

Can't stay away from social media? You're not alone; social networking is engineered to be as habit-forming as crack cocaine.

Social networks are massively addictive. Most people I know check and interact on social sites constantly throughout the day. And they have no idea how much actual time they spend on social media.

Cornell Information Science published research earlier this month that looked at (among other things) the difficulty some people have in quitting Facebook and other social networks. They even have a label

for the failure to quit: "social media reversion."

The addictive aspect of social networking is associated with **FOMO** -- fear of missing out. Everyone is on Facebook. They're posting things, sharing news and content and talking to each other 24/7.

The network effect itself is addicting, according to Instagram software engineer Greg Hochmuth. A network effect is the idea that any network becomes more valuable as more people connect to that network. The phone system is the best example of this phenomenon -- you have to have a phone because everybody else has a phone. Similarly, you have to have a Facebook because everybody else has a Facebook.

One trick social networks use is a **notification number**, showing you the number of people at a glance who have mentioned or followed you. They play the same psychological trick on you that clickbait headlines do -- they tell you that there's information you really want to know, but they don't tell you enough to satisfy. Seeing a red "3" on the Facebook notifications bar is like a clickbait headline: "You won't believe what three people have said about you." You've got to click or tap. It's compulsive. And over time, it becomes addictive.

The biggest tool in the social media addiction toolbox is **algorithmic filtering**. Sites like Facebook, Google+ and, soon, Twitter, tweak their algorithms, then monitor the response of users to see if those tweaks kept them on the site longer or increased their engagement. We're all lab rats in a giant, global experiment. The tweaking of algorithmic filters for addiction means that in theory social sites get more addictive every day, and that the sites are in a war for survival where only the most addictive sites will survive.

FOMO =

NETWORK EFFECT =

NOTIFICATION NUMBER =

ALGORITHMIC FILTERING =

How to kick the habit

Social media addiction is real, and it can damage careers, degrade life and even harm relationships.

For most of us, though, we're simply being manipulated by the social sites and content creators to waste far too much time in a way that benefits them, not us.

The best solution I'm aware of is to visit social networking sites once per day. Schedule it. And keep track of how much time you're spending there.

Try it. And if you succeed, you're on your way to beating addiction without going cold turkey.

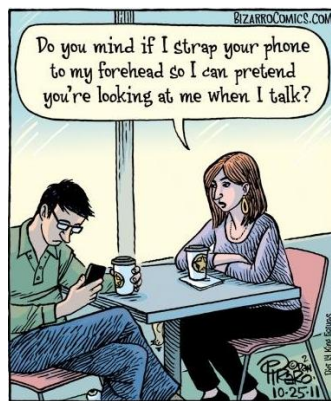
And if you can't stick to your once-a-day habit, well, it sounds like you've got an addiction problem. I'll see you at group therapy.

Zdroj upraveného textu:

<http://www.computerworld.com/article/3014439/internet/social-media-addiction-is-a-bigger-problem-than-you-think.html>



SECOND CONTINGENTIAL



IF + PAST SIMPLE, WOULD + VERB

1. *If I didn't spend so much time on social networks, I* _____

2. *If I didn't spend so much time on social networks, I* _____

3. *If I didn't spend so much time on social networks, I* _____

4. *If I didn't spend so much time on social networks, I* _____

5. *If I didn't spend so much time on social networks, I* _____

6. *If I didn't spend so much time on social networks, I* _____

7. *If I didn't spend so much time on social networks, I* _____

8. *If I didn't spend so much time on social networks, I* _____

9. *If I didn't spend so much time on social networks, I* _____

10. *If I didn't spend so much time on social networks, I* _____
