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Is Social Media Controlling Our Minds?

The hidden impact of algorithms on human behaviour

Social media has become an essential part of our lives. There are different platforms on social media where people interconnect and communicate with others. These platforms allow people to share their thoughts, connect with friends, and stay updated with current affairs.

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Introduction

The major concept of social media is the power of algorithms. It means the system understands a person's interests. For example, if a person watches videos about cartoons, the system automatically show content about cartoons. So, it is very helpful for the user because they get content they already like. Users **express their ideas and thoughts on social media** and it is very helpful for them. Power of algorithm is a very important part of social media

"We don't have a choice on whether we do social media, the question is how well we do it,"

Technology Overview

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The Power of Algorithm

Many users spend a lot of a time on social media. They spend hours scrolling their feeds. Features like comments, posts, and notifications engage the users. Nowadays people make some kind of content like vlogs which are very attractive. People make family vlogs and engage their followers. It not only wastes of time but also affects people's mental health. This addiction and time consumption may affect people's health and an increase in screen time may cause a serious issue of eyesight. We take some action about its addiction. Because it spreads negative impacts if we cannot control it as soon as possible.



Figure 1: The internet gives everyone a voice, but wisdom is knowing when to use it. Source: AI generated.

Key Findings & Impact

Some disadvantages of social media are discussed here; most important is effect on mental health, social media can also have a major or strong impact on our health. Because when we are online on social media 24/7 and scroll reels, watch videos, make vlogs and do not get some rest for our physical health so, **it may cause serious effects on our health**. Excess of everything is bad. **It also affects our emotions**. Because seeing other's achievements or success on social media makes people feel jealous. So, social media relates to people's emotions and feelings. It can impact a huge negative effect on human mental health because people too much connected with social media they do not know what they also do only damage their mental health slowly.

Waste a lot of time

Students play games on the internet and waste their time. So, we should take care of it and set and manage our screen time. So, it is our responsibility to control the extra usage of social media. We must use social media 3 to 4



hours per day which is very suitable for us. We use social media because it is very important in this modern era of time but in a limited way.

What's Next?

Despite its negative effects, social media has a very positive impact on our society. It is very beneficial for us if we use it in a very **effective manner**. For example, a student can access learning resources, if he cannot understand any topic of his subject, he can just watch a video related to his course. Many apps are available on social media relevant to study materials where students can use these websites anytime. It may be **very helpful for students** and to seek extra guidance. Many companies and organizations use social media in a positive way. So, it's a very useful and attractive for them to use social media. Another example of social media advantages if a person does not understand the fashion sense he watch the videos of these content which is very useful for him.

"The great thing about social media was how it gave a voice to voiceless people".

In short, we know that social media plays a vital role in every field of life. Without social media **we cannot imagine our lives**. It may be very helpful for us. No doubt social media indirectly controlling our minds but if we used social media in a positive way so it may be very efficient for us. It's accurate use may help us to seek guidance. We know that excess of everything is bad so we use social media with limited time and control and manage our screen time.

About the Author

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