



Disconnecting from social media

A tale of an engineering library

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Assessment time... but for real...

- Cuddy et al. (2010) described a method of understanding Twitter success by categorizing users
- Sewell (2013) did an extensive study where each follower was searched for on the open web

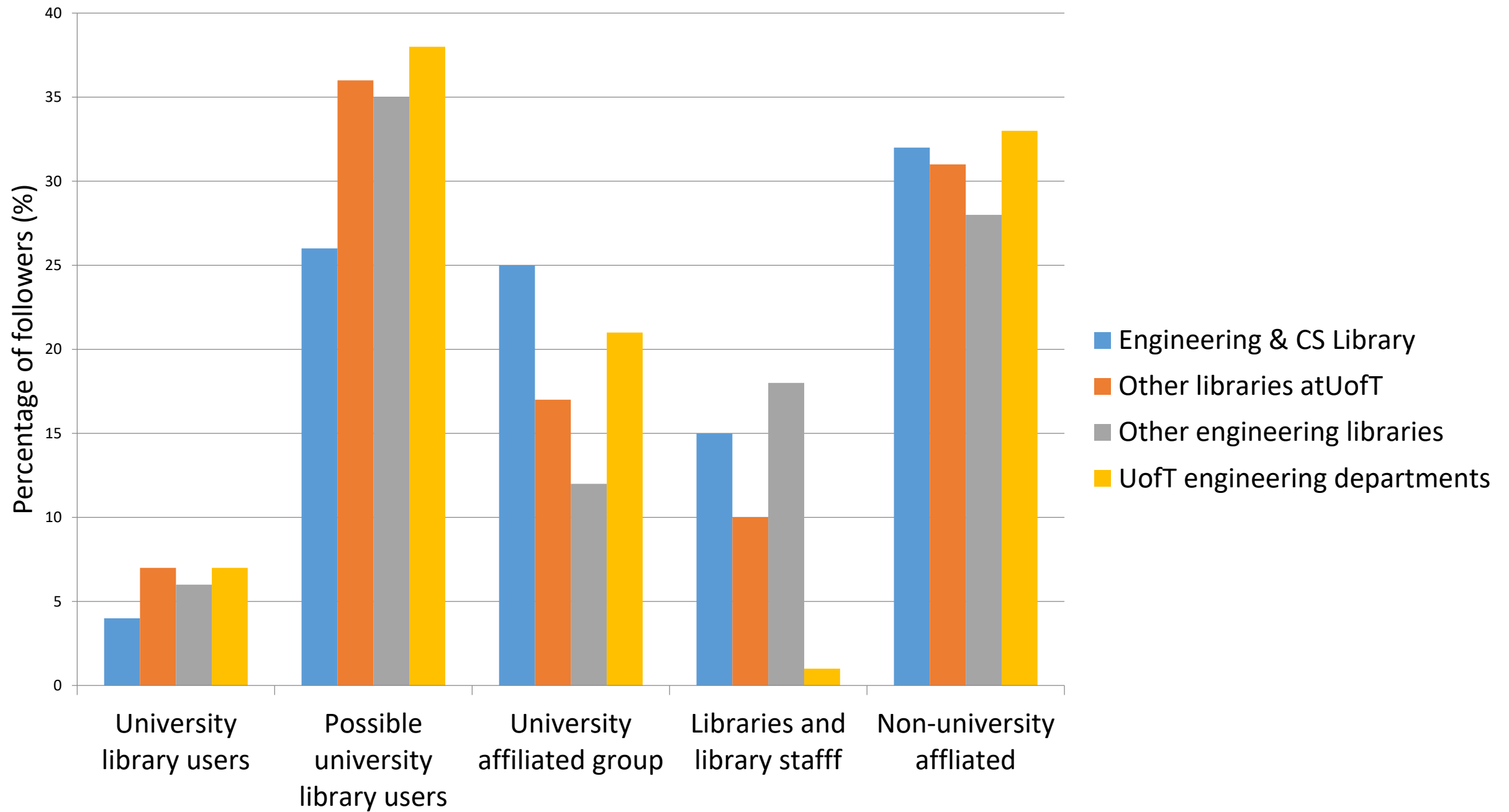
Cuddy, C., Graham, J. & Morton-Owens, E.G. (2010). Implementing Twitter in a health science library. *Medical Reference Services Quarterly*, 29(4), 320-330.

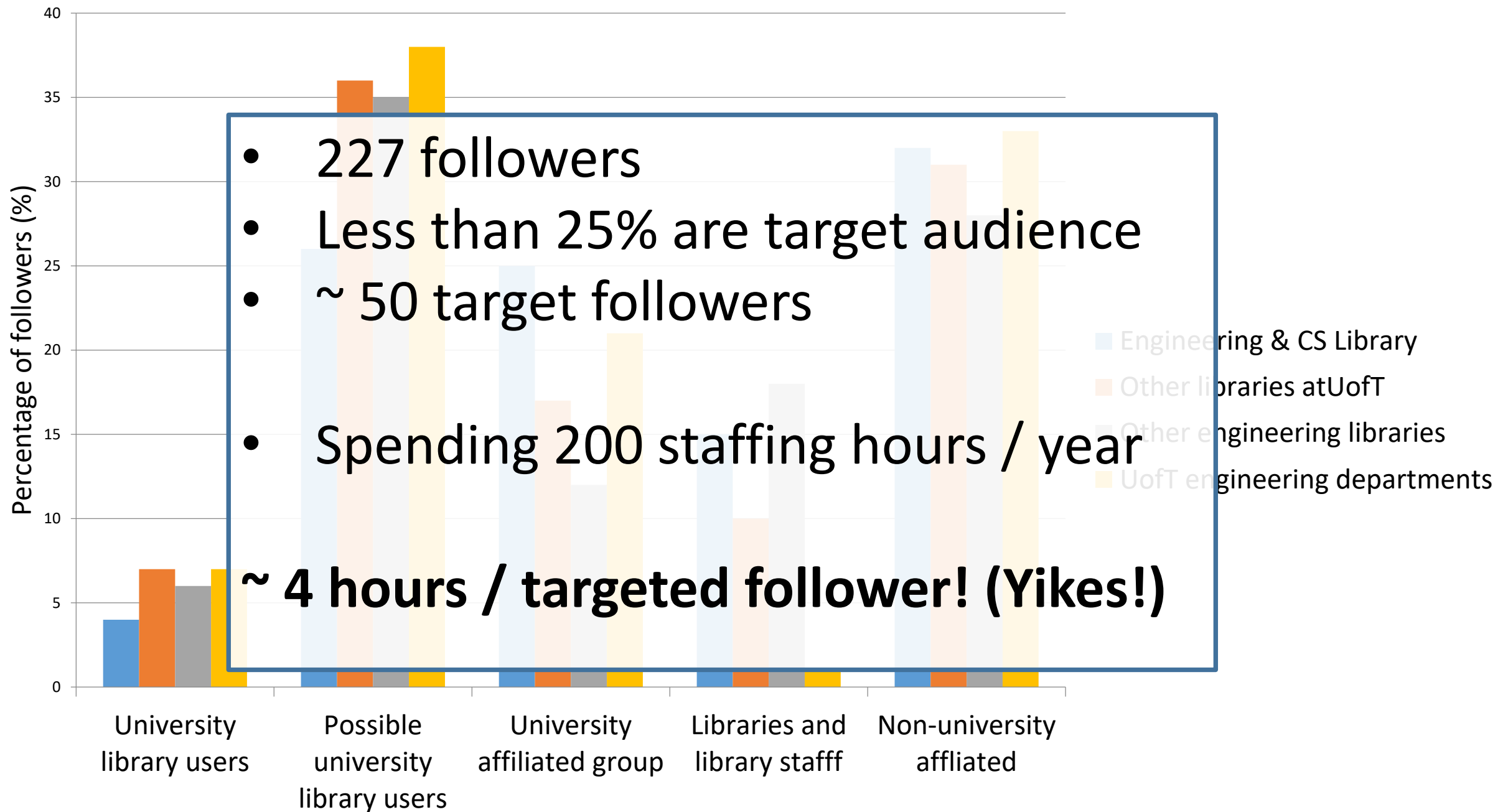
Sewell, R.R. (2013). Who is following use? Data mining a library's Twitter followers. *Library Hi Tech*, 31(1), 160-170.

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Assessment time... but for real...

- User groups as they related to University of Toronto (UofT)
 - University library users (*our target group)
 - Possible university library users
 - University affiliated groups
 - Libraries + library staff
 - Non-university affiliated (corporate or commercial identifying)
- Benchmarked to:
 - Other UofT libraries (n=4)
 - Canadian university engineering libraries (n=4)
 - UofT engineering department accounts (n=4)







Engagement

- Over 10 months average 9 engagements / month (retweets/mentions/favourites)
- ●●●●●●●●●● ~ 20 % engagement from target audience



Engagement

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- ●●●●●●●● ~ 20 % engagement from target audience
- ~ 24 targeted engagements / year
- 200 hours staffing hours / year
- **16+ staffing hours / targeted engagement! (Yikes!)**

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“The brain is like Velcro for negative experiences but Teflon for positive ones.”

—Rick Hanson

Lanier, J. (2018). Ten arguments for deleting your social media account right now. Henry Holt and Company [eBook edition].

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Comparison

“Human judgment is by nature comparative. When people make evaluations, they do so in relation to a pertinent norm or standard. To describe oneself as tall, for example, implies that one is taller than others.” – Kedia et al.

Kedia, G, Mussweiler, T., & Linden, D.E.J. (2014). Brain mechanisms of social comparison and their influence on the reward system. *Neuroreport*, 25(16): 1255-1265.

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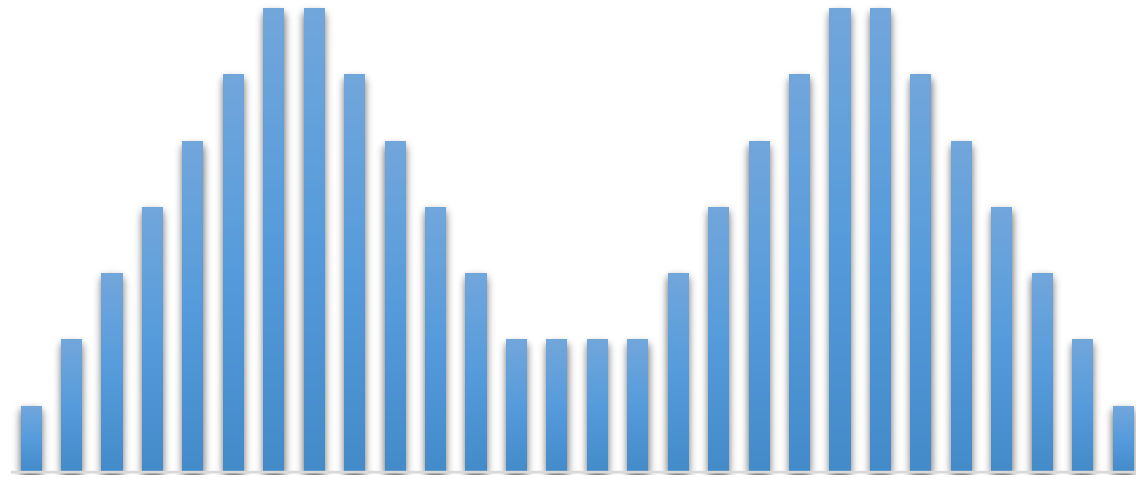
Identity

“Avoid making any single aspect of your identity an overwhelming portion of who you are. The more you let a single belief define you, the less capable you are of adapting when life challenges you. When you cling too tightly to one identity, you become brittle. Lose that one thing and you lose yourself.” – James Clear

Clear, J. (2018) *Atomic habits: An easy & proven way to build good habits & break bad ones*. Penguin Random House [eBook addition].

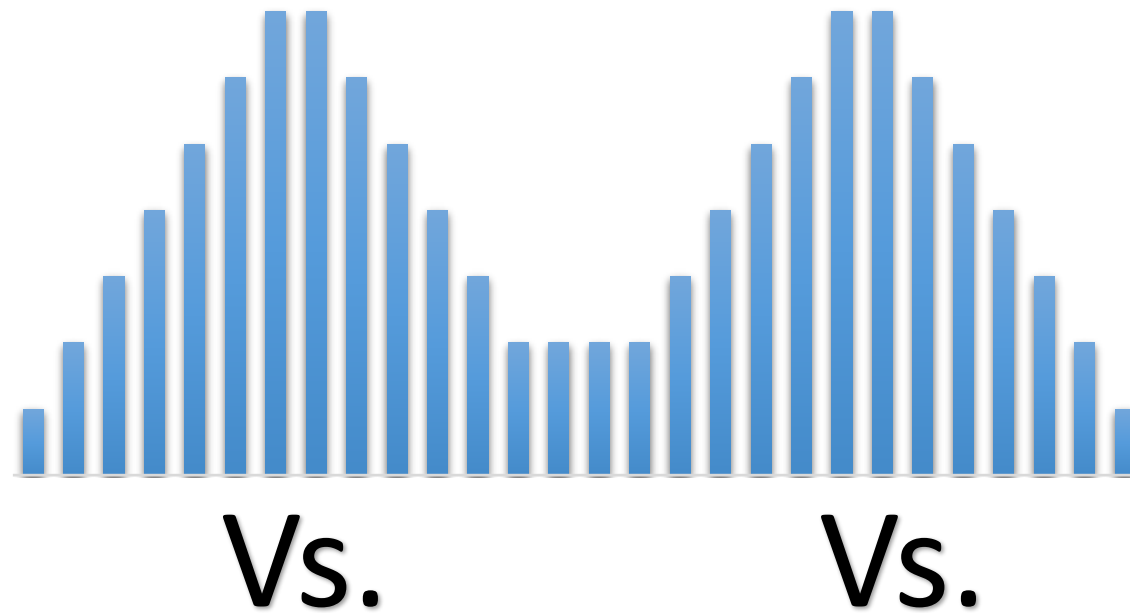
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Polarization



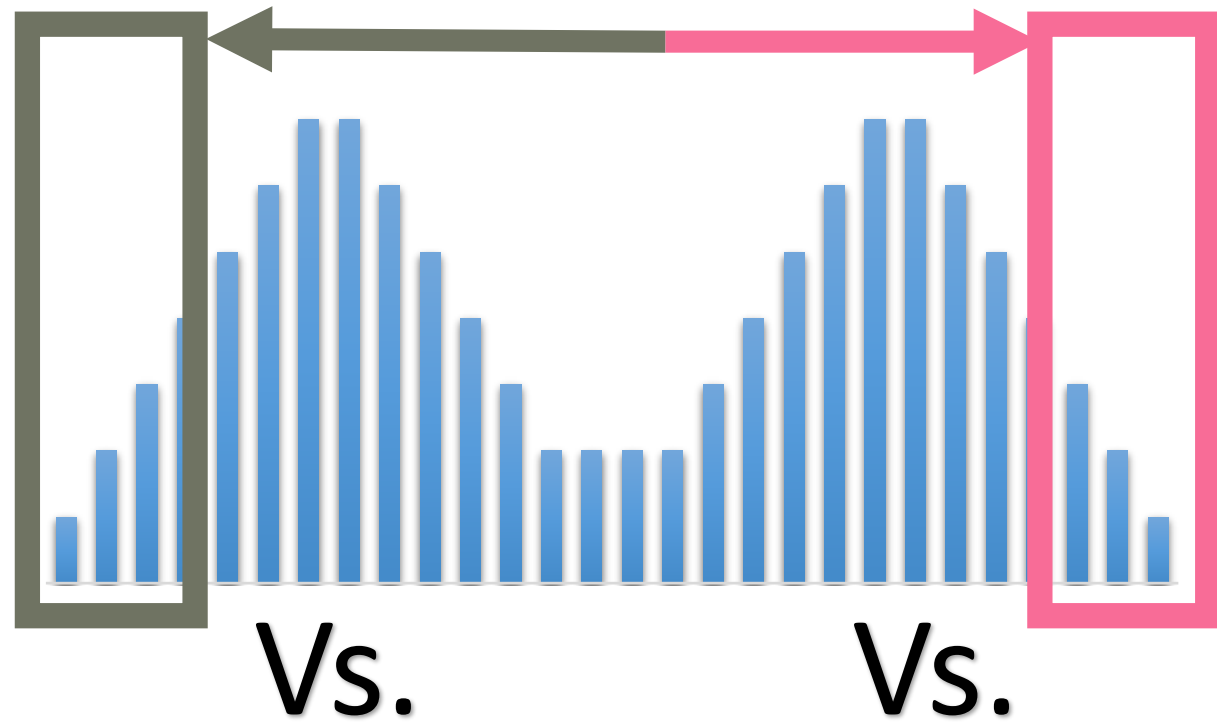
Haidt, J. (April 11, 2022). *Why the past 10 years of American life have been uniquely stupid*. The Atlantic. URL: <https://www.theatlantic.com/magazine/archive/2022/05/social-media-democracy-trust-babel/629369/>

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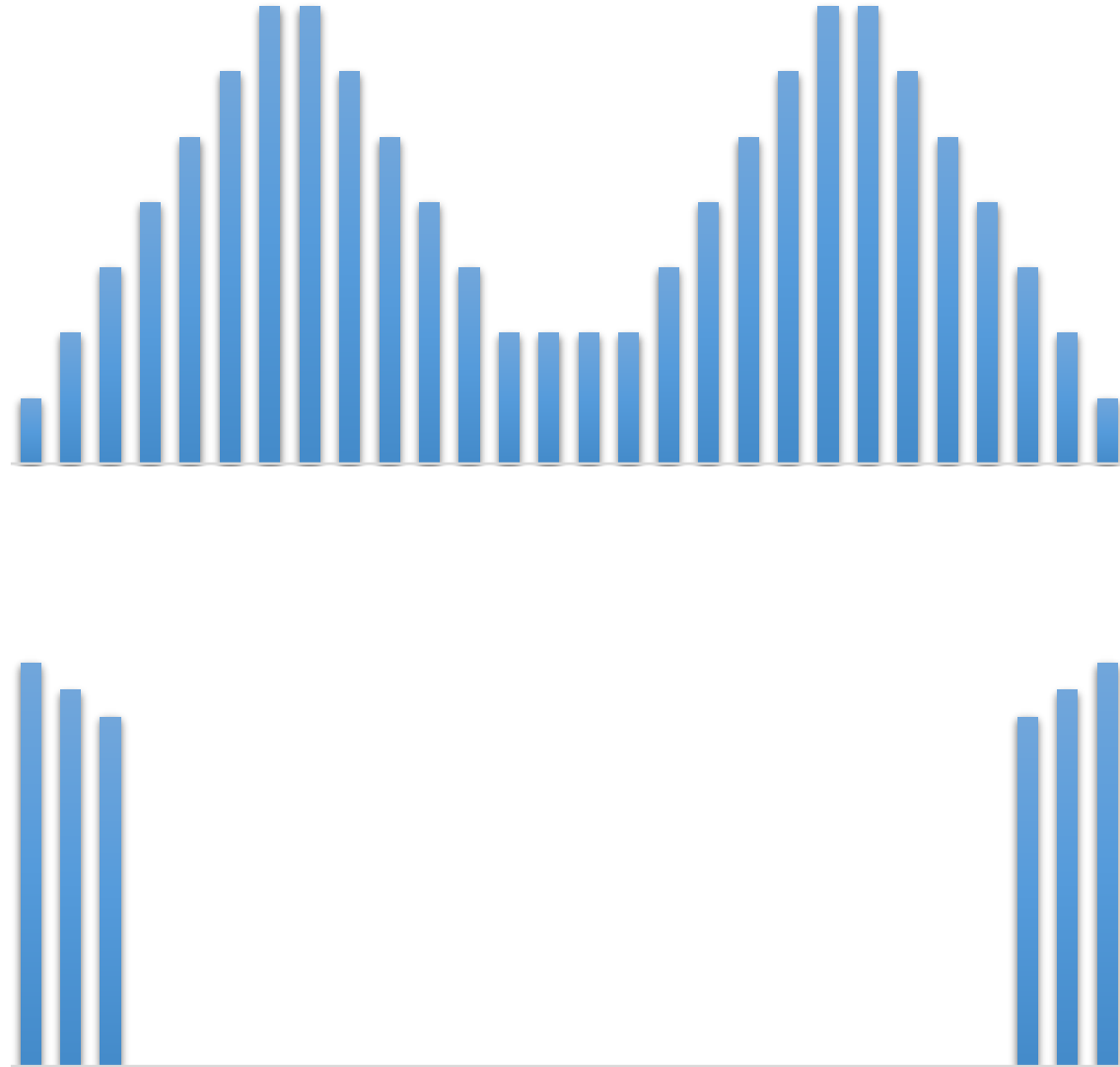
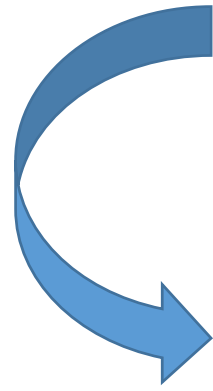
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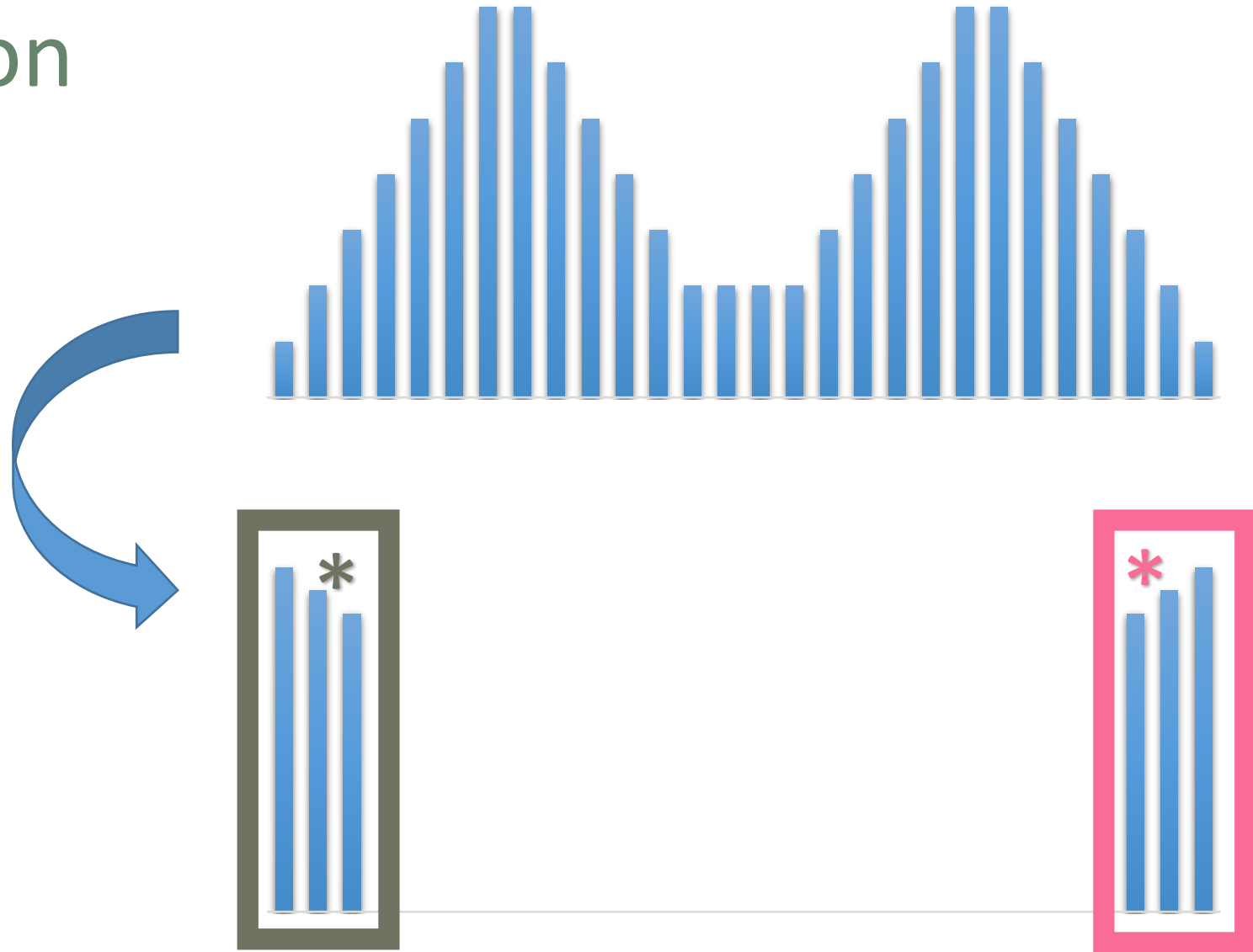
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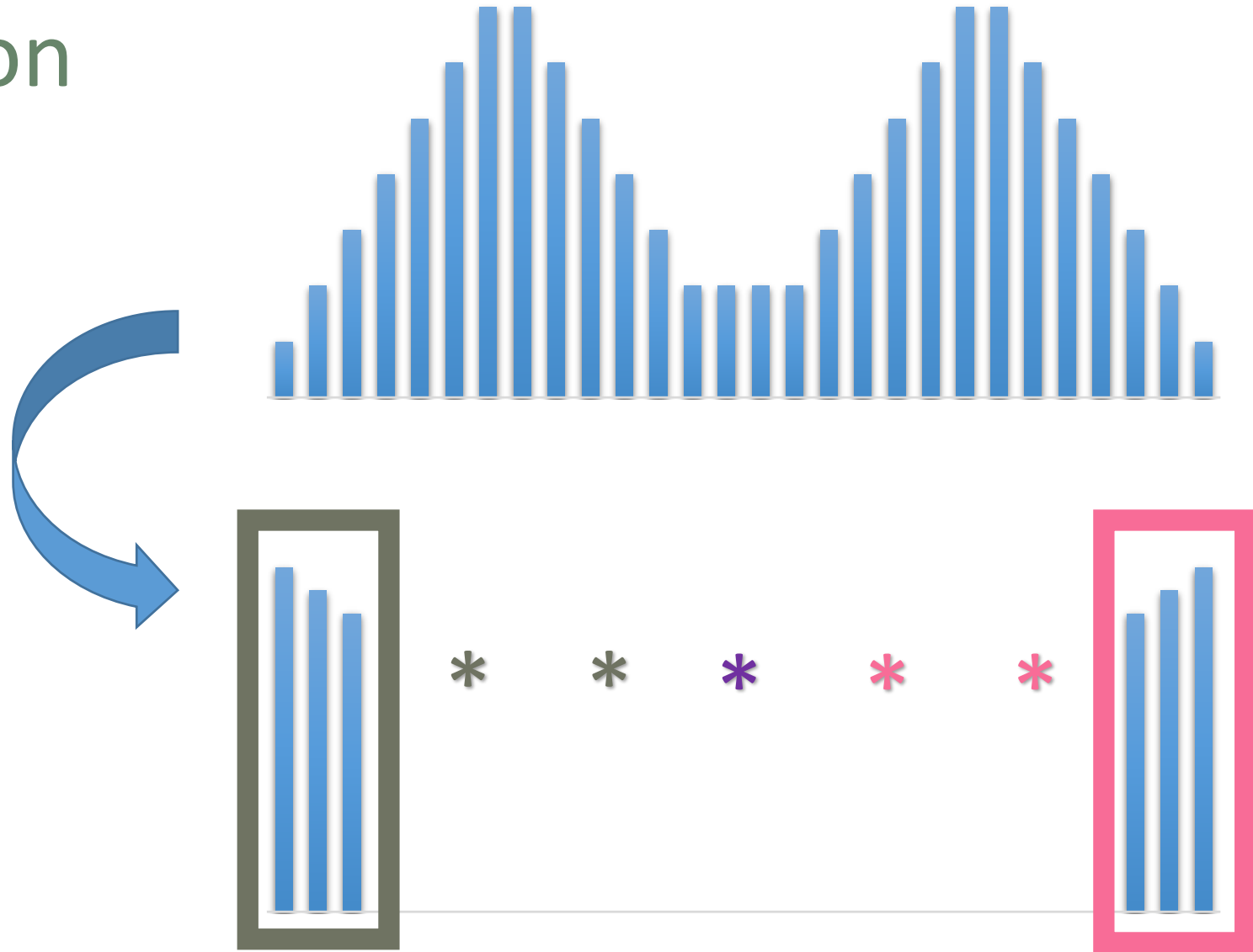
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Other Aspects...

- Spread of disinformation
- Cyberbullying
- “Once it’s out there, it’s out there...”
- Selling of Personal Information
- “If something is free, YOU are the product”
- Radicalization
- Posts with moral outrage get 17% more engagement

National Consortium for the Study of Terrorism and Responses to Terrorism. (n.d.). The use of social media by United States extremists. Retrieved from [PDF link](#).

Brady, W.J., Wills, J.A., Jost, J.T., Tucker, J.A., & Van Bavel, J.J. (2017). Emotion shapes the diffusion of moralized content in social networks. *Proceedings of the National Academy of Sciences - PNAS*, 114(28), 7313–7318. [DOI link](#).

Mental Health

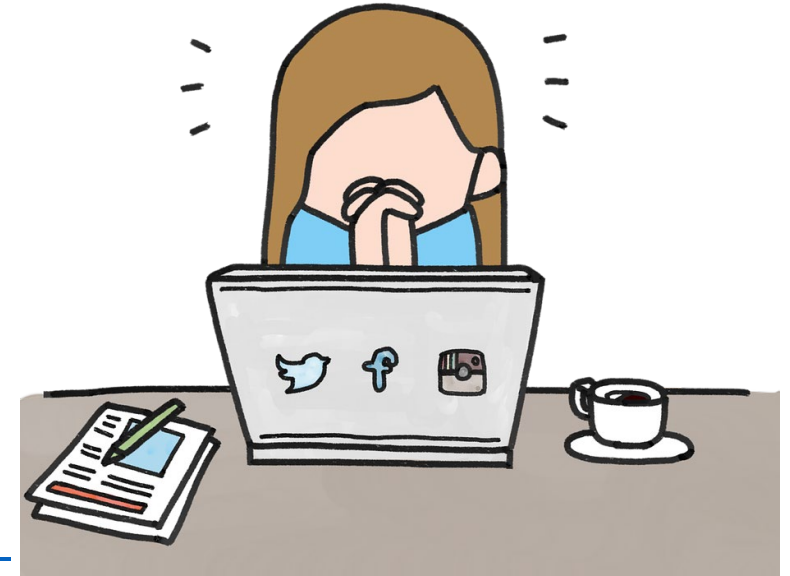


Image on Pixabay © [ijmaki](#)

Keles, B., McCrae, N., & Grealish, A. (2020). A systematic review: the influence of social media on depression, anxiety and psychological distress in adolescents. *International Journal of Adolescence and Youth*, 25(1), 79–93. [link](#)

Marino, C., Gianluci, G., Vieno, A., & Spadam M.M. (2018). The associations between problematic Facebook use, psychological distress and well-being among adolescents and young adults: A systematic review and meta-analysis. *Journal of Affective Disorders*, 226, 274–281. [DOI link](#).

Vannucci, A., Flannery, K.M., & McCauley Ohannessian, C. (2016). Social Media Use and Anxiety in Emerging Adults. *Journal of Affective Disorders*, 207, 163–166. [DOI link](#). Twenge J., Joiner, T., Duffy, M., Cooper, B., & Binau, S. (2019). Age, Period, and Cohort Trends in Mood Disorder and Suicide-Related Outcomes in a Nationally Representative Dataset, 2005-2017 *Journal of Abnormal Psychology*, 128(3), 185.



Physical manifestations

- TikTok tics
- Dangerous social media challenges
- Forward head posture (“text neck syndrome”)
- Repetitive strain injury (“text thumb”)
- Sedentary lifestyle
- **Sleep disruptions**

Olvera,, C., Stebbins, G.T., Goetz, C.G., & Kompolti, K. (2021). TikTok Tics: A Pandemic Within a Pandemic. *Movement Disorders Clinical Practice*, 8(8), 1200–1205. [DOI link](#).


Hull, M., & Parnes, M. (2021). Tics and TikTok: Functional Tics Spread Through Social Media. *Movement Disorders Clinical Practice*, 8(8), 1248–1252. [DOI link](#).

Atherton, R.R. (2021). The Nutmeg Challenge: A dangerous social media trend. *Archives of disease in childhood*. 106(5), 517-518,

Khattak, S., Gul, M, Kakar, H.A., Ullah, G & Bahman, M.U. (2019). The cost of long-term use of smart phones in the form of text neck syndrome; a systematic review. *Rehman Journal of Health Sciences*, 1(1). 3-5/

Skukla, M., Jain, S., & Rajput, M. (2020). Daily excessive use of smartphone, leads to exaggerated hand symptoms among university students as check by Boston Carpal Tunnel Questionnaire: A cross-sectional study. *International Journal of Physiotherapy and Research*, 8(4), 3547-3553.

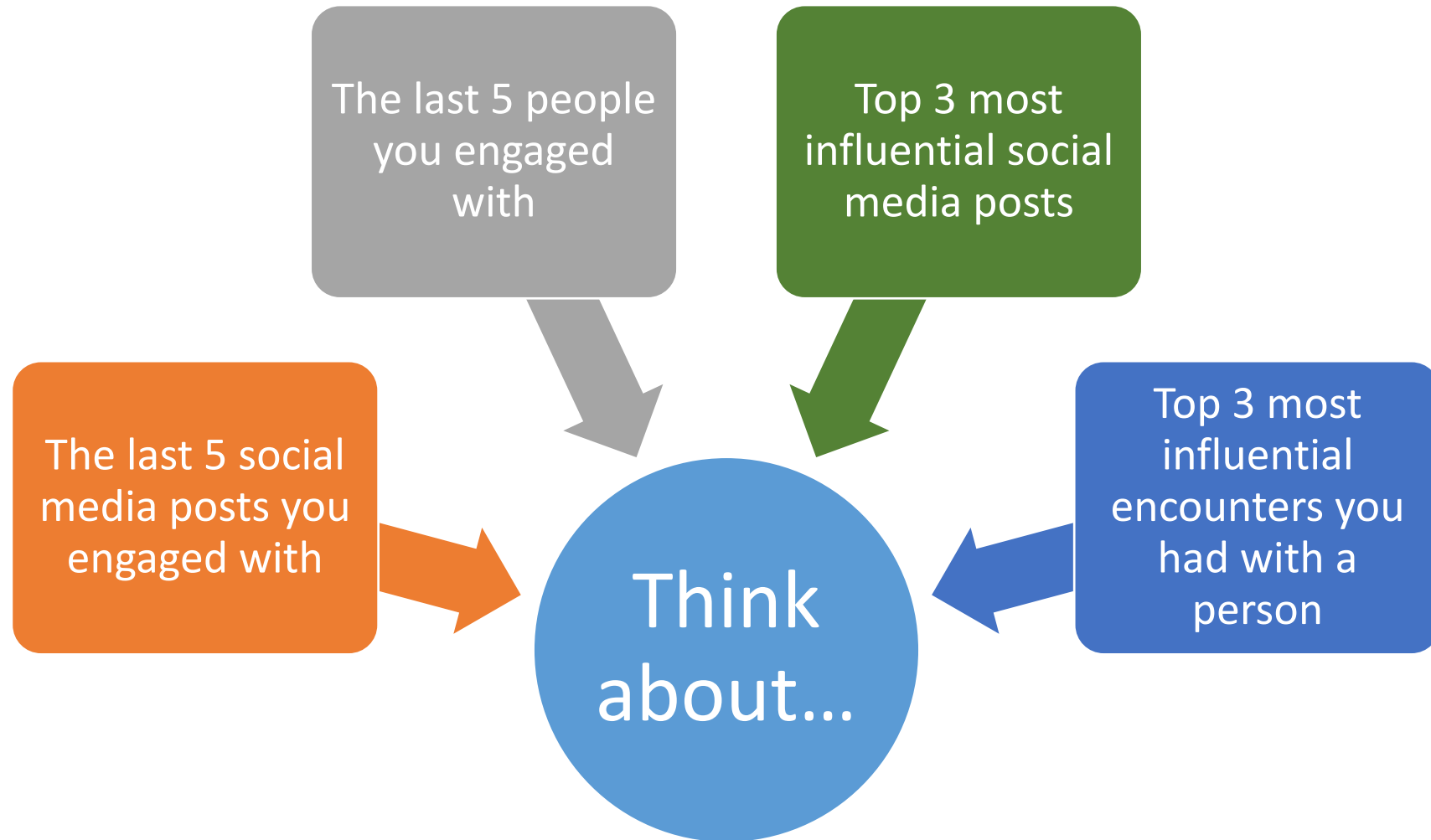
Alonzo, R., Hussain, J., Stranges, S. & Anderson, K.K. (2021). Interplay between social media use, sleep quality, and mental health in youth: A systematic review. *Sleep Medicine Reviews*, 56, 191414.

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“If there were a legal drug that was created with the same effects [as social media], it would be banned by now.”

– Sam Vaknin

Social media vs. interpersonal connections



Focusing more outreach on in-person (or virtual in-person)



Questions?

