

Social Media Resignation the Only Way to Protect User Data and Restore Cognitive Balance, a Literature Review

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Abstract : The birth of the Internet and the rise of social media marked an important chapter in the history of humankind. Often termed the fourth scientific revolution, the Internet has changed human lives and cognisance. The birth of Web 2.0, followed by the launch of social media and social networking sites, added another milestone to these technological advancements where connectivity and influx of information became dominant. With billions of individuals using the internet and social media sites in the 21st century, “users” became “consumers”, and orthodox marketing reshaped itself to digital marketing. Furthermore, organisations started using sophisticated algorithms to predict consumer purchase behaviour and manipulate it to sustain themselves in such a competitive environment. The rampant storage and analysis of individual data became the new normal, raising many questions about data privacy. The excessive usage of the Internet among individuals brought in other problems of them becoming addicted to it, scavenging for societal approval and instant gratification, subsequently leading to a collective dualism, isolation, and finally, depression. This study aims to determine the relationship between social media usage in the modern age and the rise of psychological and cognitive imbalances in human minds. The literature review is positioned timely as an addition to the existing work at a time when the world is constantly debating on whether social media resignation is the only way to protect user data and restore the decaying cognitive balance.

Keywords : social media, digital marketing, consumer behaviour, internet addiction, data privacy

Conference Title : ICHBBA 2023 : International Conference on Human Behaviour and Behaviour Analysis

Conference Location : Copenhagen, Denmark

Conference Dates : June 15-16, 2023