Joint Select Committee on Social Media and Australian Society
Submission 9 - Attachment 2

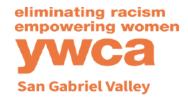


Part 1: How Social Media is Impacting Our Health

Public Health Community Ambassador Training
May 2024

Social Media and Australian Society Submission 9 - Attachment 2 Social Media and Australian Society Submission 9 - Attachment 2







Jonathan M. Wicks, LCSW Melissa Nolan, BA, CP







Defining Social Media



- Social Media refers to websites or applications where people can talk to each other and share things like pictures, quotes and writing, and videos.
- People can show themselves how they want to be seen and they can "like" the things other people make and share.





Learning Objectives Submission 9 - Attachment 2



Define Social Media First Aid.

2. Identify the importance of Social Media Harm Reduction.

- Recognize how social media affects the "Whole Self."
- 4. List 4 ways to support your community using Social Media First Aid.

Name That App.





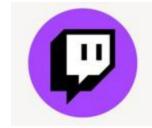
















How many users?













Summer 2023

- 1. Facebook 2.96 billion MAUs
- 2. YouTube 2.2 billion MAUs
- 3. WhatsApp 2 billion MAUs
- 4. Instagram 2 billion MAUs
- WeChat 1.26 billion MAUs
- 6. TikTok 1 billion MAUs
- 7. Sina Weibo 573 million MAUs
- 8. QQ 538.91 million MAUs
- 9. Telegram 550 million MAUs
- 10. Snapchat 557 million MAUs
- 11. Kuaishou 573 million MAUs
- 12. Qzone 553.5 million MAUs
- 13. Pinterest 444 million MAUs
- 14. Twitter 238 million MAUs
- 15. Reddit 430 million MAUs

MAUs = Monthly Active Users



The Challenge

An overview of the impact of social media.





There are 4.8B social media users on the planet.

Youth Using Social Media



- 40% of 8–12-year-olds use social media.
- 95% of 13–17-year-olds report using a social media platform.
- More than 30% said they use social media "almost constantly" (2, 3).





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Avg. 3.5 hours

Daily social media use of 8th – 10th graders (4).

Social Media and Health Impacts



Social comparison driven by social media is associated with:

- Depression
- Eating disorders
- Body dissatisfaction (13, 14, 15, 16).









Feel better

40%
Neither better nor worse

13–17-year-olds were asked about the impact of social media use on body image, and this was the outcome (12).



Feel worse



Social Media and Mental Health



A study conducted among 14-year-olds found that greater social media use predicted:

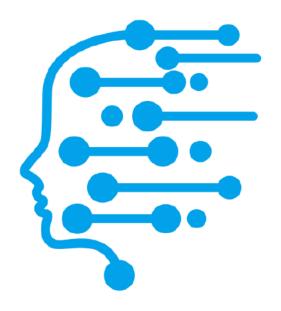
- Poor body image
- Poor sleep
- Online harassment
- Low self-esteem
- Higher depression scores, with a larger association for girls than boys (17).





Stages of Development 2





- For youth, the brain is at a critical stage of development.
- Identity and sense of self-worth are forming during adolescence, making youth vulnerable to social pressures, peer opinions, and peer comparison.
- Social media can create challenges with emotional learning, emotional behavior, emotional regulation, impulse control, and the moderation of social behavior (5, 6, 7, 8).





The World We Live In

Social Media Awareness



Social Media Awareness



Social Media Awareness is a set of products and services that companies use to understand how social media affects the people who use it.

> Targeted marketing



What's trending or viral?

Recommended products to shop

Suggested websites or articles



Triple Conscious Theory

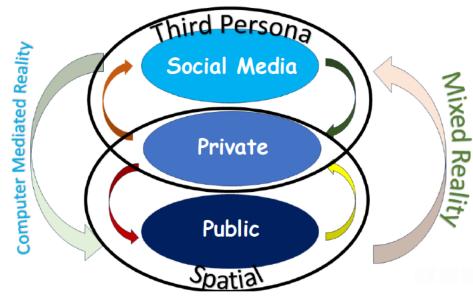




Triple Conscious Theory



 How social media can affect people on a deeper level (subconsciously), without them knowing it, such as changes in personality.





Public: how the community sees you

Private: how your friends/family see you

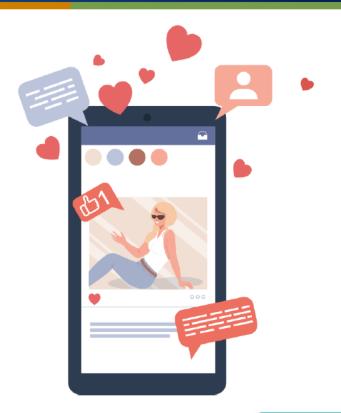
Social media: how the internet sees you



Social Media Persona



- The Social Media Persona is the key to understanding the social media user's thought process as they develop their social media profile(s).
- It is how a person chooses to represent themselves in the online world.







The Whole Self



The Whole Self X Social Media and Australian Society Submission 9 - Attachment 2 Media The Whole Self X Social Media and Australian Society



BIOLOGICAL SELF

PSYCHOLOGICAL SELF



SPIRITUAL SELF











Energy Levels

Although screen time is not a direct predictor of negative impact from social media use, users can find their energy levels decrease due to being online.



SleepPatterns

Social media may have an impact on sleep quality, from sleep duration to difficulties with sleep.



Body Aches

Social media can lead to headaches from eye strain, or body aches or injury from participating in different social media challenges.



Eating Patterns

Disordered eating can be caused by excessive social media use due to body comparisons or other body image issues.



TechNeck

Excessive social media use can cause a person to experience pain or injury in their neck because of poor posture.

The Whole Self X Social Media and Australian Society Submission 9 - Attachment 2 Submission 9 - Attachment 2 The Whole Self X Social Media and Australian Society







Anxiety

Social media can expose the user to personal or societal content that can lead to anxiety. Some call this, "Doom Scrolling."



Depression

Social media can be a factor in causing symptoms of depression to arise in the user, leading to challenges with health and wellness.



Trauma

Social media can expose the user to traumatic material or be where a person finds out something traumatic has happened to a loved one.



Concentration

Social media use can be distracting, causing the user to be more preoccupied with what happened online, rather than what is happening in the real world.



Memory

Social media users may have issues retaining information due to decreased concentration or lack of focus. This can lead to other challenges.

Social Media Compulsion Loop





Attraction to Social Media



2. ACTION

Risky Behavior



4. REINFORCEMENT

Social Media Engagement



3. REWARD

Social Media Content

How is it done?



There are many social media apps, and some are themed or have a specific intended use.
The following **design features** are used to make users engage more: (32,33,34,35)

- PushNotifications
- Autoplay
- InfiniteScroll
- Displaying Popularity
- Filters
- Algorithms
- Artificial Intelligence

Trigger Warning: be advised, some of the apps shown are sexual in nature and are for a mature audience.



Be aware of human trafficking and sexploitation.







The World

Many ideas and perspectives are shared online than can create interactions with others, positively or negatively.



Friends

Social media can be a great way to connect with like-minded individuals but can also be used to attack or harm others.



Your "Community"

Social media can be a great way to build a community of people with shared beliefs. It can also cause entire communities to like or dislike online and offline behavior.



Family

Social media can lead to better family connections online, but more disconnections offline in real life as users are on their device(s).



Social Media Persona

How people present themselves online. This can lead to successes or challenges in real life, affecting people's relationships.







Self-Improvement

Many thought leaders who can help a person help themselves, are on social media. It may challenge users to personally grow beyond their current situation.



Self-Care

Social media can be a great source for self-care, but it can also keep a person from doing things that may be more helpful over time.



Personal Goals

Social media can influence a person to develop new goals or shift from previous goals due to new insight gained from what they see/hear.



CopingSkills

If social media is a coping skill, this can be a problem when it is not an available option. Users may become dependent for normal functioning.



Motivation

As much as social media may help motivate people to reach higher goals—it can also create barriers to making progress due to wasted time (i.e., watchers, not doers).

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How You Identify

Social media can impact how you choose to identify to the world onand offline, with the online world offering much more creativity and flexibility.



Values

Values are our standards or principles that govern our behavior Social media use can impact our values.



How Others See You

Social media may teach others things about you that may or may not be true, which may impact how others perceive you on- and offline.



Beliefs

Beliefs are things we believe to be true, which can influence our behavior. Social media can impact what we believe.



Different Perspectives

Social media can expose users to new ways of thinking, or new levels of insight on different cultures with both positive and/or negative outcomes.

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COUNTY OF LOS ANGELES Public Health

BIOLOGICAL

exercise in physical social media challenges

Benefits and Harms

disrupted sleeping/eating patterns, pain/injury ("TechNeck")

PSYCHOLOGICAL

- ✓ temporary distraction from stress and anxiety
- cause of stress, anxiety, depression

SOCIAL

- ✓ connect with friends, family, community
- challenges related to social media persona, negative interactions

SPIRITUAL

- ✓ self-care, self-improvement, motivation
- distraction from other longer lasting, fulfilling activities

CULTURAL

- ✓ gain perspectives on other cultures and ways of thinking
- × others may have the wrong perception of you, impacting your life on- and offline





The Purpose

Social Media Harm Reduction



Social Media Harm Reduction



- Social media harm reduction means finding ways to make social media safer and healthier for people.
- Helps to acknowledge there are benefits and consequences to use.
- Give people choices and options that give them access to support and resources.
- Understand small changes add up over time.





Social Media First Aid



- **Social Media First Aid** is a workshop designed to provide insight on how to cultivate a healthy balance with social media use.
- It tells us how social media can affect our bodies, minds, relationships, what we believe in, and how we see things.





Social Media First Aid involves the following principles:

Awareness	 Pay attention to signs that someone is having a tough time on social media. Keep an eye on certain words or phrases that could show they need help.
Engagement	 If you notice someone seems upset, talk to them kindly and listen to what they have to say. Be understanding, don't judge them.
Assessment	 Figure out how serious the situation is and how quickly help is needed. Think about whether someone is in immediate danger.



Social Media First Aid involves the following principles:

Action	 When you figure out what's going on, it's time to act. Give them useful information, offering to listen, or suggesting they get help from a professional.
Referral	 If someone needs more help than you can give, connect them with the right resources. Give them phone numbers for helplines or suggesting they talk to a counselor.



Support and Resources

Wellness and Empowerment



Helpful Social Media Safety Practices



- Know how to report, block, and filter social media content
- Personalize your privacy settings
- Turn off geolocation
- Pause before you post
- Report harassment or inappropriate content
- Look before you click watch out for scams



Support and Resources



The **need for services and interventions** may be different for every person, depending on:

- Their social media score
- Score can be determined using various social media survey tools
- Someone with a higher dependence or a more excessive use of social media would need more intervention



Support and Resources







Digital Fast

Taking a break has proven to reduce the negative impact of social media. Find a way to reduce the amount of use (47).



Crisis

If you or someone you know needs immediate help – call 911 or 988. Sometimes the need requires urgent action.



Reverse Engineer

Whatever problems that may come from social media, you can use social media to find the solution.



Treatment

If you, or someone you know, needs professional treatment, visit the National Alliance on Mental Illness (NAMI) for more resources.



Social Media First Aid

For those that want to learn how to keep themselves or others safe, Social Media First Aid is a great place to start.

Social Media

Support and Resources Summary



- ✓ Call **911** or **988** in case of a crisis if **urgent help** is needed.
- ✓ Visit the National Alliance on Mental Illness (NAMI) website for mental health resources: https://www.nami.org/
- √ Take breaks from social media; encourage others to do the same
- ✓ Refer anyone who wants to keep themselves and others safe online to the *Social Media First Aid* workshop by Social Media Research Institute: https://www.smri.world/research-topics/social-media-first-aid



Thanks!

Any Questions?





Your Feedback is Appreciated Survey and Evaluation

Poll 1 – Audience Feedback



What questions do you still have about using social media in a healthy way after attending this session?

Usefulness of Training



On a scale of 1 to 5, please rate **how useful you found the information** in today's training.

- 1 = Not useful
- 2 = Slightly useful
- 3 = Fairly useful
- 4 = Useful
- 5 = Very useful

How will you share what you learned today?



Evaluation Form



- Receive a certificate of completion when completing the evaluation form.
- You will receive a certificate within ONE WEEK if you:
 - Have registered for this training
 - Stayed the whole time
 - Completed and submitted the evaluation form by 1:30 pm.
- Access the evaluation by:
 - Using the QR code OR copy/paste: forms.office.com/g/3ctn2qpHee

Public Health Ambassador Post-Training Evaluation Form / Formulario de evaluacion



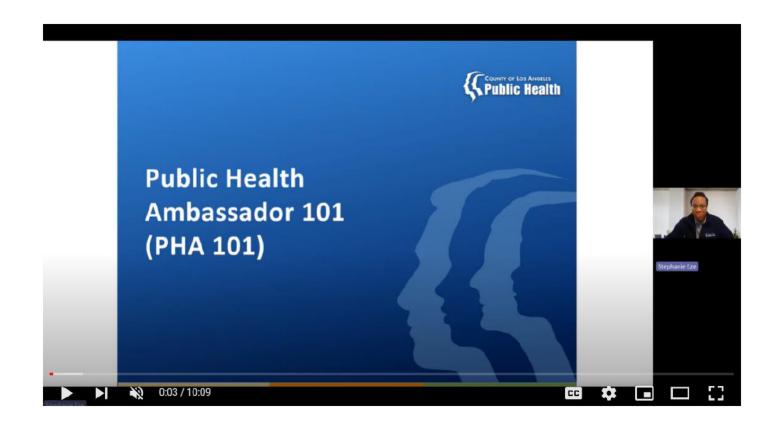


Public Health Ambassadors create an impact in LA County!

New to the Public Health Ambassador Program? Watch this Video!







Here's What Other Ambassadors Have Done!





- Shared information about COVID-19 vaccines at mobile vaccination sites.
- Volunteered at a health fair.
- Spoken about their experience as a Public Health Ambassador at community events.
- Created pamphlets about COVID-19 and shared it at their church.
- Shared information with their classmates about the benefits of Narcan to reverse the effects of an opioid overdose



Tell Us How You Create Community Impact!



We want to hear about your experience sharing information and/or resources!

- Tell us by filling out the <u>Public</u>
 <u>Health Ambassadors Create</u>

 <u>Impact!</u> form
- You can also access the form on our Public Health Ambassador website, in the Impact! section.
 - <u>TinyURL.com/DPHAmb</u>



Public Health Ambassador Spotlight





Be featured in next month's Public Health Ambassador newsletter, Impact!

Your submission may be featured in next month's Public Health Ambassador Spotlight.

AMBASSADOR

GIVI MCHEDLISHVILI FIGHTS COVID-19 MISINFORMATION

IMPACT! NEWSLETTER



Student Public Health Ambassador and High School Senior, Givi Mchedlishvili combines his interest in public health and molecular biology to respectfully address and correct COVID-19 misinformation in his own community and among underrepresented communities in greater Los Angeles.

Givi: Before coming across the Student Public Health Ambassador program for the Los Angeles County Department of Public Health, I began a project of my own to spread awareness about the COVID-19 vaccine

OCTOBER 2022

in my community after observing the mass disinformation related to the pandemic and the vaccine among my classmates and fellow LA Citizens on social media and in everyday conversation. The underlying problem. I realized. was the lack of accessible. accurate COVID-19 information for many LA citizens. I researched and made a presentation related to exposing myths about the vaccine. In addition to public health. I have always been deeply interested in molecular biology and enjoyed learning about how the vaccine works on the molecular level, I learned about how the virus enters the body, multiplies, and affects the host. I also learned about therapeutics for COVID-19 such as Paxlovid and Molnupiravir, as well as antibodies that block the virus from entering our cells such as Evulshed and Bebtelovimab and their mechanism of action. I have presented this project at school, to different minority communities, as well as to representatives from the Department of Public Health who gave me the opportunity to join the Student Public Health Ambassador program.

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See You Next Month!



Thanks for joining us today. We hope to see you and a friend at our next training!

Part 2: How Social Media is Impacting Our Health

Tuesday June 25, 2024

Session 1: 12 pm − 1 pm

Session 2: 7 - 8 pm

Register at: <u>TinyURL.com/DPHAmb</u>_



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