



## A Study on Untold Social Media-Data Analysis on Teenagers Perception

Alex Savi, Steffi Sabu, Sweekruthi K D

Department of Computer Science [PG], Kristu Jayanti College, Bangalore, India  
alex.savi.kv@gmail.com, steffisabu102000@gmail.com, sweekruthikd13@gmail.com

### Abstract

*Social Media is an interactive technology that allows the exchange of data, information and posts virtually. More than positive, there are negative effects from a social media that we never cared about, or they never wanted us to know. Teens use the social media platform more in today's scenario wherein they can't keep their phone aside or go out without it. The amount of time spent on social media is more compared to the useful works done in day-to-day life. There are many challenges of social media. The social media companies are using us as their products to gain more out of it, where they sell us without our knowledge. By giving space to the advertisement, social media is also gaining more profit. Some of the social media sites are already in existence and some are yet to be established. The truth is that in today's scenario most of the people or users are not able to live without the social media platform and still are unaware of what is happening behind. There are many untold scary truths behind all these business games.*

**Keywords:** Social Media, Addiction, Technology, Communication, Advertisement, Modern, Challenge, Marketing, Virtual.

### 1. INTRODUCTION

Technology has changed the way we live, work, and socialize. We are really worried about what others think of us. We are worried about the positions that we hold in a virtual world. We are even worried about how to become someone else rather than being ourselves. Does this all really count? Are the Social media companies doing charity in providing us free platform? Are they really helping us grow? Getting to know about these untold social media stories will help us see how far they have been holding on to our lives. It's an unseen virus that gets injected into our head, which carve ourselves to be something unreal. Here, we fail to know that we are the products that are being sold in the virtual market where these companies allow you to keep in touch with the outside world in exchange for few minutes of your attention, via notification sounds.

### 2. WHAT IS SOCIAL MEDIA

Social media is an internet-based form of communication. Social media platforms allow users to have conversations; share informations and create their own content [1]. There are many forms of social media such as Facebook, Instagram, Twitter, LinkedIn, Tinder, Snapchat etc. Social media has enormous traction globally. Mobile applications make these platforms easily accessible. In business, social media is used to market products, promote brands, connect to customers and foster new business [2]. Social media came into existence when the internet became easily accessible to everyone. The evolution of smartphones made the social media to grow enormously, which can be accessed throughout the world. People came to know that social media can connect people from various parts of the world less expensively. This has replaced the traditional methods of communications of phone calls, letters and

emails.

### 3. CHALLENGES OF SOCIAL MEDIA

Users before mid-2000s are probably aware of how social media has emerged as one of the most powerful marketing tools. It can play a vital role across the whole nine yards of the marketing journey by helping you navigate past the traditional brand- customer interaction challenges [3]. It's sad that the world knows about the inner side of social media and still trusts the platform by seeing its mask.

#### 3.1 TIME MANAGEMENT

Social media has taken away most of the time in our daily routine. According to the survey report, an average person spends around 2-3 hours a day in social media. Most of the users are found to be in the age of 15-27 where they spend their time chatting and watching/posting feeds.

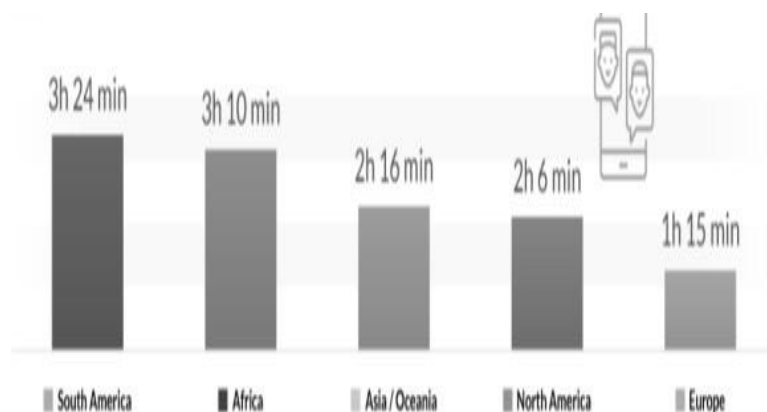


Fig 1- Time Management Analysis

#### 3.2 KEEPING IN TOUCH

A day without social media is like missing out an important activity in our day to day life. Roughly only around 2/3<sup>rd</sup> of social media users mingle with their families and friends. This communication gap between family members is due to the continuous usage of social media. Social media makes them feel that there is no need to meet others by travelling long distances when they can connect with them in just a single click. We never stop to ask direction to someone if we could see it more clearly on google maps or ask your aunt or grandma about the recipe if you could get it all from the YouTube or Google. These days we don't even go shopping in stores or wait in the queue to get billed as we get everything delivered on our doorsteps. The world is totally moving into the phase of isolation. This may finally lead to a day of AI doing most of the human jobs. Today it's hard to find a person without a smartphone. Even when being with friends in restaurants, everyone would be engrossed in their own phones. Every hour is captured and posted as stories and posts which make us feel connected to an unreal world. We run capturing virtual friends rather than having a real relationship [14]. More than half of friends we find in social media are unseen and just existing in virtual world, may be fake or real. Pretension of happiness and fun just in order to upload stories and

posts is a trend these days. Few months ago WhatsApp released a new feature wherein you can hear the voice notes faster 2X speed. Getting used to such conversations might have some impact in real life as one might not have enough patience to be a good listener as before.

### 3.3 MORE TRUST AND TRANSPARENCY

Viewing all fake and manipulated videos and photos make us feel trusted to what we see rather than knowing the reality. Many news and articles have been reported as they have been fooled to offer money and positions from some fake identities. Many lives have even been lost just by getting trapped into some posts. Below given source of statistics from Statista shows that 16% of Facebook accounts are fake or duplicate and this count increases drastically every year.

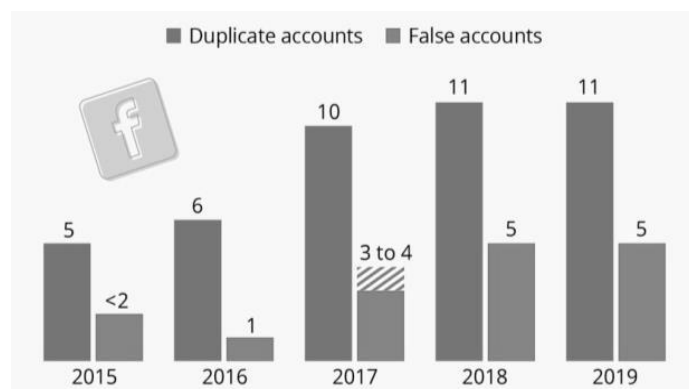


Fig 2 : Transparency Analysis

### 3.4 PERSONALIZATION, PRIVACY PARADOX

The terms and conditions are put forward to the users where everyone just ignores the page by tapping the accept button without knowing what it really is. While ‘personalization’ has been the battle-cry for many social media managers, there are privacy regulations that they must abide by. Hence, focus on delivering contextual social media experiences while being sensitive about customer data privacy. The lengthy pages force them to agree the content. Even if some Social media claims to be privacy legends, they fail to offer us what they say for the business. You are being forced to believe what they say. Once you fall into these traps it’s hard to get out of it. It is easy to get signed up to a social media but in the app it’s really hard to find the delete or deactivate option and even if you feel like being out of the platform for an instance by the time you search and find a way out, you will probably change your mind.

## 4. SOCIAL MEDIA UNFOLDS

There are many untold and scary truth about social media which they don’t want you to know. Being a multi billionaire companies like Facebook, they aren’t earning those profits out of charity. There arises the question of how. Does the free download really count to be “FREE”? These questions are commonly



answered with a simple word “PROMOTION”. Does the paid promotion bring such a huge revenue? No, it’s something beyond that. Have you ever wondered how the same related product appears in the web and app that you have searched before, or have you ever wondered how app recommends you the nearby places if you are in some location? These questions are to be cleared and this is what they never say.

Recently Apple have announced the feature called tracking permission which lead to the downfall of many multibillion app and web companies that tracks our daily routine and makes earning out of this. Facebook and Instagram have even shown a banner promoting the users to disable the feature on phone. Each second of being in the internet leads to collection of data collected without our knowledge [13]. They track our data across every app where all data from all apps gets collected to create a virtual self.

#### **4.1 WHY OUR DATA?**

You may wonder why companies like Google or Facebook use our data. This question can’t be answered just in a single word, because data is all that they need from us. Once we sign in to most of social media platforms by agreeing their policy and agree to their terms and conditions we are actually taking a second person with us who walk and sleep with you. It even knows when you wake up, when you go to work, when you are bored and even when your emotion changes. You may wonder how a simple phone can take all these information from you without even knowing. For example when you post a picture from some location with your friends they get the data that you are out with those friends. The locations are even shared to other apps like some food delivery app which suggest you the best restaurants near your location.

Millions of web companies have activated the feature of Facebook pixel where it records all the activity of users as they could even understand on which post and media you spend more time so as to get your current interest. It can even know our emotion just by seeing the searches that we make at a time. The final question that arises is whom to trust?

#### **4.2 SOCIAL DILEMMA**

It’s not just the data that we should be worried of. In reality we are not aware that the Social media company is injecting a virus into our head which makes us under their control that can even manipulate our thought process and feelings. These collected data are put forward into machine learning algorithm to form an entire alternative of ourselves in the virtual reality. Creating our self-model they can even understand and know our thinking patterns and can even manipulate our mindset [10]. The notifications are made in such a way that we can never focus on something else when we see or hear the notification has popped. There had been a news which was widely spread in social media where in Americans had been targeted with political ads which made a huge impact in the election. They make us as their puppet to promote their product and business. This social media platform even sells our data to other third party companies where they get a whole sum of amount.

#### **4.3 THE ADDICTION**

Social media platforms are made in such a way that the users feel not to get bored while using the platform. Social media companies hire the job for ‘Attention Engineer’ whose job is to make the platform more addictive as possible [7]. The chemical dopamine that gets released when our phone gets a buzz or notification is the exact same chemical compound that is released when we have nicotine or alcohol.



This means that it gets addictive when we are out of limit [12].

When you are the person who picks up the phone to see the notification straight up from the bed in the morning, or the one who could not finish a day without turning on the data then you may fall into this list. Researches had found that the filters in the social media reduces our self-confidence which finally results in being a shame to go into crowd and even hate the way we look. Many teenagers had even gone far to change their appearance in order to be the way they are in filters [9]. On seeing other people posting their happy moments the feeling of self-hatredness starts to grow inside. We are constantly comparing ourselves with others. This negative feeling grows day by day and we become in the world of relay where we all run to win the virtual race of showing off the fake self to collect more likes.

The top 3 Diagnoses on the university campuses study by UK, US, London are Anxiety, Depression and Stress which has been linked to the usage of Social Media [4]. The Users contently runs to gain the Social currencies such as likes, comments, shares etc., where we value ourselves with these counts. In marketing we call this as the 'Economy of Attention'[8]. The report from the Canadian Universities states that they found 7/10 students would get rid of social media if not for fear of being left out of the loop. To be clearer we should be nervous about our future society in which our children and grandchildren are going to live in. You are not being yourself in social media, instead you want to reflect someone else life to yours.

Similar to the story of the parrot in a cage being fed daily with new varieties of food and not aware of what is happening outside the world, our lives are trapped inside the screen without knowing the real world happiness. we lose a part of our self being into the digital screen. Rather than growing ourselves we are worried about not being able to be like others and still scrolling down to the pits of regrets.

#### **4.4 THE RABBIT HOLE**

There isn't any end to the Social Media as you always keeps surfing and scrolling which never ends. Social Media is created in such a way that it never breaks your flow of searches and feeds. Every time the Instagram scrolling session is left, we don't feel good. Suggestions or Personalized selections are created in such a way that the algorithm collects your data to find your current interests and keep on showing the related posts and videos which you would click or view at that point of time. This keeps on going without any end where you fall into a Rabbit hole finding new ways in every minute.

Have you ever reached at the end point on Instagram, Facebook or any other Social Media scrolling where all posts got over? No, because they never want you to fall into that break where you could finally get out from the stream. These feelings of getting new posts and feeds one after the other makes you come back after a while to see something else new. To put it in simple words we are just falling into a pit of excitement day by day where one can hardly climb back. They force you to pay for some app or else to watch the advertisements and finally get into it at the end [11]. These scrolling suggestions and algorithms are made in such a way that you never get out of this trapped loop unless and until you hardly force it to let it go but still make a mark of regret on missing many things in life.

#### **4.5 BUSINESS GROWTH**

The Social Media business had started stepping the stone when the smartphone arose with the connectivity of internet where all people and anything in this world can be found just in your fingertips. Social Media is not just expanding itself but is also draining ourself by stepping on us to move forward.

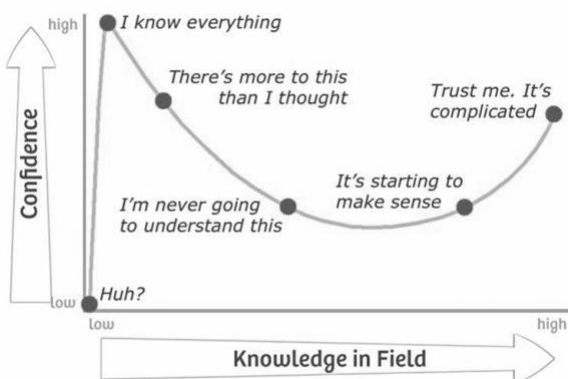


When the new update arises, the smart filters or features need more power or storage to compete which makes the smartphone companies grow. When you feel slow in using app or chatting with someone or when your phone could no longer process the new feature, then you run out to get new phones which could suit your preference. And this race lasts long.

This is not just applicable for phone companies, even many Brands. When we see our friends posts their stories or pics regarding their brand new shoes or shirts or any other new accessories, we feel to buy those things to be like ~~him~~ her, if not then we feel ourself low. The brand which gets advertised in social media targets a certain group of people where they need them to feel good or confident to show that they use the brand to represent themselves. Soon enough we become the fan and even post pics with those, we even refer to friends and families [8]. And if our favorite person too has the product then we become so much attached. This makes other platform to show you the similar brands which you are into, where they sell more products knowing our interests.

#### 4.6 THE DUNNING- KRUGER EFFECT

The Dunning Kruger effect is where the people overestimate themselves about how much they understand the things that they don't understand at all. They have put themselves into the stage of over confidence. According to human mind the negative information are noticed and clicked first than the positive content just like we have approached a predator. This is the main reason why in most social medias the negative news are served the most as we are finally being funneled strongly into that negative view point[5]. The social media finds the interest in you to push yourself deep into it where it serves more about itself, that can even be more negative which finally makes you fall into it, which makes you have higher inflated sense of confidence among yourself. This makes them confident of being on their side and on the other hand hating the one who stand against it. The below given graph represent the Dunning Krugereffect [6].



F.

“The Cancel Culture” is trending in social media in which the people hashtags #cancelxxx with respect to some person or to some product where the people are verbally molesting each other over having two sides of different point of view. We are converting ourselves from a socially responsible person to be a social animal. Even thereality and fakes are undetermined using the current technology for AI. Current generation is reported with higher rates of wealthy people andthe lower rates of poverty and yet more protest and violence are arising between humanity whichmakes us live in an unstable world. We are just being a puppet to act for someone and to fight for something without knowing what we really are.



## 5. CONCLUSION

It's time to be worried about where the humanity is heading. The world inside the screen is like a bird that gets trapped inside cage and is fed every minute. Here in this Platform you are being sold by putting the value of Social currency on ourselves. The time is ticking, it's now or never. Ask ourselves whether these minutes in the social media is going to really add up something good to your life rather than losing time for nothing. It's not that the Social media is good nor bad, it is just the matter that whether 2 hours from your daily 24 hours really counts in a good way. Once you realize that you are more beautiful than the filters, your life has got more values than the likes and comments then you start to win yourself.

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