Happy social media

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Introduction to Cognitive Science
27 Nov 2019
Personal use

• Average - glance at least one time per 6 minutes / 10 times per hour
• Daily consumption - 2h
• Food - 67 minutes
Current state

• Big additional value
• Compromising our privacy
• Anxiety
  • Being liked - 83%
• FOMO
  • Friend’s more rewarding experience - 84%
• Depression
  • Unworthiness - 78%
• Compulsory use
  • Urge to use social media more and more - 87%
Future state

• Social media as public spaces
  • LinkedIn
  • Facebook
  • Twitter
• User experience -> Community experience
References


