



Breaking the loop: Taking back your mind from social media

This time there is a lot of distraction in social media. This is your responsibility to save yourself and your children. Simply saying, "These are bad times," is not a solution—it's an excuse. If you don't take responsibility for your own attention and your child's, no one else will.

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Introduction

First of all we discuss how much the use of social media in our life. When we are at our dinner table, in waiting room even in playground our eyes are glued to screen, and thumb scroll endlessly. I can't stop looking at my phone sound animation and notification. In addition we call it addiction "social media addiction" and compare it with drugs as well as gambling addiction. It's weird to hear it because both are two different things. But the pattern of addiction of our body follow 'Dopamine pattern'. Social media addiction works in a similar way: when you see a notification on your phone, your brain expects a report someone liked your photo, someone did a good job then you start scrolling and so on.

"If you want to stop addiction in its tracks, the best thing you can do to remove the option."

Andrew Wilkinson

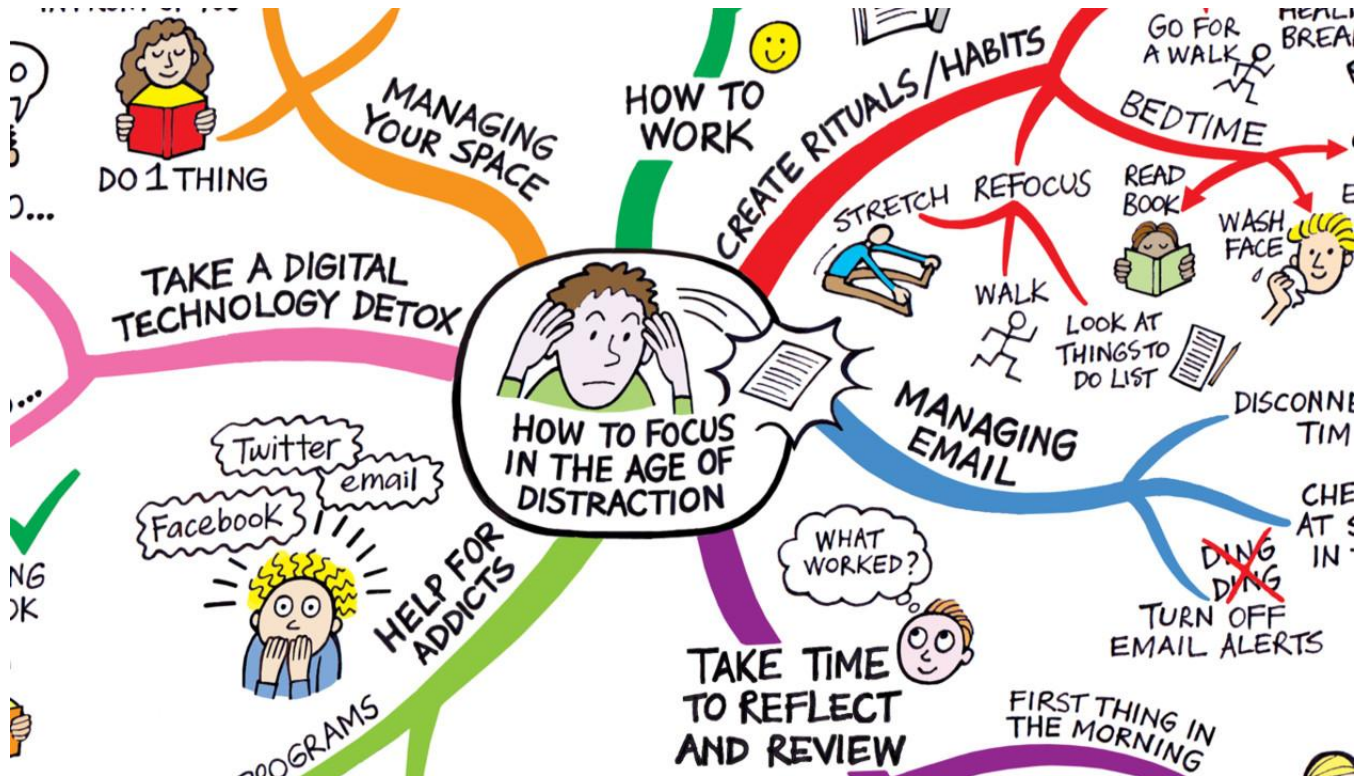
Technology Overview

There is a question that why we are addicted to thing that drugs, cigarette, alcohol and social media. There are two main reasons behind this Ease of access and speedy reward.

There is an interesting fact TRISTAN HARRIS (Google Former Design Ethicist Center for Humane Technology Co-Founder) says that in their documentary "We were the ones who built these platforms, and we know how they work That's why we don't let our own kids use them". Because these people know the real business model of social media, designed to manipulate your emotions and keep you on screen for maximum time. Facebook is not just a social media platform, it is a lab where you are experimenting every day to see when you are reacting and when you are not. January 20, 2019, the Facebook conducted an experiment to see how more than 600,000 people's Facebook feeds were intentionally manipulated. All positive post delete from their and only showed negativity. The question is today what kind of experiments would be being conducted on which social media platform in the name of research?

In 2018, Facebook made a major change in its algorithm. They started reading all content on their platform. Likes don't count because likes are not counted. They started reading all the contacts on their platform, they are not counting likes because it is so easy to like, just tap and that's it, it doesn't take a second, so likes are a meaningful lesson, but if someone leaves long comments on a video and shares it with someone, where will the

interaction go? In short this is called MSI. Through this a lot of data can be recorded. After that Facebook design is algorithm according to that data that which type of age group like which type of content. So, there is such content in their feed that their passion keeps growing and they become addicted to it.



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Key Findings & Impact

In the language of social media, engagement in the language of TV, TRP comes only when you are able to sell negativity, and the higher the TRP, the greater the revenue and its impact on your mental health.

This makes us like a zombie. What is a zombie? A zombie is someone whose own brain doesn't work. He just acts without thinking. You, me and are children act as a zombie we get up early in the morning and first we see mobile phone and after scene are notification from any platform like Instagram, Facebook and then we start scrolling.

In today's world, we touch our phones 2600 times on average. Not only that, the average Asian has had seven hours of screen time after COVID. We waste our seven hours on this social media, sometimes watching videos on YouTube, sometimes reels on Instagram, sometimes looking at reviews on Facebook. It doesn't just affect our studies, jobs, and daily affairs, it has a profound effect on our minds.

Workplace distractions due to social media are becoming a major concern for employers. As per study, 33% of employees admit to spending at least one hour daily on social media at work.

What's Next?

If you can see an unethical thing on social media you can replace it to an ethical thing. We have to play smart role, we should use this same platform for the education and training of children. We should enroll our



children in small courses like Islamic studies, scientific studies, historical studies, etc. so that our children develop their mental abilities.

We should reduce screen time by practicing some steps.

Use mobile phone jail: Create a place in your home where you lock up your phone or any other device when you are not using. This can help you to reduce temptation to constantly check your phone or scroll through social media

Practicing and no phone policy during meals: Make it a rule to put away all electronic devices during mealtime. This can help you be more mindful for what you are eating and enjoying the company of those around you.

Try a digital detox retreat: Focus on disconnecting from technology and spending time in nature or engaging in other activity.

Use a dumb phone: Consider using a basic phone that only has calling and texting compatibility instead of a smart phone. This can help you reduce the temptation of continuously checking social media or spend time in front of a screen.

Joining a community or club: That focuses on a shared interest such as book club or any other interesting gaming club you like to can help you to spend more time in offline activity and less time in front of screen.

About the Author

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