EXERCISE BOOK
CAHIER D'EXERCICES

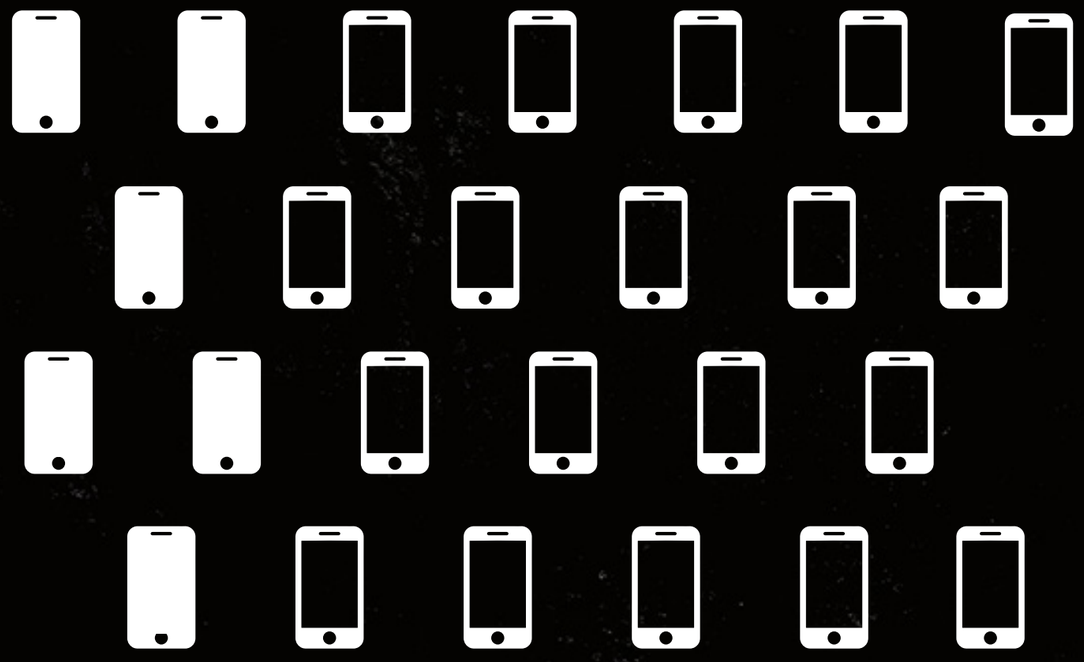
NAME/NOM alex perlin

SUBJECT/ SUBJET Social Studies

ASSEMBLED IN CANADA WITH IMPORTED MATERIALS.
ASSEMBLÉ AU CANADA AVEC DES MATIÉRES IMPORTÉES

ALWAYS ONLINE

We rely on digital tools more and more every day. Today, 73% of Canadians spend at least three to four hours Online each day.[1]



In the United States, one-fifth of Americans say that they “essentially never stop being online”[2]

ALWAYS ONLINE

Because digital tools are relatively new, we are only just beginning to understand how their use affects us, both as citizens and on a social and psychological level.

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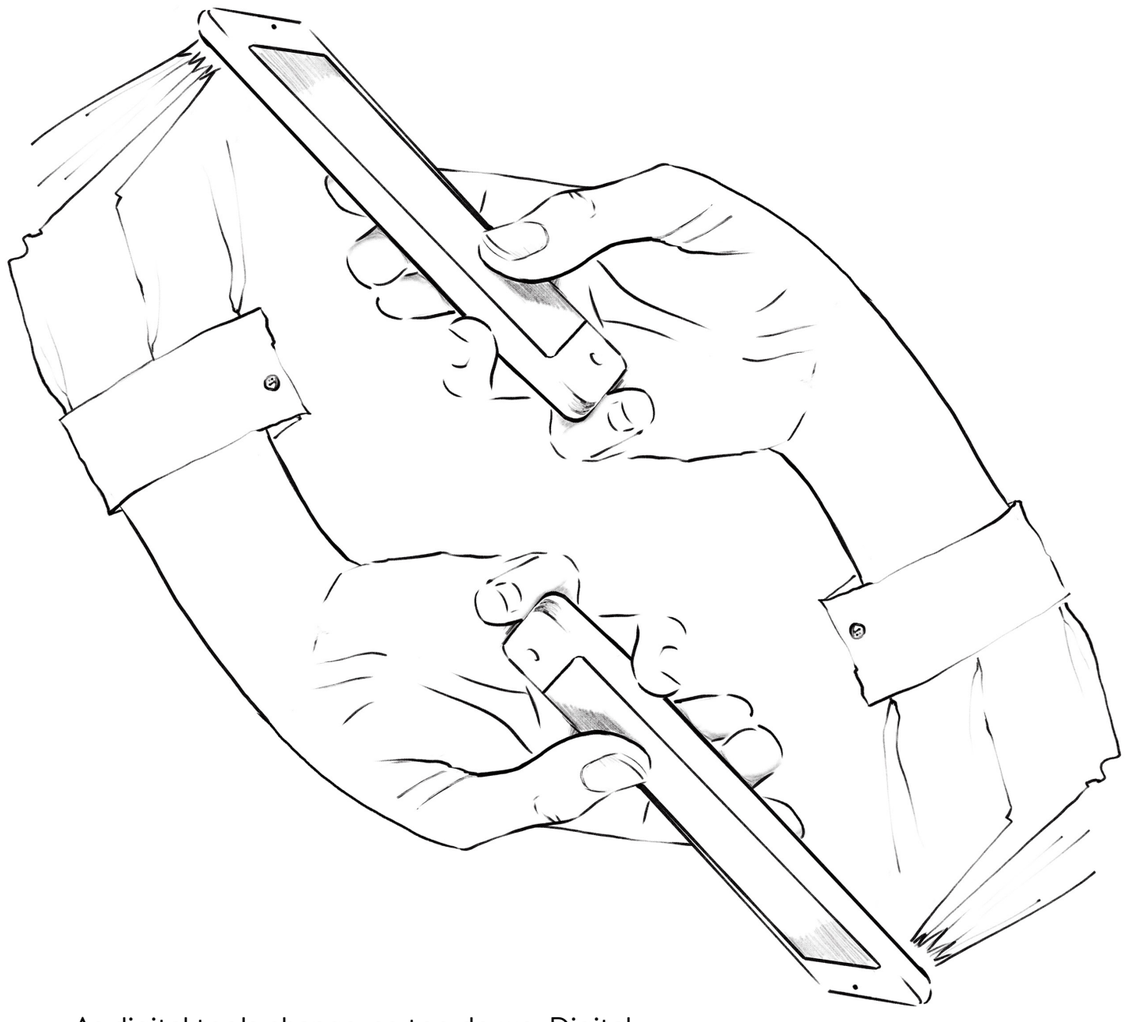
WE SHAPE OUR TOOLS AND THEREAFTER THEY SHAPE US

JOHN CULKIN

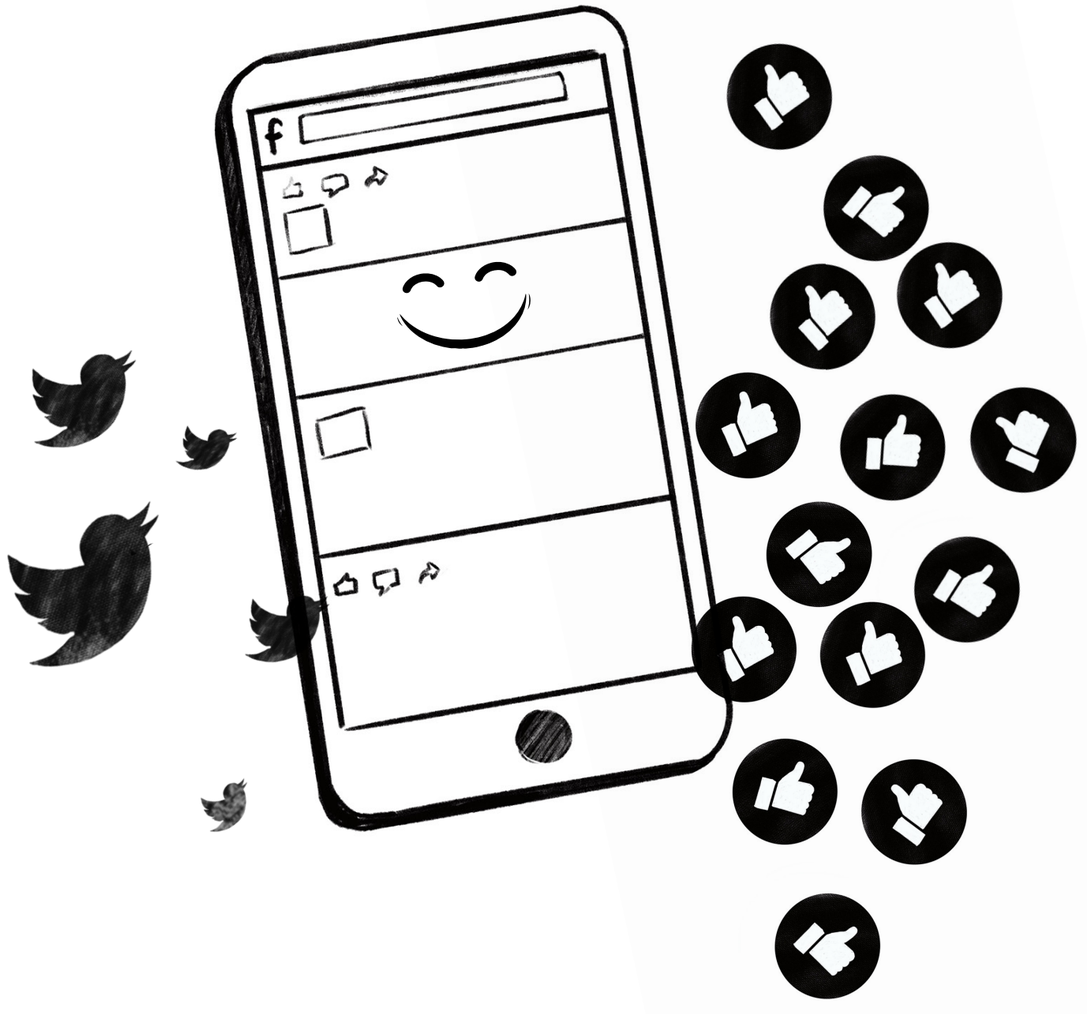
SHAPED BY OUR TOOLS



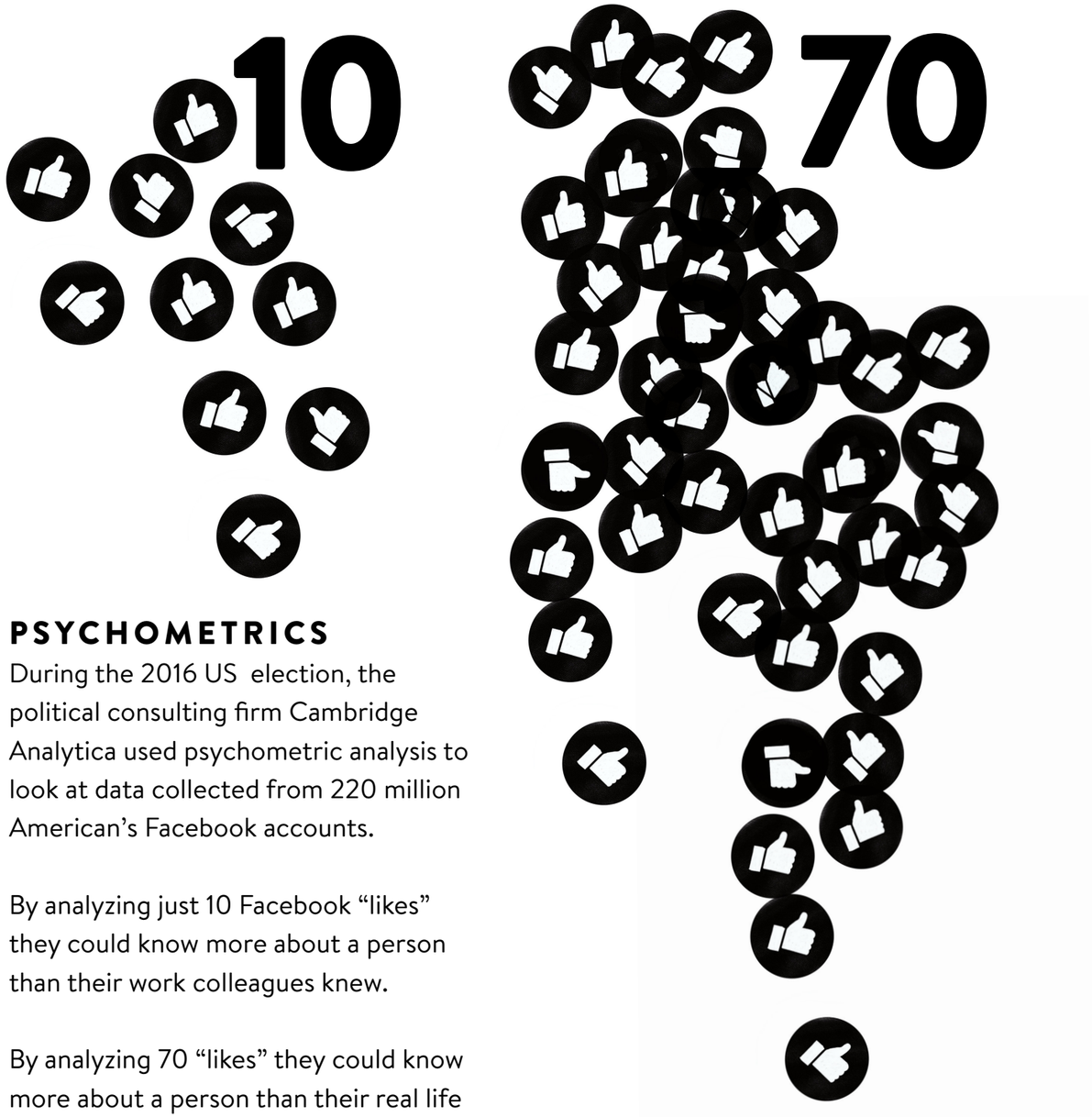
As digital tools change, so too do we. Digital technology has changed the way we learn, play, communicate, and navigate the world around us. It's important to recognize some of the risks associated with using digital technology, so that we can begin to seek out ways to protect ourselves from some of its more harmful elements.

AN INVENTORY OF INTERNET EFFECTS

Some of these elements have developed on their own, as consequences of our reliance on technology. But some of these effects have been knowingly driven by big tech companies. The following pages outline just a few of the ways in which technology is changing us emotionally and socially.[2]



PSYCHOLOGY: YOU ARE WHAT YOU LIKE



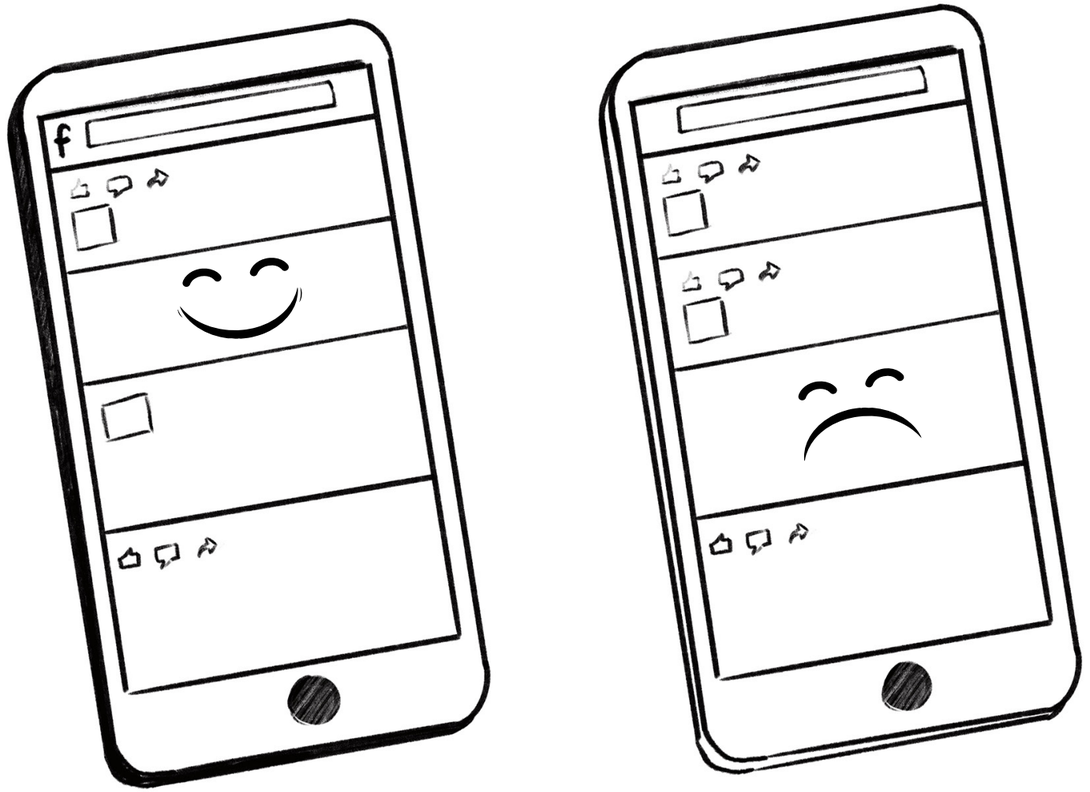
PSYCHOMETRICS

During the 2016 US election, the political consulting firm Cambridge Analytica used psychometric analysis to look at data collected from 220 million American's Facebook accounts.

By analyzing just 10 Facebook "likes" they could know more about a person than their work colleagues knew.

By analyzing 70 "likes" they could know more about a person than their real life friends knew.[2]

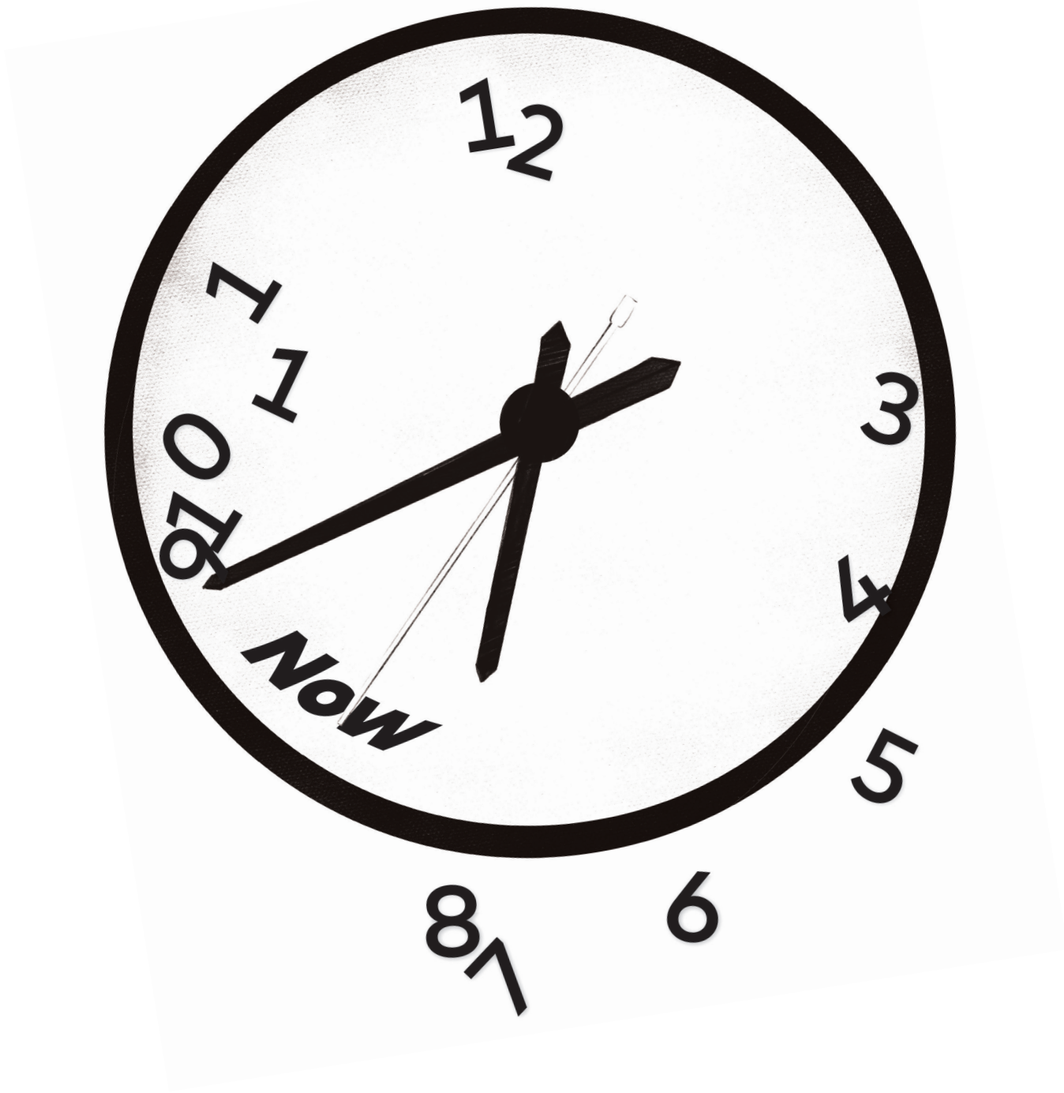
THE POSITIVE VS NEGATIVE NEWS FEED EFFECT



EMOTIONAL CONTAGION

Facebook conducted a controversial study on 689 000 user's news feeds to determine whether they could influence users' moods. By filtering news feed to show either positive or negative content, Facebook determined that emotions are contagious. Users with the positive news feed reacted by posting more positive news of their own, while users with negative emotional content in their feeds responded with negative content.[3]

TIME SLIPS AWAY: THE VAST NOW



PRESENTISM

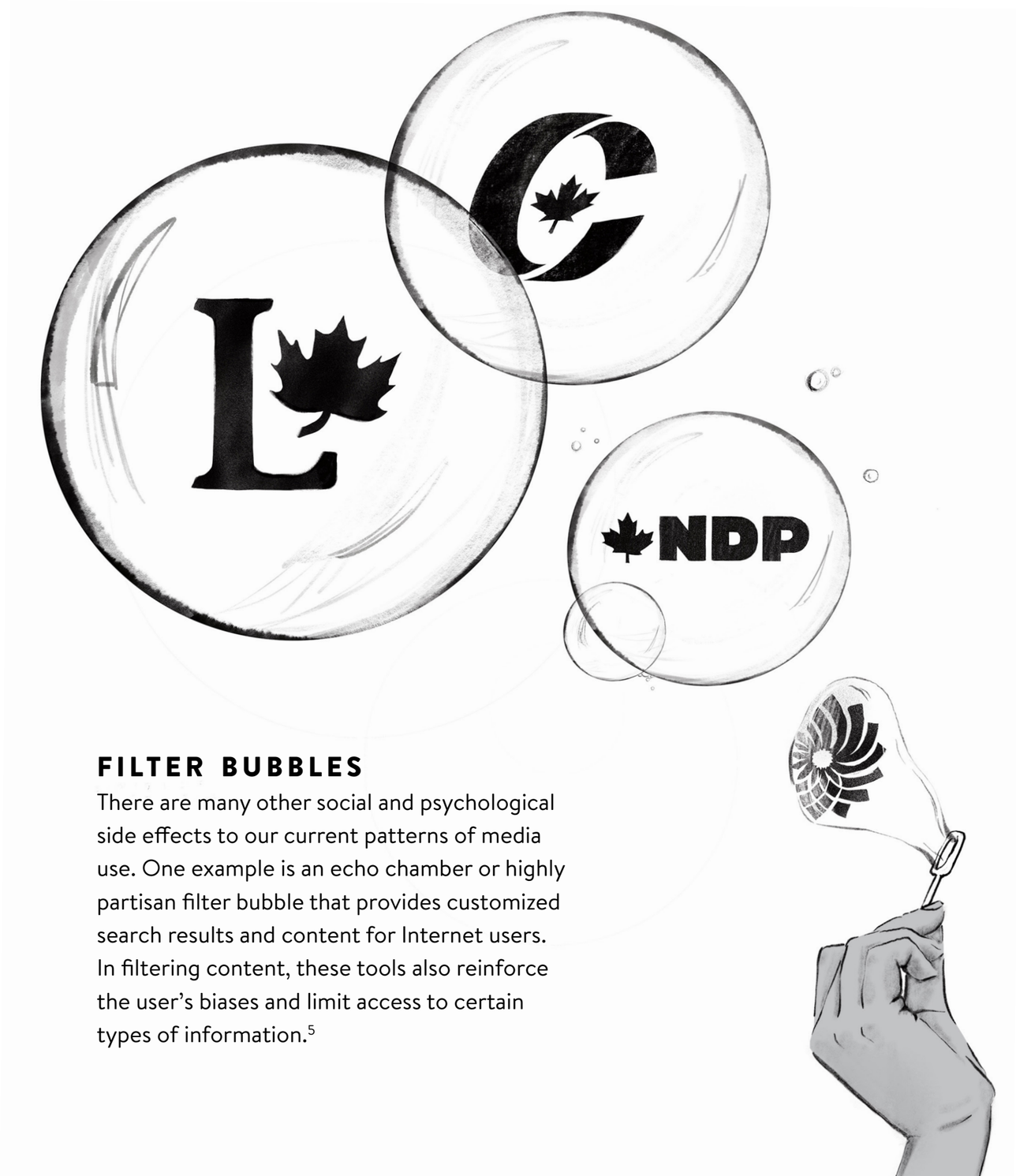
Presentism takes place when we find ourselves caught in an endless scroll or constantly refreshing our Instagram feeds or Facebook timelines. When we experience presentism, we lose our grasp on the significance of the past or future, focusing instead on an all-encompassing sense of now. Singer and Brooking write that, “Serious reflection on the past is hijacked by the urgency of the current moment; serious planning for the future is derailed by never-ending distraction.” [2]

ALL AT ONCE AND AROUND THE GLOBE

NEW FRONTIERS FOR FAKE NEWS

And while we focus on the immediate, we are also being bombarded by information from around the world. While global communication can have profoundly positive effects, it also exposes us to communication that aims to interfere with our democracies and civic lives.

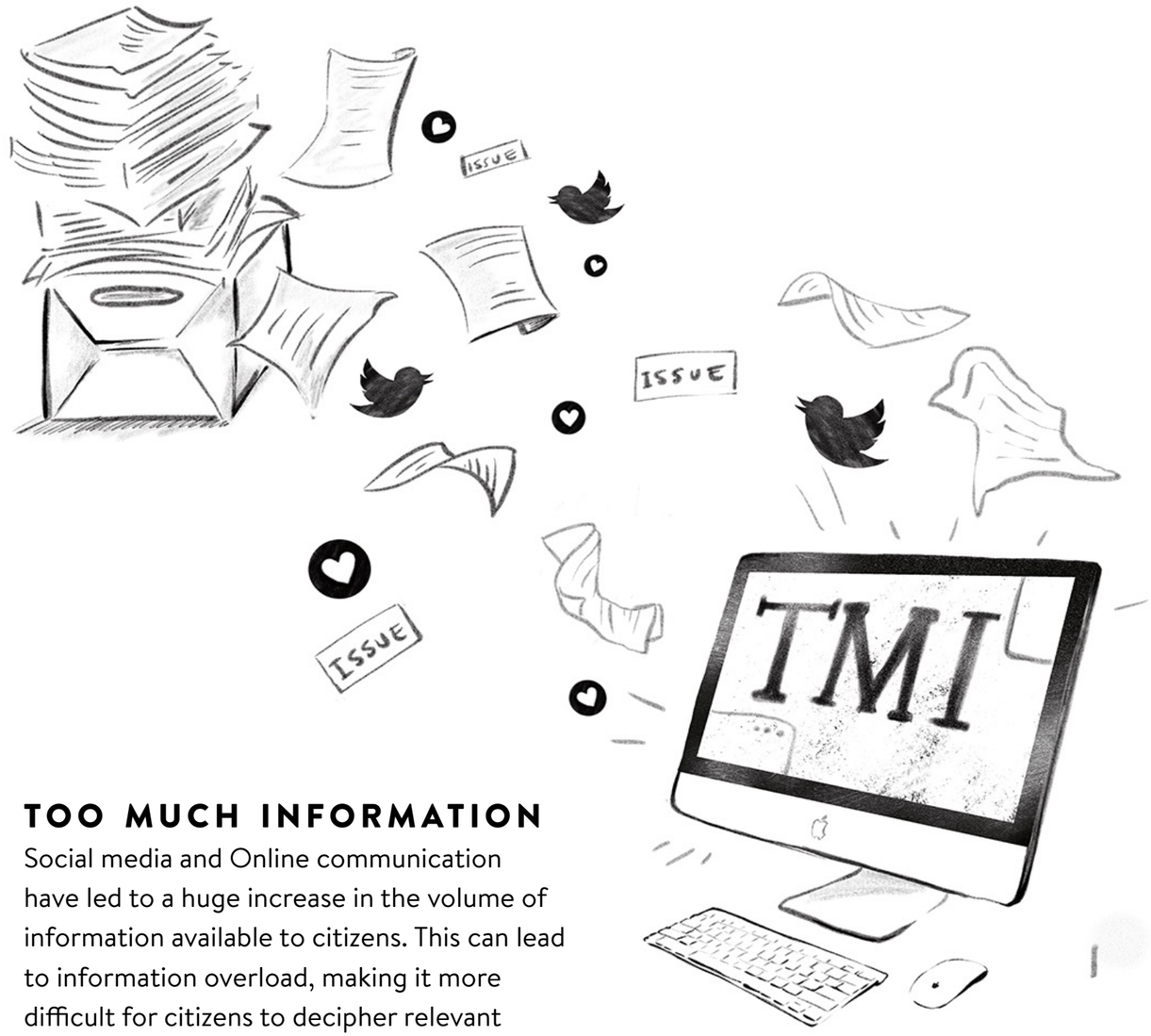
For example, in the lead up the 2016 US presidential election, Veles, Macedonia, a town with a population of just 55 000 people, became the registered home of over 100 pro-trump websites. The sites propagated fake news stories and made healthy profits for these young, tech savvy Macedonian authors, while posing as American citizens and media sources.[6]



FILTER BUBBLES

There are many other social and psychological side effects to our current patterns of media use. One example is an echo chamber or highly partisan filter bubble that provides customized search results and content for Internet users. In filtering content, these tools also reinforce the user's biases and limit access to certain types of information.[5]

MEDIA CONSUMPTION: ADDITIONAL CHALLENGES

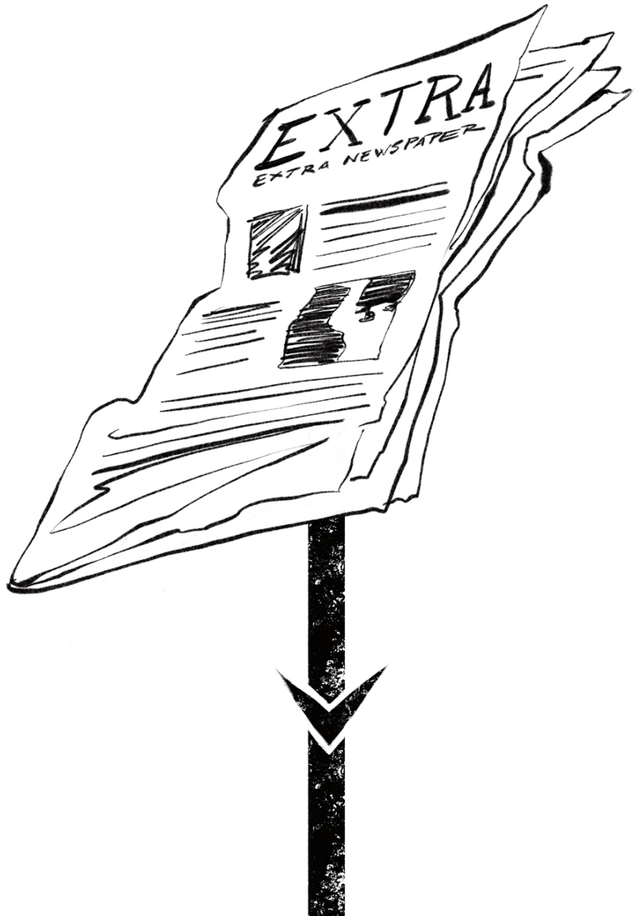


TOO MUCH INFORMATION

Social media and Online communication have led to a huge increase in the volume of information available to citizens. This can lead to information overload, making it more difficult for citizens to decipher relevant information about important issues.[5]

NEWSPAPERS IN DECLINE

Newspapers and traditional news outlets have acted as gatekeepers to quality information, but readership is in decline. Meanwhile, more and more people are getting information from less credible, online news sources.[5]



MEDIA CONSUMPTION: ADDITIONAL CHALLENGES

SOCIAL DISTORTION

Social media can create distortions in our understanding of issues and political events, by presenting users with inaccurate or incomplete information.[5]

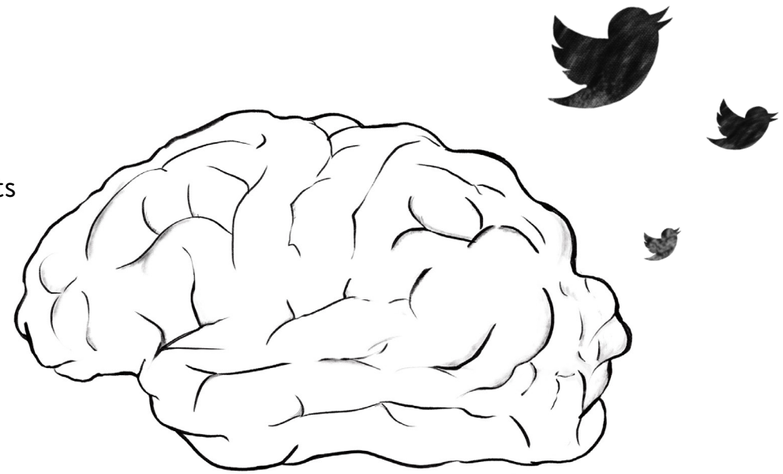
MEDIA CONSUMPTION: ADDITIONAL CHALLENGES

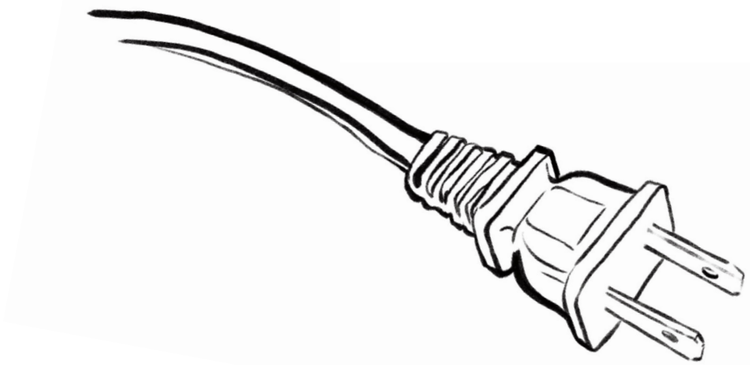
BAD ACTORS

There is an increase in the spread of intentionally misleading information online, created by trolls, international agents, and profit-driven media companies.

HOW DO WE COMBAT THESE ISSUES?

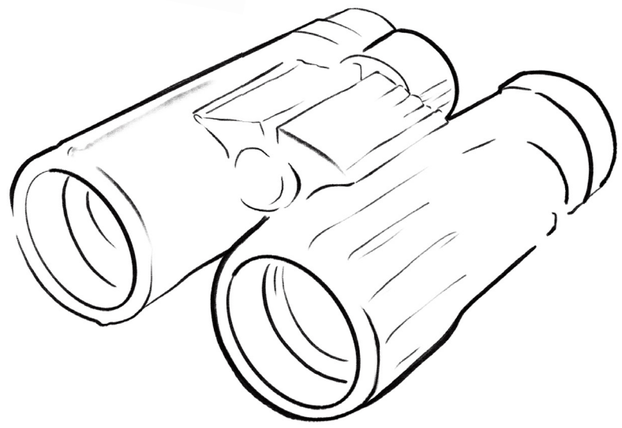
LEARN about how social media use impacts mental health.





UNPLUG or monitor the amount of Internet and social media consumption.[2]

SEEK OUT legitimate news sources and be critical of the content that we consume.[5]



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