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# Impact of Social Media on Adolescents and Adults

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# Overview

- What is Social Media?
- Impact of Social Media
- Effect of Social Media on Mental Health
  - Anxiety/Stress with Social Media
  - Effect on the Brain
  - Creative Ways to Decrease Anxiety
- Tools and Strategies for Using Social Media
  - How to be Online Safely
- Q & A

# Social Media

- The term **Social Media** refers to the various internet-based networks that enable users to interact with others, verbally and visually (Keles et al.,2020).

Instagram



Snapchat



Youtube



Facebook



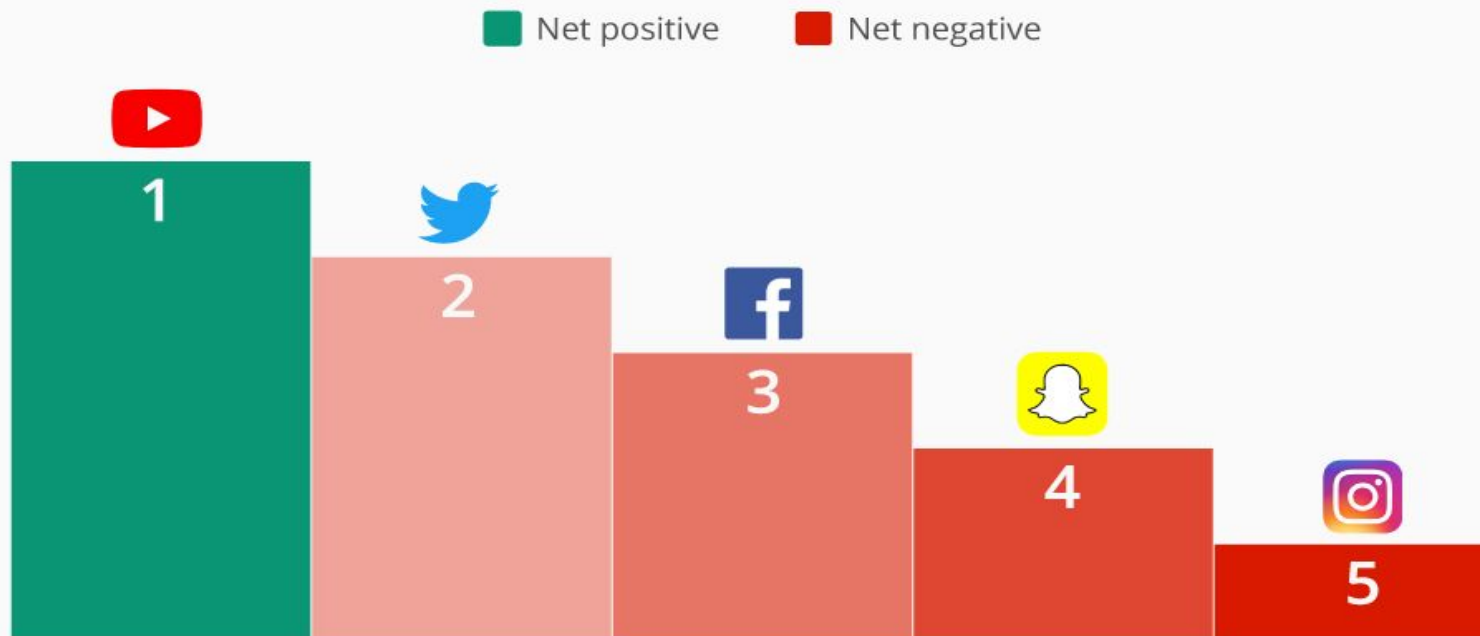
Tiktok

Twitter



# Mental Health: The Impact of Social Media on Young People

Ranking of social media platforms according to impact on youth mental health



Survey conducted in the United Kingdom among 1,479 young people between the ages of 14 and 24. 14 factors were taken into account such as anxiety, depression, loneliness, self-image, harassment, opportunity to express oneself.



@StatistaCharts Source: Royal Society for Public Health

statista

# Impact of Social Media on Adolescents

About 90% of adolescents use social media daily.

- Typically use many platforms
  - Leading to multitasking & stress
- Excessive use of social media
  - Leading to emotional attachment
- “Way of being”
  - Becomes apart of daily routine
  - Use before bed causes sleep disruption
- “Double-edged sword”



# “Double-edged Sword”

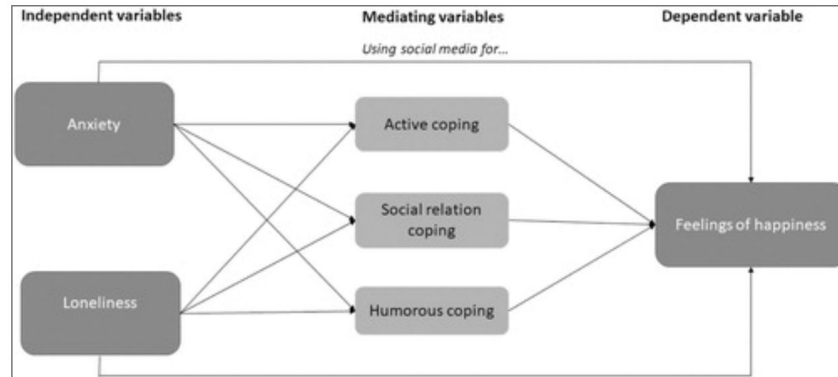
## Pros:

- Outlet of expression
- Support network (especially during the pandemic)



## Cons:

- Leads to poor sleep quality
- Addiction to social media
- Negative effects of self image and self-esteem
- Typically only broadcasts the positive aspects of life
- Leads to anxiety and stress



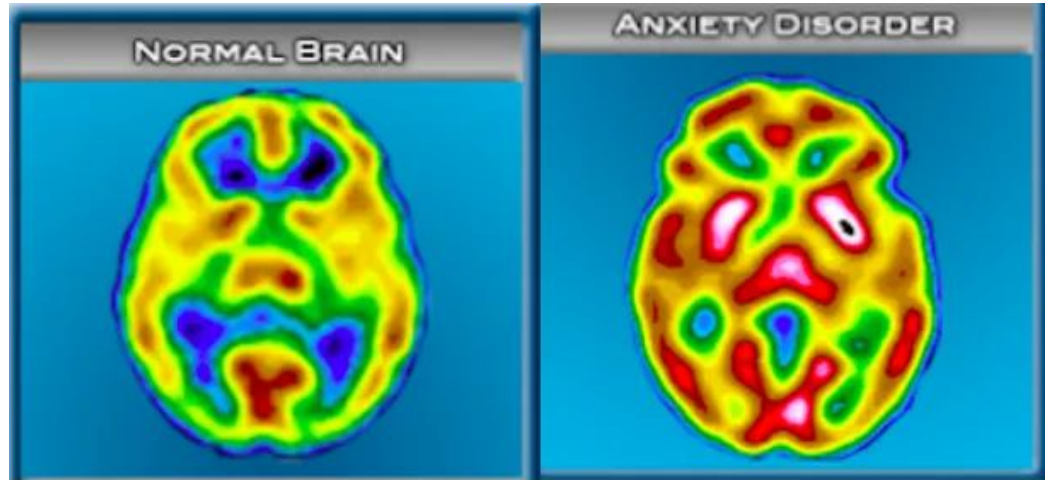
# Social Media Addiction?

## Video

- Reactions?
- How might we utilize moderation in relation to technology/social media use?

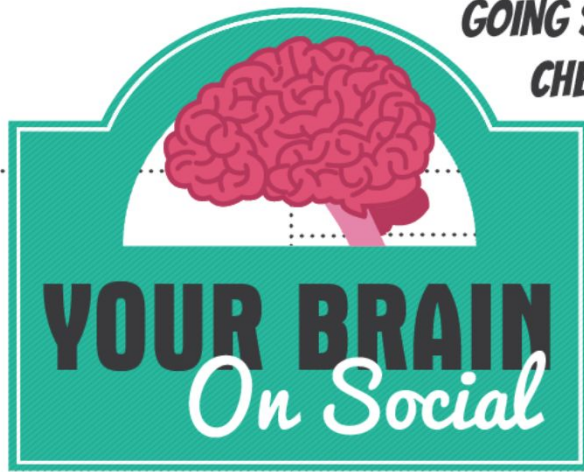
## Anxiety/Stress and Social Media on the Brain....

- Social comparison is a risk factor for emotional distress
  - Disproportionally post positive content from their lives and downplay the negative
  - May lead to low self-esteem
- Anxiety with missing out on new messages or content





# GOING SOCIAL HAS AN ACTUAL CHEMICAL EFFECT ON OUR BRAINS...



Tweeting for 10 minutes can raise **OXYTOCIN** levels in the blood as much as 13%.

## OXYTOCIN



Creates feelings of trust and security



Reduces anxiety levels

## CONSTANT NOTIFICATIONS FROM OUR SOCIAL PROFILES AND MOBILE DEVICES ACT LIKE “REWARD CUES.”

We are trained to expect information, and receiving that information activates a region of our brain called the **nucleus accumbens**.

This is the same area that is activated when the brain processes feelings about food, sex, and money!



Our bodies also receive adrenaline from checking in on social media...



*Making it addictive!*

### A SURVEY OF 18-85 YEAR OLDS FOUND

A majority of people found social media harder to resist than



Smoking



Drinking



Spending  
Money



Sleeping



Sex



# I'M SO STRESSED OUT!

## Is it stress or anxiety?

### Stress

- Generally is a response to an *external* cause, such as taking a big test or arguing with a friend.
- Goes away once the situation is resolved.
- Can be positive or negative. For example, it may inspire you to meet a deadline, or it may cause you to lose sleep.

### Both Stress and Anxiety

Both stress and anxiety can affect your mind and body. You may experience symptoms such as:

- Excessive worry
- Uneasiness
- Tension
- Headaches or body pain
- High blood pressure
- Loss of sleep

### Anxiety

- Generally is *internal*, meaning it's your reaction to stress.
  - Usually involves a persistent feeling of apprehension or dread that doesn't go away, and that interferes with how you live your life.
- Is constant, even if there is no immediate threat.

## Ways to Cope

- Keep a journal.
- Download an app with relaxation exercises.
- Exercise and eat healthy.
- Get regular sleep.
- Avoid excess caffeine.
- Identify and challenge your negative thoughts.
- Reach out to your friends or family.

## Find Help

If you are struggling to cope, or the symptoms of your stress or anxiety begin to interfere with your everyday life, it may be time to talk to a professional.

Find more information about getting help on the National Institute of Mental Health website at [www.nimh.nih.gov/findhelp](http://www.nimh.nih.gov/findhelp).



[www.nimh.nih.gov/stressand anxiety](http://www.nimh.nih.gov/stressand anxiety)

# What does Anxiety look like?

## Generalized Anxiety Disorder (GAD) Symptoms



verywell

## DSM-5 Diagnostic Criteria:

### Generalized Anxiety Disorder

- A. Excessive anxiety and worry, occurring more days than not for **at least 6 months**, about a number of events or activities.
- B. The individual finds it difficult to control the worry.
- C. The anxiety and worry are associated with **3 (or more)** of the following six symptoms (with at least some symptoms having been present for more days than not for the past 6 months):
  - Restlessness or feeling keyed up or on edge.
  - Being easily fatigued.
  - Difficulty concentrating or mind going blank.
  - Irritability
  - Muscle tension
  - Sleep disturbances
- D. The anxiety, worry, or physical symptoms cause clinically significant **distress or impairment in social, occupational, or other important areas of functioning.**
- E. The disturbance is not attributable to the physiological effects of a substance or another medical condition.
- F. The disturbance is not better explained by another mental disorder.

(American Psychiatric Association, 2013)

# Strategies to Decrease Anxiety

- **Take a time-out.** Practice yoga, listen to music, meditate, learn relaxation techniques.
- **Get enough sleep.** Your body needs additional sleep and rest when stressed.
- **Exercise.** Daily exercise helps make you feel good.
- **Take deep breaths.** Inhale and exhale slowly.
- **Talk to somebody.** Talking out with somebody when feeling overwhelmed is good. Talk to physician or therapist for professional help.
- **Limit social media before bed.** Avoid using social media before bed

# Tools and Strategies for Using Social Media

- **Keep it positive!**
  - Don't use it to vent and complain
- **Digital Footprint**
  - Your online interactions leave a permanent trail. Anything you post online cannot be erased, even if you delete it. Colleges and recruiters, prospective employers, and parents check your social media presence.
- **Positive Networking**
  - Connect with friends and family that share your interests
- **Relevant Content**
  - Does what your sharing impact you positively or negatively?
  - Be authentic!
- **Appropriate Content**
  - Use Common Sense
  - Would you want someone to post that in reference to you?
- **Be Image Aware**
  - Do not post photos or videos that you would not want your family to see
    - This means Snapchats too!
- **Think Before You Post**
  - Do not post or share something that you couldn't say or do to someone in person
- **Words can Wound**
  - Cyber-bullying is NOT OKAY!
  - Criminal charges can be applied.

# Managing Digital Footprints

- Parental/Guardian Supervision-Managing Screen Time
  - Parents/guardians should also be aware of the information they are sharing about their child on their own social media accounts.
- Share only when necessary.
  - Teach students to limit sharing their email, physical addresses, and phone numbers
  - If they are not sure, they should ask parent/guardian first.
- Use privacy settings.
  - Limit who can contact students through social media
  - “Spring Cleaning” social media accounts; deleting accounts no longer in use.

# Free Control Software

## 3. KIDLOGGER: BEST ACTIVITY LOGGING



(Image credit: KidLogger)

### 3. KidLogger

Detailed activity logging, including apps used and keystrokes

#### TODAY'S BEST DEALS

[VISIT SITE](#)

#### REASONS TO BUY

- + Tracks keystrokes
- + Cross-platform

#### REASONS TO AVOID

- Free version doesn't record audio
- Only covers one device

## 4. SPYRIX FREE KEYLOGGER: BEST FOR PARENTAL MONITORING



(Image credit: Spyrix)

### 4. Spyrix Free Keylogger

Find out what your kids are typing, and if they might be in trouble

#### TODAY'S BEST DEALS

[VISIT SITE](#)

#### REASONS TO BUY

- + Remote monitoring
- + Monitors clipboard and printers

#### REASONS TO AVOID

- No content blocking
- Windows only

## 5. KASPERSKY SAFE KIDS: BEST MOBILE FEATURES



(Image credit: Kaspersky)

### 5. Kaspersky Safe Kids

Parental control software for all devices

#### TODAY'S BEST DEALS

[VISIT SITE](#)

#### REASONS TO BUY

- + Available for multiple platforms
- + App and screen-time management
- + Extra mobile-specific tools

#### REASONS TO AVOID

- May slow Windows PCs

# Simple Reminders for Social Media

- Think twice before hitting "enter"
- Never share your password or location-Check your settings!
- Don't "friend" strangers; be smart about friends of friends
  - Adapt settings so that only those you want can interact or follow you!
- Communication and Moderation are KEY!



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