




# CaseyGerry

CASEY GERRY SCHENK FRANCAVILLA BLATT & PENFIELD LLP

## SOCIAL MEDIA ADDICTION ONLINE BROCHURE

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A young girl with dark, wavy hair and bright pink lips is lying on a blue floral patterned surface. She is looking directly at the camera with a neutral expression. The lighting is soft and focused on her face. The background is slightly blurred, showing more of the blue floral pattern.

UNDERSTANDING  
SOCIAL MEDIA  
ADDICTION

# What Is Social Media Addiction?

- A behavioral addiction affecting 5-10% of Americans
- Characterized by:
  - **Uncontrollable Urge:** Persistent need to log on and use social media
  - **Time Investment:** Excessive amounts dedicated, impairing life areas
  - **Mood Modification:** Using social media to alter emotional states
  - **Tolerance:** Increasing use over time to achieve the same satisfaction
  - **Withdrawal:** Unpleasant feelings when unable to access social media
  - **Conflict:** Social media use causing interpersonal problems
  - **Relapse:** Returning to high usage after attempts to stop



# How Social Media Affects The Brain?

- **Addictive Nature:** Mirrors physical substance addiction.
- **Dopamine Surge:** Notifications trigger pleasure similar to addictive substances.
- **Positive Reinforcement:** Repeated rewards rewire brain pathways.
- **Desire for Social Rewards:** Likes and mentions become sought-after.





# Recognizing A Social Media Addiction

Do they...



**Spend a lot of time** thinking about social media or planning to use social media?



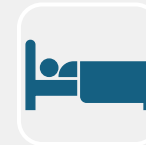
**Feel urges** to use social media more and more?



**Use social media to forget** about personal problems?



**Try to reduce use** of social media without success?



**Become restless or troubled** if unable to use social media?



**Have a negative impact** on their job or studies due to social media use?

**More than 3 'yes' answers could suggest a social media addiction.**

# Social Media And Mental Health

**Curated Content:** Users see targeted ads and posts, which can lead to feelings of jealousy or inadequacy.

**Perception vs. Reality:** Comparing daily life to others' "perfect" online personas can harm well-being and self-view.

**Social Anxiety & FOMO:** Fear of missing out on social events seen online can lead to stress and compulsive checking of social media.

**Impact on Life:** Excessive social media use can affect real-life relationships and academic performance. Harvard study confirms negative emotional impact.

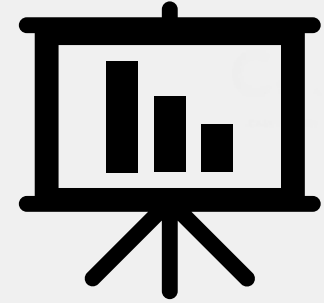


## At-Risk Youth

**27% of children** using social media for 3+ hours daily show signs of poor mental health.

### California State University study:

- Frequent users (58+ visits/week) are **3x more likely** to feel isolated and depressed.
- Infrequent users (<9 visits/week) have fewer mental health issues.



# What To Be Aware Of



## Addiction – “users”

Issues that arise from using social media - addiction and what’s worse, those such illnesses and deaths raised in the social media addiction litigation.

## Predators

1. Other young users
2. Adults posing as young users
3. Sexual assaults
4. Sex trafficking
5. Blackmail

## Consumer Trends

Just like big tobacco, the social media platforms hook/train users in childhood, compulsive buying patterns.



## Positives – Resources

1. Education
2. Information/news
3. Connectedness/friends and family
4. Be aware, be kind, ask for help – there are resources and people available for support








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## In The Media

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# Media

META TO RESTRICT TEENS CONTENT, AS  
COMPLAINTS MOUNT ABOUT HARMFUL EFFECTS  
ON YOUTH



SUING SOCIAL MEDIA: FAMILIES SAY SOCIAL  
MEDIA ALGORITHMS PUT THEIR KIDS IN  
DANGER






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## RESOURCES FOR PARENTS

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 [CASEYGERRY](https://www.linkedin.com/company/caseygerry)

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# SURVEY / TEXT SLANG AND EMOJI DICTIONARY

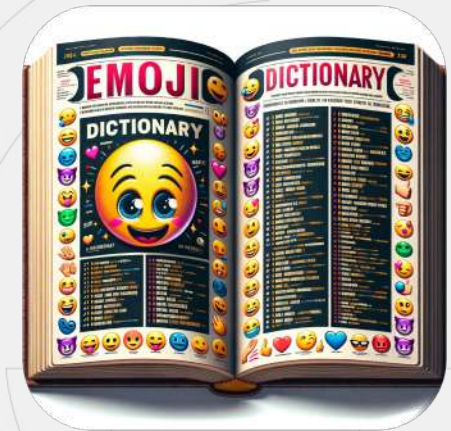
## **Survey to Find Out If Child Might be Addicted:**

[Is My Child Addicted to Social Media? | Social Media Victims Law](#)

## **Text Slang and Emoji Dictionary**

Before you can effectively monitor your child's social media activities, you will need to understand the text slang used by teens on social media today.

[Text Slang and Emoji Dictionary | Social Media Victims Law Center](#)



# SOCIAL MEDIA GUIDES

[Parent's Guide to Instagram](#)

[Parent's Guide to Snapchat](#)

[Parent's Guide to Discord](#)

[Parent's Guide to Omegle](#)

[Parent's Guide to TikTok](#)

[Parent's Guide to Reddit](#)

[Parent's Guide to Live Streaming](#)

[Parent's Guide to Telegram](#)





# HOW TO GUIDES

[How to Identify Suicide Risks](#)

[How to Identify Sexual Abuse](#)

[How to Identify Eating Disorders](#)

[How to Identify Social Media Addiction](#)






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## Research / Data

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# Social Media and College Student Mental Health

## Trends in college student mental health and help-seeking by race/ethnicity: Findings from the national healthy minds study, 2013-2021

Results showed >60% of students met criteria for one or more mental health problems:

A nearly 50% increase from 2013  
32.5% decrease in Flourishing metric among all students (2013-2021)  
134.6% increase in symptoms of Depression among all students (2013-2021)

Conclusion: Annual trends reveal worsening mental health among all students in all categories:

1. Flourishing
  - (a) 32.5% decrease in Flourishing metric among all students (2013-2021)
  - (b) Greater decrease among minority students
2. Depression
  - (a) 134.6% increase in symptoms of depression among all students from 2013-2021
  - (b) Greater increase among minority students
3. Anxiety
  - (a) 110% increase in anxiety among all college and university students in the sample, continuing a troubling trend throughout the COVID-19 pandemic
  - (b) Greater increase among minority students
4. Eating Disorder
  - (a) Greater increase among white students
5. Non-Suicidal Self-Injury
  - (a) Greater increase among white students
6. Suicidal Ideation
  - (a) Greater increase among minority students



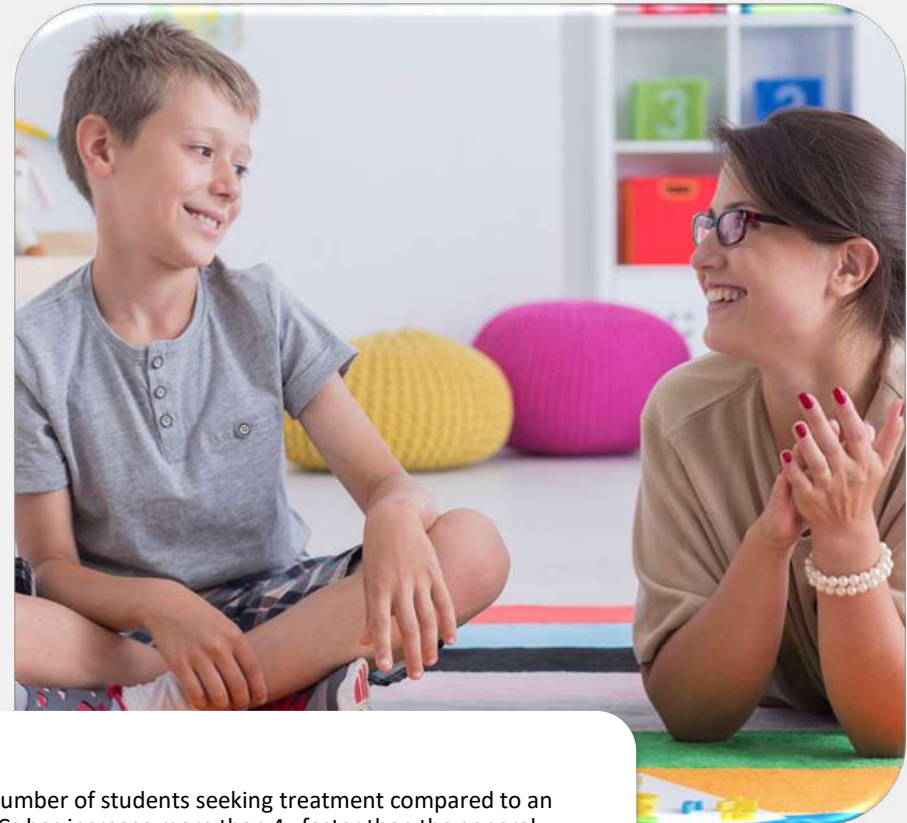
# National Mental Health and Treatment Trends in College Counseling Centers

## Concerns:

- ❖ Increasing number of students entering college with a history of mental health treatment (Haas, Hendin, & Mann, 2003)
- ❖ More complex and severe issues being addressed by college counseling centers than two decades ago
- ❖ Counseling Centers
  - 96% indicated caseload being a problem
  - Nearly half of the 228 counseling centers in the survey reported needing to adopt waitlists
  - Nearly 90% of counseling center directors raised concerns about clients not getting needed treatment (Gallagher, 2011)
- ❖ Participant Students
  - Average age: 22.64
  - Majority female: 62.83%
  - Males 36.38%

Majority white: 70.28%

  1. African American 8.91%
  2. Hispanic 7.3%
  3. Asian American 6.36%
- ❖ 119 institutions overall participated



## Overview:

From 2009-2014, average CC saw nearly a 30% increase in number of students seeking treatment compared to an average 6% institutional enrollment increase. Demand for CCs has increase more than 4x faster than the general student body, which could indicate that CCS which receive funding based on student body size might be underfunded. Dual trends in increase in demand and increase in potential risk to self-esteem likely to be contributors to the notation that college student mental health is a state of crisis. [Copy of UC Student Services Expense PCv2 6-13](#)

# Limiting Social Media Decreases Loneliness and Depression

## Prior Studies Findings

1. Self-reported Facebook and Instagram usage have been found to correlate positively with symptoms of depression, both directly and indirectly (Donnelly & Kuss (2016))
2. Higher usage of Facebook has been found to be associated with lower self-esteem cross sectionally (Kalpidou, Costin, & Morris, 2011)
  - (a) As well as loneliness (Song et al., 2014)
3. Higher usage of Instagram is correlated with body image issues (Tiggemann & Slater, 2013)
4. Time spent on screen activities was significantly correlated with more depressive symptoms and risk for suicide-related outcomes (Twenge, Joiner, Rogers, & Martin, 2017)
  - (a) Note that correlations with social network sites (SNS) use was specifically quite small, and only significant for girls

Continued...





# General Findings

## Control Group:

### 1. Depression

- (a) Individuals high in baseline depression saw no change
- (b) Individuals low in baseline depression showed neither statistically nor clinically significant change in depressive symptoms

### 2. Experimental Group

- (a) Loneliness
  - (i) Scored significantly lower on the UCLA Loneliness Scale at the end of the intervention
- (b) Depression
  - (i) Significant declines in depressive symptoms
  - (ii) Individuals low in baseline depression saw a statistically, but not clinically significant decline

### 3. Both Groups

- (a) Showed significant decreases in anxiety and fear of missing out over baseline
- (b) Suggests a benefit of increasing self-monitoring

### 4. All other Measures (Interpersonal support, fear of missing out, anxiety, self-esteem, and psychological well-being)

- (a) Slight but statistically significant decline from baseline to the end of intervention in fear of missing out in both groups
- (b) Slight decline in anxiety in both groups

## Limitations of the Study

### 1. Significant attrition

- 2. Only able to collect complete follow-up data from 30 subjects (21%)
  - (a) Deemed to be too small to provide reliable or meaningful results

### 3. Only able to monitor usage on mobile phones

- (a) Subjects could continue using social media on their computers and other phones without being monitored
- (b) Cannot turn off subject's phone to prevent them from going over mandated social media usage time

### 4. Only limited usage to Facebook, Snapchat, and Instagram

- (a) Subjects could continue to use other social media such as Twitter, Tumblr, Pinterest, and dating sites

### 5. University of Pennsylvania psychology students who have iPhones possibly not representative of broader population samples

#### Discussion:


- i. Limiting social media use to approximately 34 minutes per day may lead to significant improvement in well-being
- ii. Limiting social media usage on a mobile phone to 10 minutes per platform per day for a full three weeks had a significant impact on well-being
- iii. Both loneliness and depressive symptoms declined in the experimental group



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