How social media impacts us

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Pros of using social media

- **Connecting** with others

- **Online communities** and discussions (advice)

- **Source of information**

- **Learning** (but - fake news and misinformation)

Pros of using social media

- **Fun** (games, films…)
- **Inspiration**

- Providing companies with new **marketing opportunities**
- **New jobs** associated with social media networks and consulting

Cons of using social media
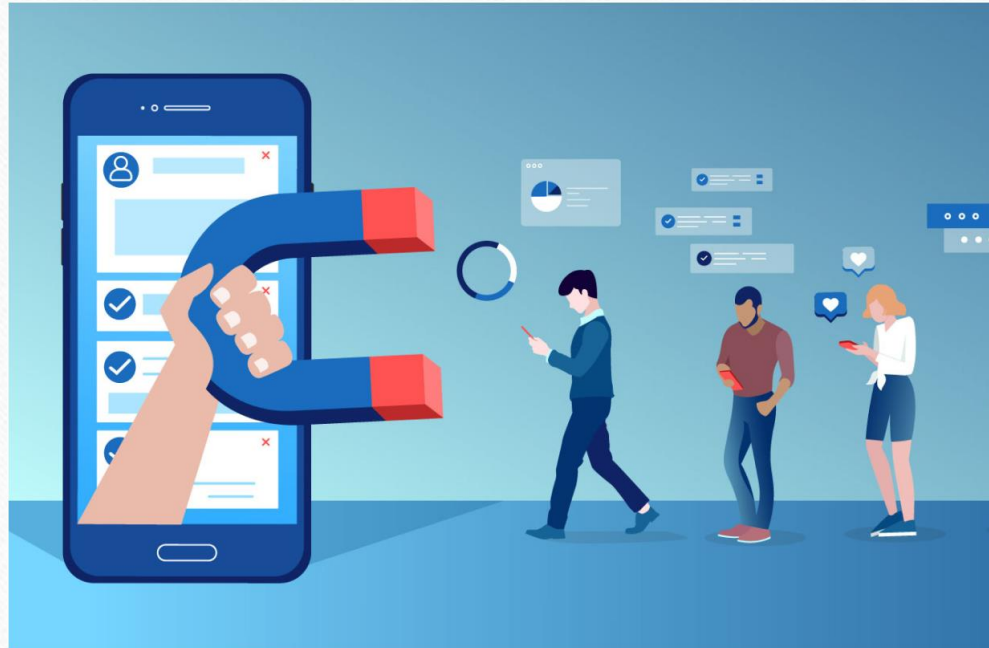
- **Cyberbullying** and online danger
- **Misinformation**, hoax
- Time consumers
- Decrease in privacy

Negative effects on mental health

- **Self-esteem issues**, comparing to others, fear of missing out

- **Addiction**, depression, anxiety

- Endless scrolling, sleep problems

- **social isolation**, neglecting face-to-face relationships

Social media
addiction

can be more addictive than alcohol

- **Causes**: low self-esteem, depression, lack of affection or satisfaction

- **Symptoms**: stressed when phone away, constantly checking it, preferably communicating only online

- **Prevention**: notifications off, limit the usage, find things to do to prevent boredom

How advertisements influence us

- **Awareness** of the product (and so being more familiar with it)

- The obvious – **creating desire** for the product, providing positive information about it

- We are exposed to ads daily

- **Can be positive** – awareness of illnesses, drug use, warning about safety problems

Resources

- https://www.iberdrola.com/social-commitment/impact-social-media-youth
- https://www.mayoclinic.org/healthy-lifestyle/tween-and-teen-health/in-depth/teens-and-social-media-use/art-20474437