is being sold it doesn't bother about people's mental health or their physical

wellbeing. It not something to mould us better rather it wants our time and energy and turns addictive to it.

The social media is forcing us to watch something that we are not intended. We use it thinking that we want a short time pleasure or a diversion but we are often lost completely once we pick it. we intended to search one but we end up in going through something else and finally forget what we wanted to search. Its not like reading a book where we are able to enjoy the complete essence of the theme which stays in our mind for a long time. Here often we go through jumbled contents which affect our memory and moreover we don't fill the person with satisfaction even after watching many contents. The drive to open the contents one after the other goes on and on and forcefully gains our attention in order to gain money. People regardless of any age are a prey to this monster once gets started using it. It mercilessly kills our time from doing our daily goals, spoils our health by making us to stare at it day and night where we are only able feel fatigue and it also spoils the children future by turning them to fake world from reality. Thus, the technological advancement takes a huge change in our lives which is against the nature of human kind.

Tristan says that "Many people in the tech industry don't give these devices to their own children. People who have developed are very clear about the hazardous of it and they avoid it for their children". People who are not aware of these hazardous are innocent to prevent it for their children. The children and the adolescents are the most vulnerability crowd who would have a strong effect of social media as they completely lost their contact with reality, the hazardous of social media access is even more vulnerable than an alcoholic. Tristan says that "Social media has its own goals, and has its own means of pursuing them by using your psychology against you. We used to have these protections. when children watched Saturday morning cartoons, we would say, "you can't advertise to these age children in these ways but it gobbles up that entire portion of the attention economy, and now all kids are exposed to YouTube for kids and all those protections and all those regulations are gone. We're training and conditioning a whole new generation of people that when we are uncomfortable or lonely or uncertain or afraid that is kind of atrophying our own ability to deal with that."

Tristan says "It is not just that it is controlling where they spend their attention. Because social media starts to dig deeper and deeper down into the brain stem and take over kid's sense of self-worth and identity". People doesn't realize what is a dignified life. Teenagers often thinks that a modern and a rich looked is the self-esteem of a person and this concept multiply and becomes stronger in the minds of the youngsters in the age of social media. It is petty to see these people working on some apps which improves their looks and gives a false image of them and they continue to live in the fake world. Gaining likes and share are considered as the most esteemed here. If some people post on exploring luxury crusine then it will be in your list to get explored. Clicking pics of the food becomes more important than enjoying it soulfully in the digital world. Showing modernism and elite culture like usage of top-class brands in the networking sites and copying it is felt as great sence of achievement. This technological advancement has not only changed our healthy routine but also takes influence on over our ideologies.

Tristan says "We are evolved to care about whether other people in our tribe think about us. But were we evolved to be aware of what 10,000 people think of us? We were not evolved to have a social approval being dosed on us. That was not at all what we were built to experience." We as humans are only know to bother what will the nearby world will think about us. We are not evolved to bother what will the huge crowd in the society think on us.

The Flip Side of Social Media

We are all just worried and working hard and spending time for something that is not necessary for our lives. Having a deep sleep, getting up early in the morning, warming up with some exercises will help to energize the day rather looking the phone for long time in day and night, going through unsatisfied sleep, getting up late, doing work with fatigue is totally ruining our lives every single day. It acts as a silent killer of our lives.

Tristan reveals that "fake news speaks six times faster than true news. This is disinformation-for-profit business model, you make money the more you allow unregulated messages to reach anyone for the best price". We are searching for some kind of peace and joy in going through contents which is harmful to mankind. it brutally kills our time and makes us terribly tired by showing suggestions which pretends as a helping agent to give joy but once we are lost into it, we are ever lost. The headline and thumbnail and other photographic contents plays an attractive role in pulling the audience attention, though the content is not that worthy, they prepare the headline in such way to make us watch the content. Everything is working well with the AI, they are programmed well to grab our attention, to change our behavior, beliefs and our complete lifestyle, to get profited. False news is easily made than getting the true news and it spreads fast to gain more profit. Any single move of this technology is just a business as it fools us with a soothing smile. We use it to get away from loneliness, boredom etc. but in return it takes our health, time and makes us to be its slave without our permission.

Tristan says "you think about technology and it is being an existential threat, you know that's a big claim and, it's easy to think in your mind, okay, so there I am with the phone, scrolling, clicking, using it. The other side of the screen pointed at my brain, got me watch one more video. Where is the existential threat? It is not about the technology being the existential threat. It's the technology's ability to bring out the worst in society, and the worst in society being the existential threat. Mass chaos, outrage, incivility, lack of trust in each other, loneliness, alienation, more polarization, more election hacking, more populism, more distraction and in ability to focus on real issues.?. That just society and the society is incapable of healing itself. The race to keep people's attention isn't going away. Our technology's gonna become more integrated into our lives". This technology's nature has the ability to trigger addiction among humans and destroys peace. It wants to keep us engaged on screen and that is the major goal of these companies. How much time the user is scrolling the screen is how much the profit the companies yield. This doesn't cost anything to start an account in social media because the users are its products. it uses the artificial intelligence to list out the preferences of our taste through suggestions which makes us to fall into the magical pool. It makes us to act the way it wants and takes the entire control on us by giving us short pleasures through its services.

These suggestions are forcefully put up on us once we start using the phone, the over usage of Social Media changes the behavior of a person as he keeps scrolling the phone for a very long time though it affects the health and daily routine. Thus, these accesses of social media sites affect the person by becoming an addict to the usage. It makes a person completely addictive to it, and leaves us in a place where we cannot understand whom we are.

Justin rosenstein, Facebook former Engineer, Google former Engineer, coinventor of Facebook pages and Facebook Like button, says that "There are all these services on internet that we think of as free, but they're not free. They are paid for by advertisers. They pay in exchange for showing their ads to us. We're the product. Our attention is the product being sold to us". The usage of internet has raised rapidly after 2017 in India since the data service

charge was very less and the speed and clarity has increased more. This made people from all corners to access internet. It is also accessed by people of all ages. Thus, almost everyone is in the trap. We are all losing our real lives and we are acting in the way the Artificial intelligence is driving us. Life without the digital screen would be a great one and would have deep meaning for our presence. Though there a beautiful world that we can see, when the digital world is pulling us with all its instant pleasures that we are giving up to it where lose the real essence of our lives. He says " the Facebook Like button was invented just to encourage people but the idea that fast-forward to today is teens would be getting depressed when they don't have enough likes". The meaning of Likes has evolved so much that it stands as a status. The concept of likes is also a factor that makes people to frequently look at their posts after posting. There is a dopamine effect after gaining many likes. This makes people to work more efficiently to gain the next cluster of likes and share. These factors of Likes and shares are encouraging people to be more a digital one than to feel the real essence of environment around them. He also says that "Its the gradual, slight, imperceptible change in your own behavior and perception that is the product you think, who you are". We are even clueless to find that our life is changing and driven by something else and going to change how it wants to be. Social media is such a one that takes the control over our lives and pushes us into a more pathetic condition. It makes people addictive and tends them to be out of their healthy day-to-day schedule. Once people miss their healthy routine, everything becomes a mess.

Shoshana zuboff, PhD, Harvard business school, says "one thing the tech industry concluded is that we now know we can affect real-world behavior and emotions without even triggering the user's awareness. They are completely clueless". The technology industry is working mercilessly on human lives where we are like dolls in their hands. We are forcefully made to watch contents that are unnecessary for our goodness. We are changing ourselves in favor of them, to give them the profit we are ruining our routines. Though we fall sick, we are late in completing the work, we embrace it without understanding the fact that it is designed to take away our healthy real-life preferences. She also says that "it's a market place that trades exclusively in human futures. We now have markets that trade in human futures at scale, and those markets have produced the trillions of dollars that have made the internet companies the richest companies in the history of humanity" The users of social media networks think that we get entertained for a small amount that we spend on internet services but the hidden fact is that we are all sold for our attention for massive amounts and once we are drown into its contents we are completely lost, it drives us in the way however it needs by suggesting us lots and lots of contents. Kids who don't give their attention in anything for a long time are also driven by its magical force.

REVIEW OF LITERATURE

A study by Andreassen, et al. (2016), shows that excessive use of technology by teenagers has caused disruptions in their physical and mental health, sleeping patterns, their weight and levels of exercise and notably in their school work. 40% of young adults and 21% of adults, admit to using social media even while in the bathroom. Research shows us that social media is addictive. Studies show that all the retweets and Facebook likes have affected our brain's reward area. Social media interaction is like syringing dopamine straight into the system. Usage of Social Media changes the entire life system, even if a person is intended to do his work in a proper way and in the proper time, just a trigger from Social Media will not let him to do his work, the world of colors, celebrities, friends stories etc is always alarming to pull its interest towards it and grabs his attention.

Hanprathet et al. (2015) found a significant association between Facebook addiction and depression among 972 high school pupils in affluent districts in Thailand. Facebook also shows about people those who are not well known but gives a lot of information about them when you go through them. There is a lot of access to unnecessary information which stays as a set back to our all goals and targets. The fascinating and rewarding concepts which is built in this network makes people addictive to that. The rewards that are not achieved through real lives easily are achieved here within seconds. There is a dopamine hit behind every like and comment and we are behind it to count once our posts are uploaded.

A study of Chinese secondary school students by Li et al. (2017) showed a mediating influence of insomnia on the statistically significant relationship between social media addiction and depression. Night time usage of social media sites are much favorable among adolescents since its doesn't have any sort of external disturbance. The access of these social media sites are not going to end very quickly since it has been designed in way to keep us engaged even to the unnecessary contents. The efficient technology of Artificial intelligence works in such way to keep us scrolling the screen more and more. So, this makes students staring at the screen for a long time and thus affect the sleep which is the strength of the next day processes.

Sampasa-Kanyinga and Lewis (2015) in Canada found that daily social media use of over two hours was associated with psychological distress. Psychological distress begins when we compare ourselves with others. Here Likes and shares matters a lot for one's esteem. When this comparison becomes a head, we lose happiness since this show time as better models never ends. We terribly work to post us in a attractive way which is not the need off the human soul. This acting cannot be continued and always gaining applause from a whole big group is not what we are evolved with. Living becomes as stage performance when we lose our essence of being natural. A child expresses anything that it feels in very realistic way it does adds filters or it doesn't evaluate, calculate or judge others thus it is stay very happy and sleeps with peace. The adults have a lot to learn the base of human life from a child.

A study in China, Wang et al. (2018) found that social networking sites addiction was positively associated with depression. There is a lot of comparison that's happening in the minds of the youngsters where people go behind perfection. People are displayed as idealistic figures which in turn becomes the need of the other users also thus, we are moving away from a realistic way of life in the digital world. This makes the crowd to fall into depression when we are against the nature. Our entire life becomes a drama when we give more importance to the idealistic presentation and yielding rewards for that. Thus, we miss to life in a realistic flow of life which is more soothing and peaceful.

A study by Andreassen, Cecilie Schou (2015), reveals that "Social media addiction may present symptoms such as significant weight change, change in sleep patterns, fatigue, depressed or irritable mood, Little interest in activities they once found enjoyable, Difficulties paying attention, withdrawal from social interaction or activities". When Children use lots of social media access, they are not even able to enjoy the real time playing activities as social media seems to produce excitements without efforts. It creates a dopamine effect in the brain and thus makes people addictive to it. Social media use spoils the total health of a person since it deprives a healthy routine of a person, basically sleep. If sleep is deprived from a person, he loses all his freshness for the next day thus damages the next day's energy level and involvement towards any work.

DISCUSSION

Social media usage more often turns to be an addictive one when people don't have a strong control over its usage. The main difference how it turns to be positive and negative is the intention of usage as intended usage leads to information gain rather unintended usage does have an end to stop the activity. Social media affects people of all ages both mentally and physically hence a strong awareness about its harm and its nature to pull people towards it should be educated among people. Now days we rarely see people without using their mobile phone thus people live out of the real environment which is useless for both our physical and mental health. There are lots to see and enjoy in the real environment but we miss to enjoy the nature around us by getting trapped into the social media sites. It is designed in such a way to become addictive and only benefit the tech industry for years and years. A strong awareness about how it harms our good opinions and how it changes our daily schedule how it spoils our health by making us to stare at the screen continuously should be educated as these things affect our basic satisfaction in life. People without contentment and satisfaction are harmful to others and their own selves.

In this study there are many supportive quotes that says usage of social media is driving people in a addictive way. This clearly asks an edge to solve the problem for the goodness of human community. There is a need for a huge transformation in human lives to become lively and enjoy the deep joy of nature. This artificial intelligence which is ruining the human life is equal to a person who is a drug addict.

Social Media Use makes people addictive to an extent where the people are not even bothered to eat or sleep at a proper time. These unhealthy habits and impact of modern ideologies leaves people in a great misery. Most often People accept problems as a hazardous, only when the problem is visible. We are becoming helpless when someone is stealing our time and energy and converting it into their bank balance invisibly.

CONCLUSION

It is funny if we realize the fact that we are waking up till late nights for someone to earn money. Though the Social Media collapses the entire lifestyle we are behind it like slaves, we here forgive our goals and continue to keep scrolling the screen. When are we going to be the heroes of our lives? When are we going to feel the fresh air around us? When are we going to see things around us? Is it justifiable that someone else can take a power over our lives by controlling us all the time and changing us for the sake of their profits? Social media is not just the platform to communicate, it defines what status is? What beauty is? etc. thus forcing the common man to show status, beauty and power in the digital arena which is a miserable one for humanity. There is a lot of insights requires to bring enlightenment in the minds of the people to get away from this obsession. Increasing research studies on the effects of the usage of Social Media and possible interventions for the problem may strengthen the fight against the social media addiction.

REFERENCES

Andreassen, C. S., Billieux, J., Griffiths, M. D., Kuss, D. J., Demetrovics, Z., Mazzoni, E., et al. (2016). The relationship between addictive use of social media and video games and symptoms of psychiatric disorders: A large-scale cross-sectional study. Psychology of Addictive Behaviors, 30(2), 252-262

Andreassen, Cecilie Schou (2015-06-01). "Online Social Network Site Addiction: A Comprehensive Review". Current Addiction Reports. 2 (2): 175–184. doi:10.1007/s40429-015-0056-9. ISSN 2196-2952.

Hanprathet, N., Manwong, M., Khumsri, J., Yingyeun, R., & Phanasathit, M. (2015). Facebook addiction and its relationship with mental health among Thai high school students. Journal of the Medical Association of Thailand, 98, S81–S90.

Justin rosenstein, facebook former Engineer, Google former Engineer, coinventor of Facebook pages and Facebook Like button,2020, "Documentary: The Social Dillema"

Li, J.-B., Lau, J. T. F., Mo, P. K. H., Su, X.-F., Tang, J., Qin, Z.-G., & Gross, D. L. (2017). Insomnia partially mediated the association between problematic Internet use and depression among secondary school students in China. Journal of Behavioral Addictions, 6(4), 554–563.

Sampasa-Kanyinga, H., & Lewis, R. F. (2015). Frequent use of social networking sites is associated with poor psychological functioning among children and adolescents. Cyberpsychology, Behavior, and Social Networking, 18(7), 380–385.

Shoshana zuboff, PhD, Harvard business school,2020, "Documentary: The Social Dillema"

Tristan Harris, Google Former Design Ethicist, 2020, "Documentary: The Social Dillema"

Wang, P., Wang, X., Wu, Y., Xie, X., Wang, X., Zhao, F., … Lei, L. (2018). Social networking sites addiction and adolescent depression: A moderated mediation model of rumination and self-esteem. Personality and Individual Differences, 127, 162–167