SFP Chapter X

The booklet that never expires

A guide to reduce social media dependence and limit online presence

Understanding how social media networking work

*+ The Bringup **Release 6***

SFP Chapter X

A booklet made by
The BBJProjeK Organization

the
bbjprojek
organization ∎

SFP Chapter X

Contents

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"Take a break from social media, prioritize your mental health"

> "We're addicted to social media; we all have ADHD. We can't focus on anything, scrolling on TikTok endlessly.
>
> We're in room with people we love, ignoring them, messaging people we don't even know or barely like, following girls on Instagram who never going to fuck you, watching garbage...
>
> Our minds are fuck, we're living inside the matrix, it's an NPC world."

What is SilentFootPrint about?

SilentFootPrint (hereinafter; "SFP") is a concept that might change your life.

Its main objective is to make more rational use of the Internet and avoid social networks at all costs, not only eliminating the need to use them but also understanding the origins and objectives of the social networks (spoiler; capitalism, cheap dopamine generator and the demolition of personality).

Whether you use social networks just to share your life with friends or use it to find out new ideas and lifestyles, you must be aware of the dangers of social media and the emotional, capital and social consequences they hide.

Once understood what SFP stands for, let's make a summary of what you'll find in this booklet and why you should avoid social media:

The beginnings: social media sucks, it just... sucks

> Extract from SFP Chapter II from https://cabinet.bbjprojek.org/

SFP born in the need of escaping the internet life for a while, getting on track on what truly matters in life and set aside shallowness and constant comparison.

The main idea is to reduce (or remove) online presence, which translates to limiting or removing the extreme impact that social media and other online platforms have on our mental health.

It's known that there is a strong correlation between social media usage and depression, anxiety, and other mental health issues. It's due, in part, to the superficial and materialistic nature of much of the content that is shared online. Even if you haven't ever felt anxious or depressed, you might have been unconsciously become a person dependent on what people think, and your preferences in many aspects may also have been shaped by what you see on social networks and other online platforms (via ads, influencers or even your "friends".

Furthermore, I'm sure you may have stopped thinking about yourself, and have given more importance to what people expect or think of you.

Social media emphasizes the perfect and curated aspects of life. The rise of social media and other online platforms has led to a culture of instant gratification, where users expect immediate results and constant stimulation. As a result of this, now we decrease attention to what truly maters and we struggle concentrating on tasks that have no instantaneous reward (a.k.a. everything that requires sustained effort). This doesn't stop here, as it is now also affecting relationships and the way we connect and communicate with other people. It also emphasized the culture of "*not to commit*[1]" and the way people just get tired so early of partners.

Additionally, the vast amount of content available on the internet is overwhelming and lead to decision fatigue, making it difficult to prioritize tasks and stay focused on what really matters. The constant notifications and alerts from them are also distracting and disrupt concentration, and sometimes, by silencing these notifications, we stay even less focused due to a fear called "*FoMo*", explained later.

Moreover, social media platforms and other online platforms employ several algorithms that are designed to keep us engaged by providing an endless stream of content tailored to our interests. This result in behavior resembling addiction and make it challenging to disengage from the platform.

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[1] "*Not to commit*" is sometimes used to refer the way in which certain people want a sexual-affective long-term relationship with a partner, but without committing to anything.

Well, SFP might be a solution to these issues by helping reduce these effects and limiting access to "cheap dopamine" and distractions, allowing focusing on meaningful tasks and improving concentration. By selectively disabling accounts on social media and other online platforms, we will avoid the constant distractions, comparisons and shallowness that disrupt real-life experiences and true happiness... It definitely worth it.

How to win the battle to social media?

We can't provide any totally effectively guide as we all have different visions of social media, as well as we use them in different ways. But we surely can give out ideas on how to stop depending in social media if you are struggling with them, as mentioned before.

In this booklet we will discover how social media affects to different aspects of our daily life, from social consequences to capital consequences.

Once you finish reading this document, it's your choice if you prefer continuing using and depending on social networking services or liberate yourself from this cheap dopamine generator and brain killer... Good luck!

Our manifesto

This is what we believe in. SilentFootPrint is a movement for people who don't really do social movements. Because we've seen how bad our dependence on screens is becoming. And it's time to take a stand.

We believe in creating healthy relationships with our screens.

We believe our loved ones shouldn't have to compete with our phones.

We believe technology should serve us, not enslave us.

We believe that 'multitasking' is a myth.

We believe in taking the time to look up.

We believe we must teach our children how to take time offline.

We believe that our 'always on' culture is burning us out.

We believe that living well is not achieved head down, scrolling.

We believe nature is the antidote for wasting time online.

We believe that technology can help us be more human, not less.

We believe not just in switching off our devices, but in switching on to ourselves.

We believe in creating a life of balance.

Sector I. Understanding your usage

Are you addicted to social media?

Smartphones, Snapchat, Instagram, and other social media technology make you feel "connected". But, are you spending too much time "connected" on social media or texting?

What if you find yourself becoming too connected to social media? Take this short quiz and fill in your answers in the table below

1. **How often do you check social media sites or messages on your phone?**
   a. Once or twice a day
   b. Five plus times
   c. So many times a day, I lose count

2. **How much time do you spend on each login or texting?**
   a. A couple of minutes
   b. Up to an hour
   c. Several hours

3. **Do you spend more time on social media sites or texting than you do studying?**
   a. Yes
   b. No

4. **When you study, do you check social media sites or text first?**
   a. Yes
   b. No

5. **Do you have social media sites running in the background or are you texting while you study?**
   a. Yes
   b. No

6. **During a lecture or lesson, do you switch your attention from listening or making notes to checking social media sites or texting?**
   a. Yes
   b. No

7. **Do you check social media sites or text during the night, after you go to bed?**
    a. Yes
    b. No

Scoring

Give yourself **two points each** if you answered **B** to questions 1, 2, 6.

Give yourself **four points each** if you answered **NO** to questions 3, 4, 5, 7 or answered (a) to: 1, 2, 6.

Give yourself **minus two points each** if you answered **YES** to: 3, 4, 5, 7 or answered (c) to: 1, 2, 6.

Questions	1	2	3	4	5	6	7	Total
Points								

If you scored:

- **20 – 28:** You are able to resist being distracted.
- **12 – 18**: You are easily distracted.
- **0 – 12:** social media is significantly getting in the way of your academics.
- **(-2) - (-28):** You are displaying some addictive characteristics to social media

Don't confuse social media with the internet

To get into context, we must first understand the difference between social networks and the internet.

To start, the internet is an amazing tool and can be really useful if we know how to use it right.

Internet has born in 1983, allowing a faster intercommunication between countries and continents. It has allowed the population to acquire knowledge way much easily.

It is important to differentiate social media between the internet in order to understand this booklet.

Five quick reasons to do a digital detox

If you are still unsure whether SFP Chapter X is for you or not, there you have five reasons to stop social media and do a digital detox:

1.   *Your sleep will improve*

Experts disagree on exactly what it is about sleep and screens that causes a problem. Some say it's the blue-light producing screens that interferes with our body clock and keeps our brain and body alert. Others say it's the activities we're carrying out on screens that are stimulating – like gaming or watching videos which can increase bursts of adrenalin and dopamine. But most experts agree on one thing – sleep and screens are not good bedfellows. So taking part in a digital detox is almost certainly going to lead to deeper and more restful sleep.

2.   *Anxiety and depression will lessen*

Some quite recent research found that just a week off all forms of social media reduced depression and anxiety. And a study from as far back as 2015 found the same effect with those taking a complete break from Facebook for a week feeling 55% less stressed. Frankly, we're yet to come across a study that finds that people who take a break from social media feel worse. That's one of the most compelling reasons to do a digital detox we can think of.

3.   *Your relationships will deepen*

Our digital habits are impacting our relationships, that's a fact. From phubbing to sharenting, from technoference to trolling. The many ways in which the digital world is negatively affecting how we relate to each other are multiplying. And yet, the number and quality of our closest relationships is the best predictor of our health and longevity. Taking part in a digital detox, and using that time to focus on those you care about will reap rewards in every area of your life.

4.   *You will escape the 24:7 bad news cycle*

A relentless non-stop stream of all the bad news in the world is wearing on all our mental health. And the digital world is designed to emphasize the negative, so it's specifically hard to escape bad news online. Putting down your screens to take a

break from bad news – and maybe seek out some good news instead – will make you feel a lot better.

5.   *You will stop caring about what other people think*

Social media often fosters a culture of comparison and validation-seeking, where we measure our worth based on likes, comments, and followers. This constant quest for external approval can lead to feelings of inadequacy and anxiety as we strive to maintain a certain image online. However, by disconnecting from social media and engaging in a digital detox, you can break free from this cycle of seeking validation from others. Instead, you'll focus more on your own values, interests, and goals, allowing you to cultivate a stronger sense of self-confidence and authenticity.

Remember, taking a step back from the digital world doesn't mean disconnecting from the real one. Embrace the opportunity to reconnect with yourself and those around you, to prioritize your well-being, and to rediscover the joys of life beyond the screen. By committing to a digital detox, you're not just reclaiming your time – you're reclaiming your peace of mind.

Sector II. Social media: social and emotional consequences

Beyond the feed: questioning the authenticity of your personal preferences

In a world dominated by digital feeds and constant connectivity, our interests often seem like a reflection of our true selves. However, this header invites you to challenge the status quo. Delve into the realms of influence and authenticity as we unravel the layers behind your passions. Let's navigate through the curated landscapes of social media and explore the genuine roots of your interests, urging you to ask: are your interests really your own?

Beyond the filter: exploring the pressure of perfection in the social media sphere

Social media emphasizes the perfect and curated aspects of life, leading to unreachable standards (e.g., beauty, grades, etc.), making you think you're not worthy enough comparing to them, and making you think everyone is better than you.

A. Unreachable beauty standards

With the media constantly portraying ideal beauty and body image comparisons, the decisions of men and women's beauty choices are globally affected.

There are multiple factors that affect the beauty standards in the world today, which involve women and men and the third gender individuals trying new trends to be socially accepted. The purchasing decisions of millennials are influenced majorly by social media. 72% of millennials procure beauty products based on Instagram posts and other social networks.

The images on social media sites are idealized and unreal, due to digital alteration thereby setting high expectations from individuals in society. Imperfections are removed by airbrushing and using other digitized apps to whiten teeth, slim waists and reduce sizes in order to be accepted as beauty ideals.

These techniques lead to negative consequences of increased body dissatisfaction, body modification and low self-esteem issues. Unrealistic images of "femininity", beauty, and success and body shape promoted through social

media images are associated with development of eating disorders and body dissatisfaction disorders

Instagram and filters; a social experiment (by Lab RTVE[i])

Filters and beauty apps represent another area in which social media has a major influence. These encourage, specifically women, to see and surveil themselves within "pedagogy of defect". They include filters and modification apps, surgery try out apps, and esthetic benchmarking apps which help individuals visualize how they will look after certain changes.

Five female students, one social network; Instagram. The interviewer asks for a challenge; "We wanted to ask you to take a photo of yourself for "Instagram Stories" in which you feel good and comfortable. You can use filters or anything else"

The students accept the challenge and some girls look for "their filter" on Instagram. Others, on the contrary, decide not to use filters.

The next step gets complicated; the interviewer asks "I wanted to ask you for another challenge; if you would dare to remove your makeup..."

Some girls don't accept the challenge, others do. Those who accepted are asked if they could take a photo again, for Stories, but also without filters.

"That's tougher..."

"Uploading it would be difficult for me 'cause I don't think I've ever uploaded a story without makeup."

"No, I'm not going to upload it."

"When I see myself without a filter, I look quite strange, I'm afraid that people will see me ugly."

"You feel a little more naked and exposed."

Some already realized:

"This makes me think that even if I don't use filters, I do have a filter on my face and I wear it all day"

"We now live in a society in which it's very difficult to love yourself as you are."

Beyond the filters: plastic surgeries

The use of filters prompts them to consider undergoing nose surgery, as filters often slim down the nose and plump up the lips. When she sees fuller lips, she thinks; "maybe a little enhancement would be beneficial for me too."

Often, when looking in the mirror, thoughts like "what if I had a slimmer nose?" or "if my lips were fuller, I'd look better" cross her mind. She contemplates undergoing cosmetic procedures. While she asserts that she won't go through with it, the idea is sparked by the influence of filters.

It's striking to observe how everyone utilizes filters, makeup, etc., ultimately leading to a smaller nose, longer lashes, creating unattainable expectations. This phenomenon challenges the perception of beauty standards influenced by digital enhancements on social media.

Adding further context, this struggle with body image and self-esteem is not unique to the individual. Studies have shown that exposure to idealized images on social media can contribute to body dissatisfaction and the desire for cosmetic interventions. The constant comparison to digitally altered images can lead to unrealistic expectations and dissatisfaction with one's own appearance.

B. Unreachable goals

While beauty standards are a big problem in people's expectations, the attempt to "achieve the life of that influencer" or "become like them" is also the order of the day.

On social media, we not only want to be "as attractive as them" but also "be like them", creating false expectations about how we look and also about how we are.

The curated content on social media platforms presents a highly idealized version of influencers' lives. This carefully crafted narrative lead users, specially the youngest, to believe that emulating these influencer lives will bring them not only aesthetic satisfaction but also happiness, success, and fulfillment.

The impact of such aspirations is deep, as users may find themselves constantly measuring their own lives against these polished and unrealistic portrayals. This creates a sense of inadequacy and constant dissatisfaction, contributing to a cycle of continuous comparison and self-doubt.

Understanding the psychological and emotional toll of aspiring to be someone else, especially based on social media representations, is crucial. Several

researches suggest that the constant exposure to idealized lifestyles usually leads to a sense of inadequacy and diminished well-being.

Encouraging authenticity and acknowledging that the online world is a curated highlight reel and definitely not a representation of reality can help mitigate the effects of false expectations perpetuated.

It is often difficult to reach this conclusion when it seems that no one has a bad life on social networks. Just think about life outside the networks; not everything is as pretty as it seems…

The "posturing" era

Another consequence of social media is that we are now continually comparing ourselves to others.

The main problem with social network profiles is that we see a projected and modified image of others, we see that altered image that if we compare ourselves with 20 altered reality profiles, it's very difficult to "win" over those 20 people.

In this comparison we always tend to lose, we tend to feel worse and have the perception that there is something that is not good enough and that our life is not as great as others.

That causes deep frustration, a deep dissatisfaction with what we have, and even more and most dangerously, with who we really are.

But what is our motivation for posturing?

Everything is based on the search of external validation, the appearance of what is fed or the functionality it has (what purpose it is for) has to do with external validation. That is;

"I'm not clear about my worth, I'm not clear if I'm enough, so I look for it outside."

In this way, there is "something" about how I perceive myself and my relationship with myself that is not right, and I show myself to others to try to get validation from others.

When I see that others love me, when I see all those "likes" I calm that internal fear of not being enough.

"Posture is, above all, a desire to project an image of myself to please others, to seduce others."

This means that when I get that, I can feel more valuable than I really am or I try to see myself through the eyes of others in that projected image to calm my fear of not being good enough.

Breaking Arguments to Posturing

"This is not true, I do it because this way, on Instagram, or Facebook, I can have a lot of memories and moments saved"

For that purpose there are a lot of applications and digital platforms to have photo albums (the gallery itself?). However, those photos are clearly not for you because they are photos you share with others. If they are for you, why would you share them?

"But I really do it to connect with other people, and to be able to show someone what is happening in my life"

But... if I want to show it to someone, why would I post it on a social network?

If I want to show a photo to my friend John, I send it to John, but I don't share them on a public profile where there are a lot of people who follow me, most of whom I don't care about because they are your friend from high school that you have never seen again in your life.

And then it really shows that you don't share it with someone specific. You want to show yourself; you want to put yourself on display to get that approval and validation from others. *(With this I don't mean that this is something bad or that we shouldn't do, but let's start calling things by their name and not self-generate...)*

Other people say that they really do it to share and to connect. But are we really connecting with others, when we are just showing a manipulated, concrete and perfect part of our reality?

Am I really sharing and connecting with people, when what I show is an image carefully calculated, thought out and designed to be the best version of me, to be more attractive, to make things look prettier, funnier, brighter and more attractive? than they really are?

The main problem with posturing is that we become dependent on the opinions of others and that always takes away our freedom.

As Sergi Rufi says, "rejection is the price of freedom."

Whenever I try to obtain the approval of others, I have to start living based on their criteria, based on their tastes, and that will always take away our freedom...

Mindful in the digital storm: confronting decision fatigue and notifications overload

Click, click, click. Ping. Ring, ring. Ding. Between X, Instagram, Facebook, Outlook, texts, and calls – we are overloaded with notifications. Each one more distracting than the last. While some might be important, most are needless disruptions; our concentration and productivity are suffering.

Is it really productivity...?

I once claimed that I was a great multi-tasker. I thought I could pay attention to one task, respond to an urgent call, then jump back into that original task, or move seamlessly to another. Turns out multi-tasking is not actually even possible - our brains cannot give attention to two things simultaneously. Let's call it what it really is: task switching. For me, what would really happen is, I'd stop work to check a Slack notification, spend a few minutes on a response, check Slack channels, then move to some X (Twitter) notification, and eventually forget what I was doing in the first place. It left me feeling like I was working harder but with nothing to show for it (but exhaustion).

But I didn't have nothing to show for it, research suggests that by multitasking, I likely had a reduction in productivity. One study shows that it takes a person over twenty-three minutes to get back on task after a distraction.

Sure, we could turn off notifications altogether, right? But will we? Here enters FoMo (Fear of Missing Out) a.k.a. *"I might miss important meets, concerts or the latest health products!!"*

Not only FoMo, studies show that dopamine is released with every notification, causing us to click, swipe and anticipate the next chime, we are chemically addicted to new information provided by notifications. That's why even when we're "heads down" we're still likely to check for and act on notifications.

Also, same studies state that when we turn off notifications, we are more likely to open social networking and messaging apps due to that explained fear; the fear of

missing out. So, it seems that by just turning off these notifications we're generating an even more negative effect.

Unfortunately, this problem not only affects social or friendship environments. Work environments are also affected; will your boss think you're not working if you don't respond on Slack? What if it's your child's school calls? We're so used to being connected that being disconnected feels wrong. And that comes with a cost. It's hard to grant ourselves permission to be present when we feel like we should be available…

Battling "FoMO" (Fear of Missing Out)

FOMO is an interesting phenomenon that is observed on social networks and that involves two processes. It is when we worry about anything we do, there is always something better out there and we are missing out on it.

For example, I observed my own thoughts and realized that I am constantly worried about something. I was not able to figure it out immediately but after a long analysis of my actions and thoughts conclusion was inevitable. I had FOMO.

It affected many aspects of my life, where I could not concentrate on a single task. Anything I did was not good enough and there is always something better that I could be doing. At some point, I had anxiety about doing anything because every action was a mistake and there was always something better.

FoMo also appears when a user decides to retire from social media. The user starts to have a fear of missing out, in other words, the user constantly wants to know what their followers and influencers are doing and have a fear of missing something "cool" they did or something interesting they posted.

Later, this feeling can be followed by compulsive behavior to maintain social connections through networks, as described by the National Library of Medicine in a summary of scientific studies carried out on the subject.

British psychologists elaborated and defined it as "pervasive apprehension that others might be having rewarding experiences from which one is absent", FoMO is characterized by the desire to stay continually connected with what others are doing. FoMO was conceptualized using self-determination theory (SDT), which was developed by Ryan and applied by Przybylski to understanding what drives FoMO.

Today, more than ever, people are exposed to a lot of details about what others are doing; and people are faced with the continuous uncertainty about whether they are doing enough or if they are where they should be in terms of their life.

FoMo Symptoms

1. **Always saying yes:** In many instances, it's nice to say yes to things, however always saying yes can also be a symptom that you may be suffering FoMo. Being mindful of the fact that you are agreeing to these situations is the first step to making a change.

2. **Feeling excluded when missing out**: Being excluded from an activity can be extremely difficult. This can be triggered in multiple ways, from seeing an Instagram story shared by your friends to coworkers discussing the latest news you weren't aware of.

3. **High social media activity:** Finding yourself endlessly scrolling through your social media feed throughout the day? Although the digital age, specifically from social media, has given us the ability to know what one another may be doing every minute of the day is great, trying to reign the use of that power in is most certainly recommended.

4. **Shiny object syndrome**: Staying with the latest trends and quickly dropping them, leaving them for six is a great example that showcases shiny object syndrome. Not being able to focus on a particular subject, project or interest for a considerable amount of time before moving on to the next new adventure is a sign of missing out. Same applies for friendship and relationships.

5. **Concerned about other people's opinions:** Those concerned about what other people may think has been recognized as one of the main symptoms of FoMO. The most popular attributes that an individual worries what other people think about, in no particular order, include clothes, makeup choices, family perceptions, weight and overall lifestyle.

Battling FoMo

When something "relevant" is happening and you are not present, admit that you are missing something and that there is nothing you can do about it.

In fact, one approach may be to enjoy that reality. Anil Dash wrote about the "joy of missing out" in his blog, a term he coined to describe the satisfaction of doing things on your own terms. Dash learned to find pleasure in "missing out" after the birth of his son when he discovered the simple joy of getting home in time to bathe his son and put him to bed.

Try staying "offline" for a day, a week, or even a month. Examples abound of people unplugging and awakening to the wonders of the real world.

Although there is no medication to treat FoMO, the best solution begins with willpower. In addition to these tips to deal with FoMO, there are therapies and professionals who could help with the negative behaviors that lead us to feel bad when we are not part of something.

FoMO may seem like nonsense to many adults, but let's not forget that Millennials and Centennials have grown up hand in hand with technology, and they see the world very differently, with the digital environment being - in many cases - their main point of stay., in which they meet people and even begin their first romantic relationships.

The Culture of Instant Gratification

The likes, comments, and shares we receive on our posts act as rewards, triggering the release of dopamine in our brains, which is associated with pleasure and reward-seeking behavior. This instant gratification makes us crave more social validation and encourages us to seek constant engagement with these platforms.

Smartphones, offering a seemingly endless stream of information, entertainment, and social connection. The design of social networks interfaces, with their scrolling feeds and notifications, taps into our natural inclination for novelty and immediate rewards. Every time we receive a notification or scroll through our social media feeds, our brains release dopamine, reinforcing the behavior and making it difficult to resist the urge to check our phones repeatedly. This addictive cycle of dopamine-driven feedback loops keeps us hooked and perpetuates our need for instant gratification

Science Behind Instant Gratification

Dopamine is a neurotransmitter that plays a crucial role in our brain's reward system. It is released when we experience pleasurable activities, such as eating delicious food or engaging in social interactions.

Smartphones and social media hijack this reward system by providing us with instant gratification in the form of videos, reels, likes, etc. The anticipation and receipt of these rewards trigger dopamine release, reinforcing the behavior and making us crave more of it.

While instant gratification may bring immediate pleasure, research suggests that true happiness lies in delayed gratification. The ability to delay gratification is linked to better self-control, improved decision-making, and long-term success. By resisting the urge for instant rewards and investing our time and energy in meaningful activities that align with our values and goals, we can experience a deeper sense of fulfillment and long-lasting happiness.

This culture, now affecting relationships

It is not surprising that people get tired of a relationship if we have millions of "offers" available on social networks... If we like a "reel", we watch it and when it is over, we forget about it. If we don't like it, as easy as swiping and seeing the next one.

It happens with love in this time of narcissism that we live in. We want to understand every behavior we have; we label everything. Red flag here, red flag there, toxicity, dependency, many terms.

We have an obsession with looking for that healthy love where it seems that there mustn't be any inconvenience. We have become too rational on a topic that often does not understand reason.

In our generation there is one key thing that has changed; the search for love through dating apps. Guided by an algorithm that only shows supposedly super compatible people, which should actually make more happy couples. But we are seeing that this is not the case; the rational method is having the opposite effect.

We think about everything, we are less spontaneous, we are not guided by intuition and it seems that it exists as a mathematical formulation, a supposed scientific method of perfect love that we have to follow today.

The reality is that you can flirt all the time with everyone, with whoever you want, so it's seems hard to commit.

If you enter into that dynamic of meeting people all the time, how are you going to bet with someone if you are constantly thinking that you have many people just one click away? In your imagination you think that those people are better, surely than the one you are currently with.

Beyond the privacy: how oversharing on social media affect your privacy

Even as teens often feel better connected to friends' feelings and information about their lives through social media, they also report that they are sometimes too connected to their friends' lives. Fully 88% of social media-using teens agree that people share too much information about themselves on social media, with 35% agreeing strongly.

Teens from rural areas are more likely to agree strongly that people share too much information about themselves on social media than their urban or suburban counterparts, with 46% of rural teens strongly agreeing, compared with 31% of suburban teens and 39% of urban youth.

Am I oversharing?

Although it may be fun to let others know what is going on with your life, you can accidentally let them know too much about it and give up your privacy. Some examples of oversharing on social media include:

- Regularly posting who you are with
- Posting all of your interests, hobbies and activities
- Posting details about yourself such as your personal thoughts and opinions
- Sharing about your relationships, friendships, family and personal drama
- Enabling the geographic location on your posts
- Constantly posting pictures of what you are wearing
- Posting work-related information on your account

Simple details about your routine or geographical location that might be insignificant for you make you vulnerable to criminals who can learn about your life and use this information against you. Also, work-related information should always stay confidential, oversharing can put you and your company at risk of a security breach and expose sensitive internal information.

Why is it important not to overshare

Oversharing on social media is dangerous because of the tendency to expose sensitive information which jeopardizes your privacy and security.

Sharing the highlights of our daily lives has become the norm. There are many risks associated with oversharing your life on social media platforms. Oversharing on social media allows cyber criminals to learn more about you and use that information against you.

It makes easier for cyber criminals to learn important details that can give them access to your online accounts. A lot of users create passwords using personal information to make them easier to remember. This allows cyber criminals to crack passwords more easily as they can learn that information about you on social media. The following are some of the risks that come from oversharing on social media.

Social engineering

Social engineering[2] is the psychological manipulation used to get others to do things or reveal private information. It starts by gathering information about a target. Criminals can learn about their victims just by looking at their social media to find out their interests and online behavior.

Once the information has been collected, they can tailor their social engineering attacks to their victims with the information found on social media.

These social engineering attacks have the goal of either installing malware on your device or tricking you into revealing personal information such as your login credentials through methods like phishing attacks.

Ruined reputation

Oversharing on social media jeopardize your reputation amongst your peers and work colleagues. If you accidentally post something inappropriate, offensive or compromising of your character, you can harm your reputation and ruin current or future job opportunities.

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[2] Psychological manipulation technique used by threat actors to get others to do things or reveal private information (*https://www.keepersecurity.com/blog/2022/10/05/what-is-social-engineering/*)

If you post any confidential files from your company, you can jeopardize your company and potentially lose your job. You could also create a personal strain with your peers who may want to cut ties with you.

The materialistic nature of social media

Remember yourself when you used Instagram; what did get more likes? An interesting video about economy, or a hypersexualized reel of a woman?

Think about it, social media (specifically TikTok, Instagram Reels and YouTube Shorts) not only does help you to learn nothing but also influences you to value a more materialistic and superficial life, giving less importance to more meaningful values, such as originality, honesty, intelligence, etc.

This influence has led to some effects, such as the "halo effect" or "ad hominem". They will be explained below.

The Halo Effect

Philosophy to the present: Nietzsche

Imagine that you go to prison for several years and you are released at the same time that your cellmate, that has been in prison for the same amount of time, and you have had the same crimes.

When you are released, you don't find a job but your cellmate receives more than a thousand offers.

Does morality have aesthetic criteria?

Let's see how psychological theory, enhanced by social networks, comes to life in the real world...

"If you crush a cockroach, you're a hero. If you crush a beautiful butterfly, you're a villain. Morals have aesthetic criteria"

What is beautiful is good. This happens with animals and with people; the first thing we see about a person is attractiveness.

We have to take into account a bias, the "halo effect"; making an erroneous generalization based on the quality of a person, in this case; beauty, or the superficial nature of a person.

We see a beautiful person and we unconsciously associate it with happiness, success and talent. At this point, we make 2 points:

- **At work level:** Many studies show that attractive people are more likely to get a job (it's more enhanced when jobs are exposed to the public, such as social networks). In Spain, at least, it's not mandatory to put a photo on the resume, cause in reality, it's evident that there is no relationship between beauty and ability.
- **Empathy**: This effect even affects issues of empathy. Beautiful people are judged less or differently even in prison matters, like previous example. These two points can be demonstrated with the "most handsome prisoner in the world"; Jeremy Meeks, who went viral precisely because he was attractive; when he left prison, he had thousands of job offers, and also with how certain murderers (or people, without going any further) are talked about and judged. be simply attractive.

We can effectively conclude that Nietzsche was right; morality has aesthetic criteria.

We must be aware of these biases, many of which are potential in unconscious ways with social networks.

These affect a lot in how we relate to others and are enhanced by social networks. Let's browse another bias seen on SNS (Social Network Sites);

Ad hominem

Extract from SFP Chapter I:
http://cabinet.bbjprojek.org/blog/es/entries/2023/06/13/el-fisico-importa-para-argumentar

It's clear that utopianly, to end beauty standards, it must have to be attacked from "above", that is, from the companies that indirectly create these standards. It would be enough (among others) to stop buying all the "crappy" products that have more marketing than anything else, but as is evident, this is something that seems impossible.

An example; facial care

Likewise, in this review I argued that "facial care" products, most of them, are garbage and are pure marketing.

Just look at the thousands of Instagram reels with the title; "the BASIC routine for the face" and there are 8 extremely expensive products, with minimal use value... Well, with all this; I realized the following; Is the argument valid in the same way depending on the person?

The following is evident; people often take a person's physique into account when evaluating an argument, this may be due to cognitive biases or social prejudices.

Let's take an example; Suppose I say the following:

"*Facial care products are useless and it's a deception of neoliberal capitalism*"

If my physical appearance is taken into account, the ease of countering the argument might be as simple as thinking; *"I see you don't use them, that's how ugly you are."*

However, if I were extremely handsome & attractive, the plot view would be different; *"Well, maybe he's right, he doesn't use them and look how handsome he is."*

These reactions are a bit utopian, but they are a reality in this society. It's called the "halo effect", where attractive characteristics influence the perception of other qualities such as intelligence or competence.

This leads to some consequences:

• Ad hominem fallacy: Consists of discrediting an argument based on personal characteristics instead of addressing the content of the argument.
• Discrimination: By favoring or disfavoring someone because of their appearance, this leads to perpetuating stereotypes and inequalities.
• Loss of focus: focusing on the physical and diverting attention from important topics in a discussion.

In short, focusing on physical appearance or other aspects only leads to an inaccurate evaluation: appearance is not a reliable indicator of the quality of an argument or a person's competence, as described in the previous effect.

This reflection might make you think about how absurd it's to fall into this fallacy, and I invite you to use other means to evaluate or criticize an argument or opinion.

GOING SOCIAL HAS AN ACTUAL CHEMICAL EFFECT ON OUR BRAINS...

YOUR BRAIN
On Social

Tweeting for 10 minutes can raise **OXYTOCIN** levels in the blood as much as 13%.

OXYTOCIN

Creates feelings of trust and security

Reduces anxiety levels

CONSTANT NOTIFICATIONS FROM OUR SOCIAL PROFILES AND MOBILE DEVICES ACT LIKE "REWARD CUES."

We are trained to expect information, and receiving that information activates a region of our brain called the **nucleus accumbens.**

This is the same area that is activated when the brain processes feelings about food, sex, and money!

Our bodies also receive adrenaline from checking in on social media...

Making it addictive!

A SURVEY OF 18-85 YEAR OLDS FOUND
A majority of people found social media harder to resist than

Smoking   Drinking   Spending Money   Sleeping   Sex

JUST 5 HOURS OF SURFING THE INTERNET CAN CHANGE THE WAY YOUR BRAIN WORKS

AND HOW OFTEN ARE WE ON THE WEB?

The average Facebook user is on Facebook **81 hours a year.**

The average office worker checked their email **30-40 times an hour.**

The average person switches between devices **21 times an hour.**

the number of people simultaneously using devices has increased **500%** in just 3 years.

WHAT EFFECT HAS THIS HAD ON US?

The average attention span

2000
12 sec

2013
8 sec

The average attention span of a goldfish
9 seconds.

Sector III. Social media: capital consequences

You may like: https://cabinet.bbjprojek.org/blog/entries/2023/11/24/capital-consequences-of-social-media

Let's begin; capital is everything in a capitalism society, it is so that social media turn around capital accumulation.

Quick facts

- 47% of users admit purchasing something they have seen on social media once a month
- 65% of users ended up regretting what they bought
- 24% of users admit they have succumbed to impulse purchasing because of social media
- 60% of users are willing to pay way more than planned for a product because they give them more "status"

Impulse purchases

There is notable relationship between impulse purchases and social networking apps. Social media platforms serve as powerful marketing tools, and the design of these apps influence consumer behavior, including impulsive buying. Several factors contribute to this connection.

About vampire shopping

Vampire shopping is the act of online shopping late at night, usually between 1 and 4am.

It is characterized by shopping largely from your bed, making more purchases than you would at any other time. Often buying things you may realize the next day were not entirely essential. If that sounds familiar, you are not alone.

Over 1/3 of shoppers now spend more money at night than during the day. Perhaps not surprisingly the over-represented groups in the vampire shopping category are gamers and sleep deprived parents. It has become more and more prevalent because of the ease of spending money online: just one click away if you use ApplePay, "It doesn't feel like real money" as one self-confessed vampire shopper exclaimed.

Why is it a problem?

Vampire shopping is a problem because it is characterized by buying things we don't actually need, and haven't thought enough about, because we make the decision in the stupor of late-night scrolling.

Not only that, but we are much more likely to make bad financial decisions later in the evening. If you scroll at night instead of during the day research shows you're likely to spend 20% more.

In a country like the UK, where hours of night are greatly increased in the winter months this can mean that shoppers spend nearly 2.5 hours shopping at night in winter compared to 1.5 hours in the summer.

Stopping it

If, like thousands of shoppers around the world, this is no longer sustainable for you – have no fear. We have some advice which should stop your late-night sprees in their steps:

Remove all your card details from auto-fill online and from any Wallet you may have. This reintroduces the friction which would exist in real life and gives you a second to evaluate your purchase.

Leave the items in your basket overnight: if you are shopping late at night, it is highly unlikely that what you want will have sold out tomorrow so give yourself a night's sleep before you make the purchase: you will be surprised how frequently you decide you really don't need it come sun up.

Doing everything for likes, attention and money...

Watch the short "Capitalization of Everything:"
https://cabinet.bbjprojek.org/blog/entries/2023/11/24/capital-consequences-of-social-media

Sector IV. Your phone as a tool, not as a "companion"

It's time to understand how to make use of your phone, and start using it as one more tool, just like any other you use daily.

So don't be fooled; your phone shouldn't be more than a tool —it's a conduit for efficiency, not a surrogate for genuine connections (they will never be as genuine). Embrace your phone as a resource that amplifies your capabilities rather than as a constant companion. By adopting this final mindset, you understand the digital world in a different and healthier way.

Step 1. Removing unnecessary apps

The first step to understand your phone as a tool will be to uninstall those apps that doesn't bring you any advantages in terms of productivity.

Keep only those applications that are essential (i.e., WhatsApp, Messages, etc.) and productive (i.e., Calendar, Notes, Reminders, Calculator, Maps, Waze, Pocket, Duolingo etc.). You know, any app that you feel that makes you productive or help you learn new things.

You can install as much productive apps as you need, Play Store & App Store are fulfilled with that kind of apps, just choose and install wisely.

Step 2. Setting limits for "those apps"

If you feel like any productive or essential app is taking you too much time, try to set it a time limit to ensure you are not wasting productive time for any other activity (i.e., studying, taking a walk, etc.)

Step 3. Is it productive enough?

Once you have streamlined your app selection and set limits for your essential applications, the next step is to assess the productivity of each app. This involves critically evaluating whether the apps you've retained are truly contributing to your efficiency and overall goals. Here's how you can approach this step:

3.1. Assess Usage Patterns

Monitor your usage patterns for each app over a defined period, such as a week. You can also try identifying which apps you use most frequently and whether they align with your productivity goals.

3.2. Effect on Task Completion

Evaluate how each app contributes to task completion or learning objectives. Also consider whether certain apps are helping you achieve your goals or if they are mere distractions.

3.3. User Satisfaction

Reflect on your satisfaction level with each app. Do they enhance your user experience or create frustration? Determine if there are alternative apps that could better meet your needs and enhance your overall satisfaction.

3.4. Analyze Notifications

Examine the notifications generated by each app. Are they relevant and timely, or do they disrupt your workflow? Adjust notification settings to minimize interruptions and enhance focus.

Optimizing your smartphone for productivity involves a systematic approach, from decluttering unnecessary apps to setting limits and evaluating their impact on your goals. By taking these steps, you empower yourself to transform your device into a valuable tool for efficiency and learning.

Remember, the key is not just in the number of apps but in their meaningful contribution to your daily life. Stay focused and stay productive!

Sector V. Dealing with friendships and "fitting" on the social media era

Making friends and fitting into society, at a general level, is already difficult for many people. However, not having social networks, or not using them, can make this task even harder.

As has always been said; we can't change what people think, but we can change how much that opinion affects us. So, at this point, we can't do much and we must accept that not having social networks is going to limit in one way or another the possibilities of socializing.

This problem is the order of the day and can especially affect young people between 15 and 24 years old, in whom not using social networks means isolation from other "young people" and leaves ourselves practically outside of "everything that happens between them." For ages 15-24, time spent in-person with friends has reduced by nearly 80% over almost two decades.

Here comes the individual decision; fitting into society (with the consequences explained in this book), or not entering in the social media game. Depending on your personality, ideas, etc., you may prefer one thing or another...

At this point, you have also probably considered striking a balance between the two options. Not everything is black or white; perhaps thanks to this book you learned or recognized the materialistic nature of social networks, or how what we see there is not a reflection of reality, helping you avoid those feelings of "I am not enough" or "I am not like them."

Our objective with this book, in the end, is nothing more than to make an analysis of the capital, economic and social consequences that social networks have on people around the world.

Understanding all these consequences we can make a more moderate, rational and effective use of them, making them a source of knowledge, marketing or inspiration, taking into account all the risks involved.

Sector VI. Happy Stories

There are a lot of blogs and posts of people who took this step, to quit social media, for just a couple of weeks, for months, or even for good.

Yes, after all, it's not easy to remove social media in just a night, it might take you time, maybe some weeks or months, but I promise it's worth it.

If you're a teenager, you might find this step even more difficult, as I explained before; it's not pleasant to be separated or to be outside of everything that happens around you (since, unfortunately, all youth seem to be inside there, social networks).

However, when you've been outside social media for a while, you'll realize that it is only part of life and youth, and although sometimes it is difficult, I assure you that your mental health is way more important than posturing or responding with a "fire emoji" to your crush.

Layth Barzangi summarize living without social media in one word; **Peaceful**

He affirms that life without social media is not only peaceful but also more productive and fulfilling. Restoring genuine human interactions and provides more time for personal growth and skill development.

Layth also faces some of the arguments against quitting social media, such as "connectivity", "communication" and "Professional Development".

Read the article from Layth here: Life Without Social Media.

Komal Vaghela starts her post talking about "the initial triangle", but realizes that quitting social media has a lot of benefits.

"Quitting social media can seem daunting at first. Fears of losing touch, missing out on updates and feeling disconnected often hold us back. However, I soon realized that quitting social media didn't mean severing all ties with the outside world. It was about finding a balance and redefining my relationship with technology. By prioritizing what truly worked for me and aligning it with my values and goals, I created a digital environment that supported my well-being and personal growth."

Read the post by Komal here: Embracing Freedom: My Journey of Quitting Social Media

Amy "just feel HAPPIER" …

That being said, the decision to quit social media is deeply personal and can have profound positive effects on one's mental health and overall happiness.

Whether you decide to take a break for a few weeks, months, or indefinitely, the key is to prioritize your well-being and create a digital environment that aligns with your values and goals.

The experiences shared by Layth, Komal, Amy, and others serve as a testament to the potential benefits of stepping away from social media.

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Sector XI. Endnotes

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[i] Learn more about this study made by Lab RTVE: https://lab.rtve.es/filtros/.

SFP Chapter X

A booklet made by
The BBJProjeK Organization