

The Dark Side of Social Media

▶ BIGGEST TRAP - Is Social Media Destroying Our Lives? - Published

Title - The Dark Side of Social Media

Hook and Introduction

2009 mei [Kevin Systrom](#) naam ke ek insaan ne ek project start kiya tha, is project ka naam tha **Burbn**. Burbn ka idea kaafi simple tha— photographs share karne ka.

Per ye simple photograph share karne wala wo project ab ek evil organisation mei transform ho gaya hai. ([add social dilemma clip here](#) from 0:16 to 0:26)

Aapne sahi guess kiya mai baat kare raha hoon social media giant instagram ki... Instagram hamari life ke khaali space mei uss guest ki tarah beth gaya hai jo wapis jaane ka naam he nahi leta... aur jaise taishe agar aapne isse nikal bhi diya to snapchat, facebook, twitter jaise app naye guest banke aapki khaali space mei beth jaate hai.

([add this clip from 0:27 to 0:39](#) add a few additional clips after it from "social media isolation short")

India mei on average log 4 ghante apne din ke sirf phone screen pe bita dete hai.(05)
Average human life expectancy india mei [67 years hai](#), maan lete hai aapko apna phone 16 ki umar me mila toh aap apni zindagi ka lagbhag 9 saal sirf aur sirf social media use karne mei waste kardoge. ([once this line ends use animation to show 9 dots turning red with eliminating sound and X on each dots and write wasted below. This will act as a pause.](#))

Ye number jitne shocking hai usse zyada shocking hai iska global impact.

Inn social media apps ka koi positive agenda nahi hai, inn apps ko run karne wale log kaafi smart hai aur unke pure din ka ek hi kaam hota hai wo hai aapki life ko track karna and aapki behaviour ko analyse karna. Agar aapko lagta hai ki ye apps utni bhi smart nahi hai to dhyaan se jara niche ke Like button ko dekho. Apne notice kiya ho ga ki kaise mere like bolte he ye glow karne laga. ([Increase the sound of the vocals here, and keep the bgm minimum so, that ai can detect the keyword](#))

In apps ko iss tareeke se design kiya hai jahan agar aap koi product ki baat kar rahe ho, apni emotional state ki baat kar rahe ho.. Investment ki baat kar rahe ho.. Ye sab inn categories se related keywords ko detect kar leta hai.

Phone on ho ya band ye algorithm 24/7 aapki baaton ko sunn ke unhe filter karte rehte hai.. Jisko baad mein aapke he against use karte hai. (Title card)

Aap mei se kayi shayad ye video yahan tak bhi nahi dekhte agar shuru mein koi interesting clip ya fast paced music nahi hota to. Aapka brain iss tareeke se hard wired hogya hai ki jara sa bhi mental friction hone pe aap cheezein avoid kar dete ho. Ye kahin na kahin aap bhi jante ho lekin phir bhi aap in apps ko controlled tareeke se use nahi kar paate, ulta ye apps aapko control karti hai.

Why Social Media Feels Unstoppable

Instagram ki app is tareeke se designed hai jahan aapke neuro chemicals ko exploit kiya jata hai taaki aap apne phone screen se chipke raho. Isme major role play karta hai Dopamine Aapne suna hoga kayi videos mei dopamine ke baare mai (add clips of people talking about dopamine)

Dopamine ek neurotransmitter hai jo aapko motivation and anticipation feel karne mei help karta hai. Kisi bhi task ko hum tabhi karte ho jab hamein usme kuch outcome milta hai, dopamine tab release tab hota hai, jab koi task mein kisi type ki reward ki gunjaish ho..

Jaise reel scroll karna, jahan aap ek achi reel ke talash mein na jane kitni choti choti reels consume kar lete ho. Isme ek anticipation build hota ki shayad next reel mei kuch acha dikh jayega.. Ye next next ke chakkar mai aap unhealthy level pe dopamine release karte rehte ho...

Aur finally 20 mei se ek reel aisi hoti hai jo aapko bahut pasand aati hai, aur tab aap ki body mein ek dopamine spike aata hai jo aapko ek satisfaction provide karwata hai, aur phir yehi cycle baar baar repeat hoti rehti hai, jahan aap yehi spike laane ke liye scroll karte rehte ho. Aur dekhte he dekhte aap ek dopamine loop mein phas jaate ho.

Isse aapko addiction to hoti he per ye addiction kitni extreme hai shayad uska idea bhi nahi hai aapko.

University of southern california ne ek study conduct kari thi jahan 2800 high school student ke social media consumption and uske impact ko 2 saal tak observe kiya gya. And Inme 53% higher chances the naye ADHD related symptoms experience karne ke, aur inn mei se kisi ki bhi ADHD related history nahi thi. (11)

ADHD Yaani - Attention Deficit Hyperactivity Disorder.

Isme ek human ko focus maintain karne me dikkat aati hai, saath kaafi impulsive behaviour hota hai yaani bina soche kuch karlena ya hyperactivity jaise bhagna dodna, ek jagah baithe naa reh pana.

Research gate ke ek report mei bhi similar pattern dekhne ko mila ki high dopamine se ADHD, obesity, sleep deprivation jaise condition ho sakti hai..

Per iss report mei ek aur behad important point mentioned thi ki low dopamine level se depression, attention deficit and even parkinson hone ke chances bhi hote hai. (12)

Social media apps aapko ek thrill and dopamine spike to dete hai, per yehi app aapke low feel karne ka bhi karan bante hai... Ye bahar se free dikhne wali apps aapko puri duniya se connected to rakhti hai per uske badle ek kaafi heavy fee aapse leti hai aur aapko pata bhi nahi lagta.

The Hidden Costs

Ek goldfish ka avg attention span aap guess karo kitna hoga? Chalo goldfish chhodo humans ka avg attention span kya ho sakta hai?

Microsoft ke ek report ke according humans ka avg attention span aaj ki date mein 8 seconds ka ho gaya hai, aur ek goldfish ka attention span hai 9 seconds.. Shocking hai right(03)

Aap khud socho jahan aap 9th 10th mei 4 se 5 ghante baith ke padhte the, wahin aaj aadhe ghante baithna bhi aapke liye mushkil ho jata hai....Chahe personal level ho, social level, ya societal level hum sabhi ek bhari price pay kar rahe hai inn apps ko use karne ke badle.

Chalo pehle personal level pe baat kar lete hai-

1) Personal Level

personal level pe ye apps kayi saari behavioural changes ko trigger karte hai. Ye itna extreme hai ki aap 5 minute bhi bina phone ke baithna nahi chahte. Aur to aur aap human interaction se bhaagte ho jahan logo ko dekhte he aap ka sir phone ki screen ki taraf ho jata hai. Yeh bilkul opposite hai aapke online behaviour se. Online aapke saamne ek shield hoti hai internet ki jisme aap safe feel karte ho aur easily engage kar paate ho bina kisi judgment ki chinta kiye.

Per ye safety net ek illusion se kam nahi hai. Yehi so called safe space aapko fomo, jealousy aur anxiety deti hai jab bhi aap dusro ko kuch exciting karte huye dekhte ho, isse aap ya to inferior feel karne lagte ho ya apne means se aage badh ke show off karte ho khud ki image ko maintain rakhne ke liye.

Royal Society For Public Health ne 2017 ki apni report mei instagram aur snapchat ko worst app bataya hai young logo ki mental health ke liye. (13) Aur ye sach bhi hai, instagram jaisi apps unrealistic expectations and toxic behaviour ke taraf lead karti hai agar hum khud ke needs ko na samjhe.

Jo log zyada social media pe apna waqt bitate hai unhe aadat ho jati hai constant attention ki. Jo online inhe easily mil jaati hai jo real life mei shayad kabhi na mil paye.

Aap ek story post karte ho, aur phir har 2 se 5 minute pe apna phone check karte ho ye dekhne ke liye ki kisne seen kiya aur kisne nahi.

Iss obsession ke chalte social level pe bhi kafi impact padta hai.

2) Social Level

BCG ke ek report mei mention kiya gaya hai ki indians din mei 80 baar apna phone check karte hai.. (14) Ab aisa nahi hai ki ye phone sirf free time mei check karte hai. Kaafi logo ko habit hoti hai har time phone check karne ki chahe wo breakfast kar rahe ho, movie dekh rahe ho, baat kar rahe ho unki reels nahi rukti.

Aise situation mei aap kuch socho ki real life interactions kitni meaningful ho payegi.. Aur yehi wajah hai ki online itna connected hoke bhi 40% se zyada indians akela feel karte hai. (16)

Aap online itna waqt bita lete ho ki, real life mei logo se baat karne ki jarurat he nahi lagti...aur dekhte dekhte kayi log reality se touch kho dete hai... jisse societal level pe ek bahut bada impact padta hai.

3) Societal Level

Oxford word of the year 2024 tha **BRAIN ROT (here add clips of people saying brain rot and then some brain rot clips) (15)**

Ye brain rot word “**societal level impact**” ka ek badhiya example hai. Brainrot term waise content ko refer karne ke liye use kiya jata hai, jinhe dekh ke aapko kuch sochne ki jarurat nahi... ye low quality, low value content hote hai jahan kuch bhi sense nahi banata.. Aap khud inn clips ko dekho..

https://www.instagram.com/p/DEr6tugvcpw/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Ye ek brain rot video hai jo internet pe kaafi famous hai, ye meme itna famous hua ki ek music concert mei bhi isse play kiya gaya.

https://www.instagram.com/reel/DEU2UdRp8Ab/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Ye upper upper se to harmless content lagta hai, per ye baaki ke short form content se bhi zyada harmful hai. Specially bacho mei...(add clips - 1, 2)

Aise content ko dekh ke bache apne emotions control nahi kar paate, parents agar tablet lele to tantrum throw karne lagte hai aur agar inhe kuch bolo to disrespect pe utar jaate hai. Isse avoid karne liye parents aksar bacho ki jid maan kar unhe ye tablets de dete hai, jisme wohi brainrot chal raha hota hai. (04)

Per social media mei brain rot sirf baccho tak simit nahi hai, ek brain rot aur hai jo kayi adults consume karte hai.

Ye brainrot hai fake news and pseudoscience videos...

Jahan WhatsApp university se mila gyaan sabse zyada accurate hai... ([add clips from this video](#), **don't add anything related to Manipur, congress or bjp**)

Social media pe misinformation wildfire ki tarah spread hoti hai. India mei lagbhag 77 percent misinformation social media ke through failta hai, jisme almost aadhi news political hoti hai. (01)

Ye misinformations jab aap constantly consume karte ho to apne around ek vacume create kar lete ho, jahan aap kisi dusre religion, group, insaan ke against ho jate ho, bina easily jaane.

Social media pe endless scroll karte karte kab algorithm aap ko control karne lagta hai aapko ehsaas bhi nahi hota..

The Illusion of Free Will

Hamein lagta hai hum sab apne mann se kar rahe hai, but aisa hamesha nahi hota, ye apps hamari pasand na pasand ko behad ache se jaanti hai, aur issi information ko use karke humein ek carefully curated feed dikhti hai.

Aap kya dekhoge aaj wo aapke control mei to hai he nahi, naahi he aapki thoughts inko dekhte samay.

Aapne notice kiya hoga din ke time mein aapki feed kaafi normal dikhegi jisme funny post, meme dikh jayenge.. Lekin raat mei yehi feed aapke emotions ke hisab se adjust hojati hai. Agar aap sad ho to aapko aur sad videos milengi, aur agar aap sad nahi ho to yehi feed aapko softcorn jaisi post show karne lagta hai.

Aur ye doom scrolling endlessly ek app se dusri app mei chalti rehti hai.. Aapne last reel konsi dekhi wo bhi aapko yaad nahi rehte, ya agar aap ek app pe kuch dekh ke dusri app pe search karne gaye utni he derr mei aap bhul jaate ho ki aap kya karne aaye the...

Social media ek factory hai jo aapke attention ke badle khud profit kamata hai, aur aapko milta hai depression, stress or anxiety.

Call to Action/ conclusion

Social media ke kayi downside hai per sahi se use karne pe kaafi value bhi yahan se mil sakti hai.. Lekin uske liye social media ko as an escape nahi but as a tool dekhna shuru karna padega.

Jiski shuruat awareness failana se he hogi, aap jante sab ho, per kahi na kahi consequence utne extreme nahi lagte jitne actually mei hote hai. Jab hum in traps mei puri tarah se phass jaate hai to comeback karna bahut mushkil lagta hai, isleye bhalayi issi mei hai ki waqt rehte hum inn problems ko address karein and apni habits ko sudharne ki koshish kare.

Social media ke aadiction ko control karne ke liye teen effective cheezein aaj se he implement karo.

Pehla hai - **silent mode**

Apne saare social media apps ke notification ko off kardo.. Jisse har time phone check karne ki aadat kam hojayegi

Dusra tarika hai

Time tracking

Aap aksar reel dekhte dekhte ghanto bita dete ho, isliye jab bhi inn aap pe jao, consciously ek set amount of time lo aur usse exceed mat hone do.

Teesra hai

Realization - iss puri video ka point he aapko social media se related harms ko batana tha, ab aap pe hai ki aap inn cheezon ko samajh ke apni habit pe kitna work karte ho... youtube pe aapko hazaro videos mil jayegi ki kaise social media quit karein.

Per sach to ye hai ki social media hamari life se kahin nahi jaane wala..hamein jarurat hi ek healthy balance ki aur i hope iss video ko dekhne ke baad aap wo necessary step loge aur wo galtian repeat nahi karoge jisko humne iss video mei discuss kiya. Jai hind.

Resource used

	Context	Source
01	Social media pe misinformation wildfire ki tarah spread hoti hai. India mei lagbhag 77 percent misinformation social media ke through failti hai, jisme almost aadhi news political hoti hai.	https://www.ndtv.com/india-news/nearly-half-of-the-fake-news-stories-in-india-are-political-study-7291481
02	Short film on social media isolation	Social Media addiction - Short Movie
03	Ek goldfish ka avg attention span 9 seconds hota hai, aur microsoft ke ek report ke according humans ka avg attention span aaj ki date mein 8 seconds ka ho gaya hai, yaani ek goldfish se bhi kam..	https://time.com/3858309/attention-spans-goldfish/

	Context	Source
01	Social media pe misinformation wildfire ki tarah spread hoti hai. India mei lagbhag 77 percent misinformation social media ke through failti hai, jisme almost aadhi news political hoti hai.	https://www.ndtv.com/india-news/nearly-half-of-the-fake-news-stories-in-india-are-political-study-7291481
04	Aise content ko dekh ke bache apne emotions control nahi kar paate, parents agar tablet lele to tantrum throw karne lagte hai aur agar inhe kuch bolo to disrespect pe utar jaate hai. Isse avoid karne liye parents aksar bacho ki jid maan kar unhe ye tablets de dete hai, jisme wohi brainrot chal raha hota hai.	New study sheds light on possible downsides of youn...
05	On average india mei log 4 ghante apne din ke sirf phone screen pe bita dete hai.	https://explodingtopics.com/blog/smartphone-usage-stats#:~:text=%C2%A0%E2%86%91%2015%20mins-.19.%C2%A0%E2%86%91%2013%20mins.-20
06	Dopamine	The Ugly Truth About Social Media - Neuroscientist A...
07	Peer Group validation	https://www.psychologytoday.com/intl/blog/21st-century-childhood/202207/why-teenagers-cant-resist-social-media#:~:text=Personal%20beliefs%20are%20aligned%20to,groups%20on%20social%20media%20platforms
08	According to their research, they found that symptoms of orthorexia nervosa had a close relationship with higher Instagram use, while no other social media channel had this effect.	https://www.researchgate.net/publication/349117428_Research_in_the_Instagram_Context_Approaches_and_Methods#:~:text=in%20their%20paper.-According%20to,use%2C%20while%20no%20other%20social%20media%20channel%20had%20this%20effect.-Meanwhile%2C%20J
09	Dopamine level and its impact	https://www.researchgate.net/publication/371774358_Social_Media_and_Dopamine_Studying_Generation_Z_and_Dopamine_Levels
10	Seven out of 10 heavy social media users, 71%, reported feelings of loneliness, up from 53% a year ago. That compares to 51% of light social media users feeling lonely, up from 47% a year ago	https://www.cnbc.com/2020/01/23/loneliness-is-rising-younger-workers-and-social-media-users-feel-it-most.html#:~:text=Seven%20out%20of%2010%20heavy%20social%20media%20users%2C%2071%25%2C%20reported%20feelings%20of%20loneliness%2C%20up%20from%2053%25%20a%20year%20ago.%20That%20compares%20to%2051%25%20of%20light%20social%20media%20users%20feeling%20lonely%2C%20up%20from%2047%25%20a%20year%20ago.
11	University of southern california ne ek study conduct kari thi jahan 2800 high school student ke social media consumption and uske impact ko 2 saal tak observe kiya gya. And Inme 53% higher chances the naye ADHD related symptoms experience karne ke.	https://www.legacycommunityhealth.org/newsblog/mental-health-mondays-study-finds-link-between-heavy-social-media-adhd/#:~:text=The%20study%2C%20conducted,Kober%2C%20about%20ADHD
12	Research gate ke ek report mei bhi similar pattern dekhne ko mila ki high dopamine se ADHD, obesity,	https://www.researchgate.net/publication/371774358_Social_Media_and_Dopamine_Studying_Generation_Z_and_Dopamine_Levels#:~:text=Health%20and%20survival,syndrome%2C%20and%20schiz

	Context	Source
01	Social media pe misinformation wildfire ki tarah spread hoti hai. India mei lagbhag 77 percent misinformation social media ke through failti hai, jisme almost aadhi news political hoti hai.	https://www.ndtv.com/india-news/nearly-half-of-the-fake-news-stories-in-india-are-political-study-7291481
	sleep deprivation jaise condition ho sakti hai..Per iss report mei ek aur behad important point mentioned thi ki low dopamine level se depression, attention deficit hota hai.	ophrenia
13	<i>Royal Society For Public Health</i> ne 2017 ki apni report mei instagram aur snapchat ko worst app bataya young logo ki mental health ke liye	https://www.rsph.org.uk/about-us/news/instagram-ranked-worst-for-young-people-s-mental-health.html#:~:text=Instagram%20Ranked%20Worst,19%20May%202017
14	BCG ke ek report mei mention kiya gaya hai ki indians din mei 80 baar apna phone check karte hai hai	https://www.indiatoday.in/india/story/smartphone-users-india-survey-people-pick-up-their-phone-half-the-time-without-any-purpose-boston-report-2503218-2024-02-16#:~:text=andpeople%20check%20their%20devices%2080%20times%20a%20day%20on%20average.
15	Oxford word of the year 2024 tha BRAIN ROT	https://www.thehindu.com/news/international/brain-rot-named-oxford-word-of-the-year-2024-what-does-it-mean/article688942142.ece#:~:text=%E2%80%98Brain%20Rot%E2%80%99%20named%20Oxford%20Word%20of%20the%20Year%202024
16	Aise situation mei aap kuch socho ki real life interactions kitni meaningful ho payegi.. Aur yehi wajah hai ki online itna connected hoke bhi 40% se zyada indians akela feel karte hai.	https://www.hindustantimes.com/lifestyle/health/loneliness-is-not-just-a-first-world-problem-why-and-how-widespread-is-loneliness-101714478114622.html#:~:text=Data%20on%20loneliness%20in%20India%20is%20sparse%2C%20but%20some%20surveys%20have%20indicated%20that%20up%20to%2040%25%20of%20adults%20in%20the%20country%20say%20they%20feel%20lonely.

Reference for editors

- [YouTube Short Form Content Is BROKEN. Can We Fix It?](#)
- [YouTube Why your phone is making you sad](#)

