



Social Media: The Log-In Drug

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Abstract

Marie Winn called television, The Plug-In Drug in 1977. She argued that the higher involvement of families with television reduced their involvement with each other. Although technology has evolved and there is a new biggest kid on the block but the impact of media is growing faster than ever. New media created a new method of communication. A way of communication that was unachievable with the established medium of media. And that is the reason that the impact of television pales in comparison to the impact that new media has on society. This study is focus on social media log-in drug. These reports give a view into the effects that social media has on the daily operations and mental state of people using them. Spending a large amount on mobile devices and the compulsion to check mobile phones are symptoms of addictions and can cause serious health issues.

Keywords- Social media, Drug, Log-In, Social site, Social Connectivity

Introduction

Aristotle years ago said that man is a social animal. And rightfully so, human nature revolves around being with another human being. It is the basic necessity of human beings to belong and connect (Baumeister & Leary, 1995; Wang, 2013).

With the advent of technology came the proliferation of internet-based platforms and applications that were primarily utilised simply to share the content, watch, and for e-commerce purposes. But now, the expansion of social media like Facebook, Instagram, Twitter, and such forms of new media has significantly changed the way we communicate with each other (Smith & Anderson, 2018; Stone, & Wang, 2018).

Social media provides many services like content creation, social communities, social connectivity, sharing of photos, videos, and gifs, and interactivity and communications, etc.

Social networking involves the use of applications or sites by People to interact with other people who use social networking sites on Social Media (Osterrieder, 2013)

Services include social networking, content production, video and photo sharing, chats and communities, etc that are offered by social media.

Some platforms enable the user to do more than any earlier forms had. There are many of these on the web like sites to share content, social networking sites, wikis, and blogs to produce, edit, share, modify and examine and explore the web content. Easy accessibility of the internet, user-friendliness, and the pervasive nature of social networking sites bring about the possibility of social media addiction(Griffiths, 2000, 2012). Addiction as in the senseless and insane utilization of social media and excess consumption of the content on these sites so much so that they hinder other areas of our day-to-day lives. And along with addiction, it makes it much easier for the users to be a target of many mental diseases as a result of consumption of content on social media and cybercrimes.

It is found that social media dependency is connected to a lot of mental, interpersonal, medical, and operational issues (e.g., Marino, Finos, Vieno, Lenzi, & Spada, 2017; Marino, Gini, Vieno, & Spada, 2018). So, it is essential to have insights into the causes and consequences of this rapidly increasing consumption and dependency on social media.

Social media is at its prime right now as people are getting into it in large numbers. It led people to have high expectations for its democratizing power. But now the confidence of people in social media



has dwindled towards worry, uproar, and distrust because of increasing cases of fake news expansions, trolls, and privacy breaches. This article will explore the dark side of social media in light of the recent uproar of cyber-based crimes. Undoubtedly, social media has given a platform to people to explore, express, and empower the community through various sites but there is always a different side of the story and this article touches upon that area.

Social media is still comparatively new to society, so the studies are limited. And the existing work is not expanded enough to find a definite conclusion. Hence, the research article lacks in-depth insight into the working of social media as the work done is mostly based on one particular social networking site. Also, due to limited resources and time constraints, the data used to finalize the conclusive result is the outcome of secondary data analysis.

Social media has 3 billion users, which is above 40% of the world's total population. And on an average of 2 hours and 23 minutes are spent on social media every day (famemass.com,2019). This is more than 2 hours of liking, subscribing, sharing, tweeting, and posting on social networking sites. and that breaks down to more than half a million tweets and sharing of photos on Snapchat every minute.

Stories of honest journalism and activism through social media are laudable and should be a benchmark for others to get inspired and strive for a better online community and ethical use of social media.

However that is not the case, there is a flood of cases of Russian bots and trolls viciously attempting to affect the elections in the United States, Germany, and Brexit. It is shown by the researchers that about 20% of political debates and discussions during the time of the 2016 U.S. presidential election came from automated accounts (Bessi & Ferrara, 2016).

Other examples include the claims and findings that during elections, a large amount bots have been used to counter and prevent the criticism towards the ruling government in Mexico (Salge & Karahanna, 2016), and opposition parties used these kinds of bots to spread fake news and misinformation to attack the government in Venezuela (Forelle, Howard, Monroy-Hernández, & Savage, 2015). Briefly, social media is being used as a weapon to spread wrong information and to spread propaganda in an enlarging information war (Gardels, 2018).

People are becoming habitually dependent on social media for many purposes. Social media not only works as a way of connecting, communicating, and making communities but it is now widely being used as a tool for marketing and business. Social media is not only a platform for marketing but has also provided a way of effectively doing business (Kumar and Pradhan, 2016). It can be seen as one of the forms of internet addiction, where people display an urgency to excessively use social media (Griffiths, 2000; Starcevic, 2013).

According to reports, social media addiction affected users are about 12% across all social networking sites (Alabi, 2012; Wolniczak et al., 2013; Wu, Cheung, Ku, & Hung, 2013). And people affected by social media addiction are overly concerned about their social media engagement and are pushed by an uncontrollable desire to log-in to their accounts and use social media (Andreassen & Pallesen, 2014). As per reports, among social media users, 10% of teens check their phones more than 10 times every night And 71% of people sleep next to their phones or with their phones (Famemass, 2019).

These statistics showcase the increased number of users getting addicted to social media and being heavily dependent on it. This is not only a techno-ethical concern regarding social media engagement but also an addiction issue as it leads to a host of mental problems specifically faced by a certain age group or demography. This is not only an unethical way of connecting but also a dangerous tool to get used to.

Studies and research, done on social media, its usage and impact, and mental health have displayed that excessive use of social media like Facebook is associated with mental health issues like depression, anxiety, stress. People use social media for many reasons like to take out their pent-up anger about



politics, socio-economic situation, customer service, etc. but the stress in the forms of feeds and posts outweighs the relief.

With moral words like good and bad, it becomes definite and the research article with the limited resources can not put a definite outcome. So it is aimed at addressing the more weighted side of the subject, whether the beneficial impact of the platform outweighs the limitations of the very platform?

Objective

To study the Social Media log-In Drug aspects.

Research Methodology

The paper based on descriptive analysis and based on Primary and secondary data.

Analysis and Interpretation

Social Media For The Right Reasons

Social media has made a wide and expanded domain for itself. It now has working professionals, media outlets, and massive engagement under it. The increasing number of users is a sign that the charm of social media is far away from the end. The massive numbers of followers on social networking sites like Instagram, Twitter, Facebook, Youtube, etc indicate that the data and information generation is in large numbers. The statistics showing the growth of active social media engagement imply that the creating, publishing and sharing of online content and information on social networking sites is a good sign. The formation of data and information in every fraction of a second also insinuates the importance of data generation and protection.

The beneficial impacts of social media include the democratizing power of social media, greater transparency, and rising public involvement. These impacts work as a force when it comes to using social media as a tool for various fields. They come in handy for marketing, public relations, governmental notices and many such jobs that require massive public engagement and have an active user base of millions of followers.

It is used to get views of the people on conventional as well as non-conventional world matters as well. For example, (Hopke and Hestres) in one issue of “Visualizing Climate Solutions: Media and Climate Stakeholder Social Media During the COP21 Paris Climate Talks” examine the visual framing of climate resolution by several relevant stakeholders involved on Twitter at the time of meeting for the Conference of the Parties (COP21) in Paris in 2015.

The media outlets and climate stakeholders most likely post tweets and that functions along the same lines of discussing and addressing climate solutions, the findings of the issue suggested. The authors of the issue used visual content analysis to get to that outcome. This shows that social media also contributes to research and analysis-based studies to determine the behaviour of people in certain situations and the reaction to the scenarios taking place around the world. It also gave birth to contemporary study subjects that are relevant to recent times.

And this can also be examined from the same issue, as on the other hand as the posts of trade associations and fossil fuel industry exhibited a whole new picture. The posts provided information on the noticeable absence of support from the mentioned parties for the climate policies of President Barack Obama.

The research facilitates the existing climate policy discussions by concentrating and studying the connection between the visual form of information and information in the text form of social media posts, and also by doing comprehensively examining the discussions and visualization of climate solutions by stakeholders on Twitter.

Other than these non-conventional forms of ‘good’ aspects of social media there are other aspects as well. The one thing nowadays that social media is mostly associated with, is mental health. Although there are studies to show that the impact of social media on the mental health of people leans more

towards the negative side but there are some issues that show that social media may also work as a good coping mechanism when it comes to the mental health of adults or more precisely older adults. And for this, the one issue by (Quinn), the “Cognitive Effects of Social Media Use: A Case of Older Adults”, the research uses the wait-list control design to study the cognitive effects for older adults of social media training and amateur users of social media.

The research’s main focus was the effects of social media participation and engagement in four psychological domains. These mental domains were, inhibitory control, attention, working memory, and processing speed. The research findings implied that the mere usage of social media can have a positive impact on the mental health of older adults. It suggested that the advantages of social media usage are way past mere social participation, it is to be noted that it may also support the well-being of older adults. And it does that by improving the information processing power of adults and also enhancing their cognitive functioning.

Also in the social media for the right reasons section, an issue by (Rathnayake and Suthers) in the “Twitter Issue Response Hashtags as Affordances for Momentary Connectedness”, the writers present the notion of momentary connectedness. The authors gave this term and explained it with the concepts of hashtags. According to the authors, hashtags set up cases of momentary connectedness into the network. Tweets with the hashtags have the ability to support a wide and uncertain audience and also provide the space to co-exist, for the clusters with varied orientations within the same topical network. This allows the relevant parties, for the moment, to connect in socially meaningful ways that are beneficial for them and maybe, for the whole society as well.

Social Media For The Wrong Reasons

There is a good side to social media but there is also a dark side as mentioned earlier. (Obar and Oeldorf-Hirsch) their article “The Clickwrap: A Political-Economic Mechanism for Manufacturing Consent on Social Media” points out the importance of user data. The authors point out the political-economic mechanism for getting consent on social media. Clickwrap is a “digital prompt that facilitates consent processes by providing users the opportunity to quickly accept or reject digital media policies.” Clickwraps are the most used form of “consent” on the web and social media platforms. A user encounters these through many instances such as visiting a site and setting up an account.

The authors of the research, Obar and Oeldorf-Hirsch, used the qualitative data to assess the interactions of the participants with clickwraps or consent materials when opening an account for a fictitious social media site. The research suggests that clickwraps deviate the user’s focus away from the privacy policies and protections related to reputation by implying that these policies or consent material are not that important. Consequently, normalizing the evasion of legal consent material is important and has the power to give the social media platforms the rights to the users’ data. And these are legal rights to the data, mostly without the users’ awareness. Briefly, the social media platforms may use these techniques to dissuade the user from a meaningful engagement with the consent material and procedure, and rather influence the user into agreements to benefit the company economically. It is a very non-conventional way of looking at the dark side of social media platforms.

The other example in this section, (Introne, Yildirim, Iandoli, Decook, and Elzeini)’s “How People Weave Online Information Into Pseudo knowledge,” uncovers the wrong and dark side of social media by investigating false news and misinformation and how they are created and accepted. It is important to grasp the dynamics of false narratives because they are created to gradually emerge as believable reality by building these narratives from many different sources. False narratives are different from fake news as fake news are individual stories and false narratives are not. The authors used content, narrative, and contextual analysis, and visualization, analyzing the popular online discussion of 10 years, on the presence of alien “stargates” on the earth for this research and concluding that the



presence of false narrative and misinformation is a threat as these are not manufactured just for the moment, they thrive on the web and are put up over time. The credibility of these narratives is interpreted by citing and using online scholarly sources to defend and support the narrative when questioned. Social media addiction is a serious challenge and so are the mental health issues that come with it. The impact of social media on the mental health of users has been a point of discussion for a long time now.

And it is a serious threat as users (teens) spending 5 hours a day on their phones are two times more likely to show symptoms of depression. Some teenagers do spend about 9 hours on social media every day. And estimates suggest that more than 210 million people suffer from the web or social media addiction (famemass.com, 2019).

Conclusion

As noted by the right reasons of social media, it can be used for good things such as to turn over bad regimes or to stable stress in adult users and at the same time, there is always a chance of people using it for their benefits. Some outside involvements like a hashtag (Halavais, 2013) are accepted as a facility for good purposes by the designers and others like fake narratives and trolls will remain a hindrance. And also these problems continue to exist even after many resolutions by industry players. Social media addiction is generally high among youth and its problematic usage by them is concerning. Though, solutions to this precarious situations is a little complex than other addictions, there are many other organisations and institutions involved in looking for a perfect answer. So it is imperative to ask questions that are much more inclusive and more futuristic. Questions like how does the good side of social media affect people and who does it affect or how is the dark side of social media affecting people and who is it affecting?

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