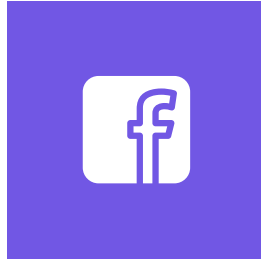


What is social media and how does it work?

Social Networking

Connect with others and interact through various ways



Discussion Forums

Join similar communities and share knowledge and experiences

Media Sharing

Sharing media such as photos and videos



News and Entertainment

Posting news and updates and thoughts in real time

Digital Footprint; what is it?



The Secret World of Algorithms

Content



Recommendation

Identifying and promoting user's preferences



Search and Discovery

Providing relevant search queries and suggest new contents and accounts



User Engagement

Tailoring content to suit the individual's preferences



Personalizing Your Feed



Analyzing User Interactions



Content Engagement



Profile Information



Search History

Case Study; TikTok

1

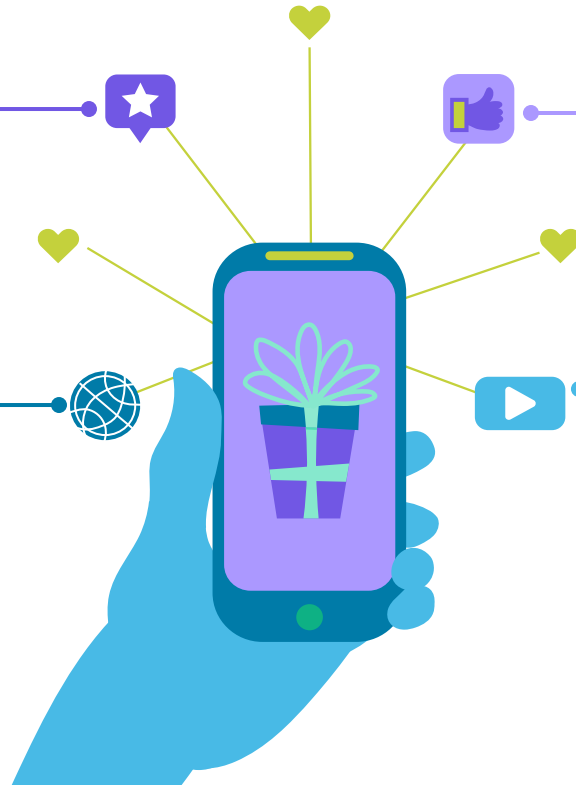
Overview of Platform

Launched as Douyin, that uses short-form videos curated based on user engagement

2

Key Aspects of TikTok

Uses algorithms to analyze user engagement and has "creator ecosystem"



3

Impact of Landscape

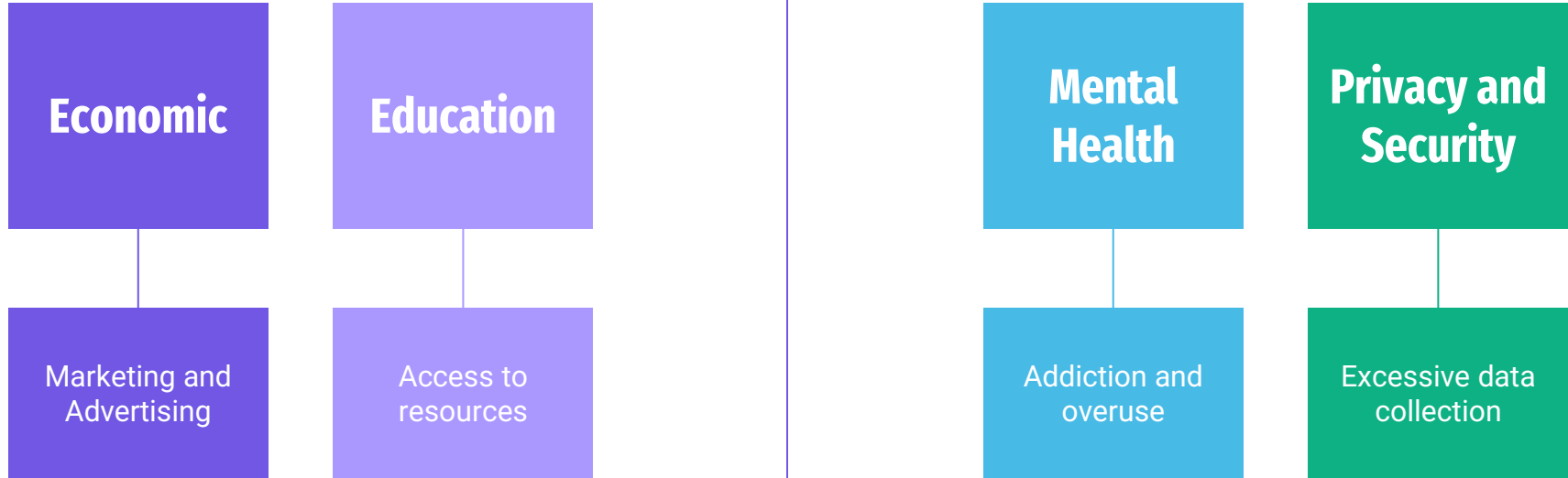
Revolutionized and has dominated how content is shared on similar platforms

4

Challenges and Controversies

Data privacy and security has been a major concern along with mental health issues

Ramifications of Social Media



The Problem with Social Media

Jane Doe's Information Online

AGE: 30 - 40

GENDER: Female

STUDIES: Biology

LOCATION: Seville, Spain

JOB: Laboratory Assistant

INCOME RANGE: \$1600-\$2200

MARITAL STATUS: Single

HOBBIES: Music and Photography

Interests

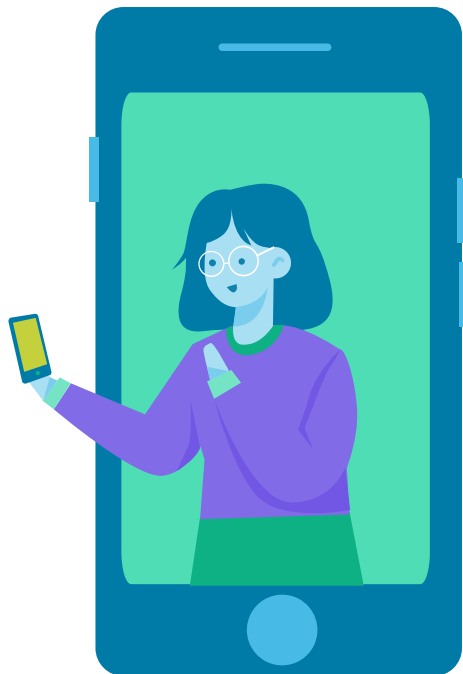
Photography



Travel



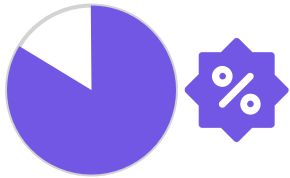
Music



Skills

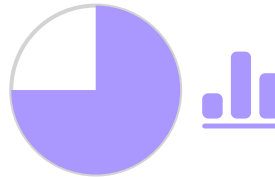
- Responsibility
- Motivations
- Behavior
- Personality
- Interests

Social Media's Role in Mental Health



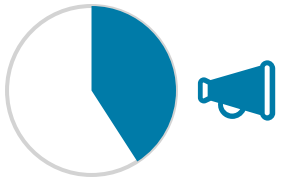
Positive

Social support and connection



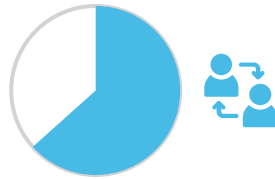
Negative

Addiction and overuse



Positive

Access to mental health resources



Negative

Misinformation and harmful content



Case Study; Facebook's Whistleblower

Francis Haugen

Role

Worked as Product Manager at Facebook focusing on civic integrity

Motivation

Concerned that company was prioritizing profit over ethics

Key Allegations

Facebook was aware of its harmful effect of its platforms but did not address them

Reactions

Public and legal reactions

Response

Facebook disputed her claims and created initiatives aimed at protecting user data

Implications

Highlighted the safety concerns of privacy and personal data

Older Generation, and Social Media

In the US

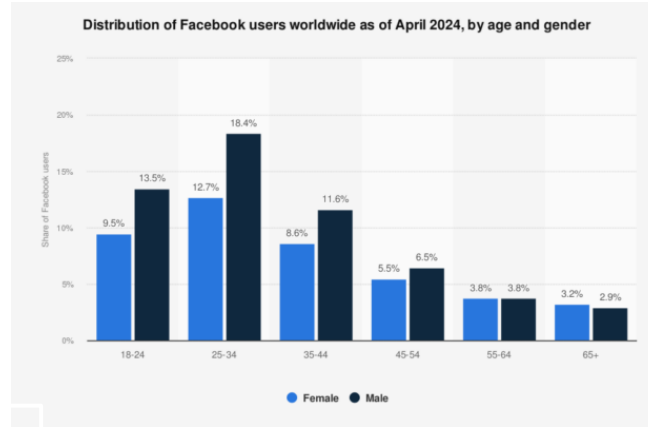


66%



72%

Age



Most Used Platforms



Older Generation, Social Media, and Mental Health

Connection and
Social Support

01



02

Cognitive
Engagement

Access to
Information and
Resources

03

04

Positive Impact

Thanks!

Any Questions?