

SOCIAL MEDIA AFFECTING MINDS AND MONEYBAGS

By

Jannatun Naima Tushi

Student ID - 18103040

A thesis submitted to the Department of Department of English and Humanities in partial fulfillment of the requirements for the degree of Bachelors of Arts in English

Department of English and Humanities

BRAC University

April 2022

©2022. Brac University

All rights reserved.

Declaration

It is hereby declared that

1. The thesis submitted is my/our own original work while completing degree at Brac University.
2. The thesis does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Jannatun Naima Tushi

Jannatun Naima Tushi

ID - 18103040

Approval

The thesis titled “Social Media Affecting Minds and Moneybags” submitted by Jannatun Naima Tushi (18103040) of Spring, 2018 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Bachelors of Arts in English on 30th April, 2022.

Examining Committee:

Supervisor:

(Member)

Anika Saba

Senior Lecturer, English & Humanities

Brac University

Departmental Head:

(Chair)

Firdous Azim.

Head of Department, Department of English and Humanities.

Brac University.

Abstract

People have become so much dependent on technologies and social media nowadays. Like every other factors, it has also affected their lives in two different ways. Some have consumed the positive impacts and some had negatives. But most of the cases depict that the negative sides attract humans the most. Though social media has created a large platform to showcase talent or learn, mostly people are interested in the version that had driven them to losses. It can be a loss in mental health; it can be a loss in financial facts. Unfortunately, we can observe the growth in these kinds of cases. I will be discussing that social media has affected the human minds and created a hoax for unnecessary expenses, which is becoming an issue globally and locally. By analyzing the foremost infrastructures and responses from different writers and research reports, I have tried to identify the key factors of this process and its solutions.

Keywords: Social media, Media, Unnecessary expenses, mental health.

Acknowledgement

I would like to thank my supervisor Ms. Anika Saba from the bottom of my heart, as this thesis would not have been completed without her contributions. Her guidance, dedication and supervision have made this thesis work possible. I would also like to thank my parents for not giving up on me. Lastly, I would like to thank my faculties from BRACU ENH department. Their teachings have played an invisible but amazing role in this thesis.

Table of Contents

Declaration	ii
Approval.....	iii
Abstract	iv
Acknowledgement	Error! Bookmark not defined.
Table of Contents	vi
Chapter 1 : Introduction.....	1
Chapter 2 : Literature Review.....	4
Chapter 3 : Methodology	7
Chapter 4 : Analysis.....	10
4.i : Misleading Minds	10
4.ii : Cyberbullying	11
4.iii : Negativity on adolescence.....	12
4.iv : Unnecessary Expenses	13
4.v : Having Pets	14
Chapter 5 : Conclusion	16
Works cited	18

Chapter 1: Introduction

Social media started its way with some effortless stages. One of the oldest networking services was GeoCities. It started its journey in November, 1994, followed by Classmates.com in December 1995 and SixDegrees.com in May 1997. SixDegrees was the first online platform which was different from a regular chat client or messaging client. It was created for real people where they had to use their real names. This is extensively considered the very first social networking site. But this platform is no longer available now. In spite of this we have Facebook, Instagram etc. Among Americans, more than half of the population believes in the negatives of social media. According to a survey of U.S. adults that took place in July, the percentage of these people is nearly 64%. Only 0.1% of Americans have highlighted the helpful sides of social media and a quarter of them are neutral about its contributions in the present world. While comparing with the old Americans, the young generations believe more in the positive sides of social media in spite of the bad sides that are completely visible in the country right now.

Teens seem to be benefitted from social media the most as it develops their social networking area. Also, it keeps them connected to their classmates as well as distant friends and family. It also serves as a means of expressing one's creativity. According to the Common Sense Media research, more than a quarter of teenagers have said that social media is 'very' or 'very' important for them in order to express themselves artistically. There are definitely some threats that one needs to be aware of. According to a poll conducted by Common Sense Media, 13% of teenagers had experienced cyber bullying at least once. In addition, social media can be a doorway to inappropriate information such as violent pictures or pornography. Nearly two-thirds of social media users have claimed that they have frequently or sometimes had to face racism, sexism, homophobic activities, or religious-based hate materials in social media.

According to a study, 15% of those aged 18 to 29 believe social media has in general a positive impact on the way things are going in the country today, compared to only 8% of those over 30. Americans aged 18 to 29 are also less likely than those aged 30 and over to believe that social media has a mostly negative influence on their lives (54 percent vs. 67 percent). This is not the only one scenario regarding this. There are also some Cases of bullying and harassment. Cyber bullying is a widely known phenomenon nowadays and there is much research and some of the researchers say that 59% of the teenage community are being harassed online and bullied. These researches also say that most of the people who are harassed online are teenagers. The teenagers are also accusing the teachers, telecommunication sectors and politicians that they are not able to recognize the problems and take necessary steps to stop these online bullying problems. Some of the problems are so severe but one of them is calling names online. Most of the time it gets so much distressing that 42% of the youngsters are stating that they are suffering from mental distress while people are abusing them and calling them by unpleasant names, either online or by phone calls they are receiving these kinds of disturbing gestures.

There is a new term recognized recently which is window shopping. People like to go through their homepages and feeds containing different eye-catching things and events. As a result it makes them feel that they have an incomplete lifestyle. According to the studies, the explanation may be anything they saw on social media, such as ostentatious garments or vacations. Consequently, 57 percent of respondents claim they spent money they hadn't intended to spend which is ultimately a pure wastage of money. However, advertising and the "fear of losing out" on a new item, trend, or experience, plays an active role in convincing one to splurge. Social media has made every possible way to make sure to make people successfully stand out with the trendsetters. In recent times, it has been known that Facebook has generated \$39.9 billion of profit from only the advertisements. Instagram has introduced

a new feature lately. Instagram Shopping is that new feature that allows users to see product descriptions and prices. Other social media companies, such as Facebook and Twitter, allow their users to make payments directly from their websites or apps.

These platforms arrived during the 21st century. At the very beginning these platforms were not recognized by people. Gradually, people have recognized it and the new added features made it more famous among the users. And now these platforms are everyday being updated with new features so that the users find it more interesting. Some social platforms have options for gaming, online videos, online shopping etc. These features have been added to social platforms so that it becomes more interesting to them, at the same time they find a lot of features at a single platform. The goal was to make it handy for them. But unfortunately, it became an addiction to them. This is ultimately damaging their mental health and also it costs them heavily. During the research, I have found some mind storming numbers regarding how many people have become victims of this addiction. In my thesis, I will be discussing on the points key points that depressingly affect the social media users mostly which are-

1. Misleading minds
2. Cyberbullying
3. Negativity on adolescence
4. Unnecessary expenses
5. Having Pets

Chapter 2: Literature Review

Social media has been playing tricks with human minds for a very long time. Trending topics are a must to follow. Social media users, especially youngsters have been seen following the trend more. Every month or few weeks, the youngsters are seen following new trends created by the influencers or media stars they follow, forgetting the old ones. They seem to be obsessed with following trends as that showcases how much updated they have been or trendy they are. But sometimes these trends can be proven harmful for them. These trends are not only creating a source of time wastage, but also putting a question on the safety of the followers' lives sometimes. There are some trends which are useful or productive, but most of these have been just causing a huge waste of time. Some of the followers are following trends because they also wish to be famous as their influencers. Fame would bring them money as well. But at the end of the day they end up losing a lot of precious times and sometimes hurt themselves too. In the book "My brain has too many tabs open", the author expresses "More than draining our IQ, splitting our focus and reducing our productivity and multi screening habit is robbing us of the experience of being really fully present in anything we are doing" (Goodin 99). Nowadays not only the youngsters, but also the adults are seen having the same disease of keeping up with the so called trendy social media. People are gradually losing their skills over a lot of things just because they have started wasting their time by involving themselves in social media platforms instead of utilizing it with something productive or creative.

In a thesis paper titled "Bullying among teenagers and its effects", it has been addressed "...cyber bullying is linked to psychological harm and suicidal thoughts or suicide among victims. It increases anxiety and emotional distress and in certain cases it results in self-mutilation as the victim tries to relief pressure or as a way of coping with this harassment against them (Kessel et al. 2008, 172). Cyber bullying is not only a

matter within the teenagers, but also the adults face it while their regular day to day life on social media. Cyberbullying can be various types, it can be body shaming, it can be racism or it can be making others feel inferior about money. But either of these breaks the self-confidence of the bullied person. Depression, sadness, anger issues are considered so common recently because bullying has been seen as a normal social activity. But only the victim can explain how much emotional and mental damage it can cause. A lot of people suffer from depression for cyber bullying; suicide cases are not unusual as well.

“Cyber bullying in many cases is also linked to substance abuse among the youth, they tend to perceive the use of alcohol and cigarette as a stress management strategy. Alcohol abuse has been associated with bullying; both the bully and the victim have been found to drink too much, smoking also is one of the substances abused by the youth. The victims might be forced to take alcohol or smoke in the process of bullying” (Vieno et al. 2006, 393). It shows how much mental trauma that child had to go through because of some of her friends. They did every possible deed in order to make her feel inferior and they were successful as well. According to a research with a title “A majority of teens have experienced some form of cyber bullying” conducted in the US, bullying is responsible for at least half of all suicides among young people. It also addresses that around 35% of girls receive explicit pictures and 24% teenagers get physical threats online. Even their parents are worried about them. 39% girls and 26% boys have gone through the outcomes of false rumors which have been spread out of nowhere (Pew Research).

In the magazine *Discover*, an article titled “Why Is Online Shopping So Addictive?” we have been informed that “Today, surveys suggest 6 percent of Americans (many of them younger people) struggle to control their spending, and that many prefer to buy via the internet” (Cottier, 2021). A lot of individuals have started using the social websites and applications in

order to get food, home supplies, and other items during the beginning years of the pandemics; they would normally buy from the local stores or malls in person. Our phones and PCs were transformed into hygienic commerce shelters. However, for some other people, internet buying is more like a destructive practice rather than buying from the shop in person. This fact is somewhat true. Even in our country, a lot of shopping sites have been introduced; Facebook and Instagram have their own marketplace. New and unique products are brought and showcased to the users of these platforms. People nowadays not only buy their necessary regular things, they also buy those unique but unnecessary products from those shopping sites. These have become an obsession for them. Especially after the Covid breakout, people have become more dependent on online shopping. This is definitely a positive aspect during this situation, but it had in fact negatively affected the consumers. This had put their business at the peak of success. They also offer discounts and free gifts which creates restlessness among the consumers as they keep the offer valid for a few days. As a result, people end up buying unnecessary things or extra products that could be bought later. Studies show by the research conducted in the UK that the shoppers in the UK feel guilty or sad as they spent a lot of unnecessary money on online purchases and the ratio is 37% (UK Rehab). Even they are known to fall under debt just to fulfill their shopping demands. Nearly 85% of them have been seen falling under this category (UK Rehab). This addiction of online shopping is leading them to buy a lot of unnecessary things that they may never even need. In the UK, there are over 24% people who have bought things that they have never even touched (UK Rehab). But they spend a lot of money on those. As a result, people have been wasting their money since online shopping has become a trendy thing on social media platforms.

Chapter 3: Methodology

The studies are based on qualitative data gathered from the primary and secondary sources.

The research will mostly focus on the major and minor drawbacks of the active involvement in social media. The goal of this study is to determine, in a broad sense, how social media users perceive social media platforms in terms of the time waste and impact on their personal and professional life. It will also discuss how much they can recognize the issue and how they can overcome this addiction. Moreover, there will be an argument over the ratio on the negative and positive impacts.

I will be discussing two theories “Media Framing” and “Brainwashing” in further discussion.

Media framing is a process of describing any problem in a newspaper or television news report with only one point of view, covering the other one. This is basically the angle of perception from which a news story is conveyed. The stories are commonly assumed to be objective and value free, but recently the value has changed. Framing has been explained as “a scattered conceptualization” by Entman where the previous researches had relied on context-specific terminology and lacked precise conceptual ideas (Scheufele, 103). This framing theory was addressed as a shared knowledge that may aid in the formation of framing as a research standard (Scheufele, 105). Media stories are no longer accurate representations of reality. In fact, it has evolved into a reformed representation of a little segment of reality from several diverse perspectives. Clearly, the storytellers are not lying or purposefully twisting the facts. They are, however, trying framing by focusing on certain back stories or employing only a few special sources from a specific perspective. As a result the stories are getting constructed through a selective process. While propaganda, often referred as gatekeeping, determines what a broadcaster will or will not show, the frame is the broad perspective through which the numerous tales are addressed after they have been reported. In the era of social media, this form of framing has been seen a lot lately. Multiple

aspects, including dominant philosophies in civilizations and what will be commonly referred to as "common sense," might impact how frames are produced. The media framing term is so strong that it can even create scenarios like legalization of drugs. It is so powerful that it is even able to show scholarships abroad as allowing the illegal immigrants with expenses in their countries. This media framing theory can be linked with the term Meta coverage. The term "metacoverage" refers to the stories which are granted as self-referential observations by political strategists and journalism by media stories. De Vreese and Elenbaas have introduced the term metacoverage (Aalberg et al., 168).

Brainwashing is the process of persuading someone to embrace major different views through systematic and frequently coercive techniques. However, society does not follow the forcible means, but it has been able to brainwash people actively. It is common to observe on social media platforms that someone posts something bizarre or indecent, and others enjoy it and start a trend by reposting it as they see fit in order to acquire a lot of attention and popularity. Wertham has criticized the sexual and violent content of comic books as these had gone too far. He commented that the generation has been dealing with mental health and the responsibility of their mental health has been in the hands of immoral persons for too long, but their only interest is greed and financial gain (Beck). We may see such articles repeated in our news feeds from many sources, occasionally edited, but more frequently just published again or shared. The structure of our brain is affected by this repetition and it is becoming more convincing. Our brains are incredibly intricate and inventive. It can easily come up with rationalizations for almost anything. It makes one get along with the craze as well as accept that accordingly so that it can remain sorted. In this era of technology and social media, advertisements and social media stories are used to capture our whole attention in order to affect our thoughts secretly and successfully. Facebook, Instagram, SnapChat, Twitter and a

lot of other websites are competing with each other so that it can have all of our attention and ultimately manipulate us accordingly.

In this thesis, I will be focusing on how the social media platforms are framing stories and influential posts that manipulate the thoughts of the users. I will also be discussing how the fame and following trend has been brainwashing the users in order to engage themselves solely into the media platforms. Moreover, I will be focusing on the facts on media framing and brainwashing aspects on social media which is used to lead people towards unneeded expenses. Finally, there will be brief discussion on social media manipulating the thoughts about spending time and even money after social media platforms, especially which include shopping features.

Chapter 4: Analysis

i) Misleading minds

At present, social media is being used by people a lot. Any person with an electric gadget tend to spend a lot of times using social media. As social media engagement, people use Facebook, Instagram, Tiktok, Youtube etc. where they follow various celebrities and influencers. These celebrities or influencers have become massively influential to people only through their words or simple actions which becomes trend later on. This trend can be forwarding a hash tag or making videos by doing hook steps in Tiktok. A trend must be something that develops a change which might be good. But the trend in social media has a completely different definition. These do not create any change. Here following trend means only imitating their favorite celebrities. The celebrities may upload any video out of their boredom and the followers make that trending by doing actions the same as them. These are not always safe. Yes, there are always something positive to learn from everything. There are Facebook groups, Youtube channels, Tiktokers who make educational and logical videos. Trying them out would help the users to learn something new and helpful. But most engagements can be considered as wastage of time as they do nothing with learning or helping mental health. Even there are a lot of trending topics which are not real. Here we can see a practice of fake news which spreads really fast.

The practice of fake news is mostly seen in cases of politics or social media marketing. In Spain, however, increased political polarization has a more visible influence on false material and misinformation activity on this social network than other themes. The majority of the examples which is around 9 out of 10 deal with criticism of the government, political representatives, or parties themselves, both in terms of economic and health management, and especially in regard to COVID-19 (López, 79). This is practice is not only in Spain, this

can also be seen in our country. Even sometimes the news articles tend to frame an entire scenario and present it in a way as if the political parties have been doing the good. As a result, the citizens have been misled for a long time.

ii) Cyberbullying

Making memes of the newest things is the new trendy thing for this generation. The mechanisms that influence a meme's reproductive success include diversity, alteration, competition, and transmission. A meme is a way of entertainment for the social media users. People find a fun factor in these memes. Usually these meme topics are related to the latest topics happening around us. There are even groups or pages which are only dedicated for memes. However memes make fun of a specific situation which may include persons. Memes are often made including those persons. As a result those persons get recognized by a lot of people who do not need to know them. People tend to throw unnecessary comments at those people who are in the memes.

Also, in the memes, we can see the inclusion of fat shaming, sexism, racism etc. Whereas the entire world is trying to get out of the sick ideas of racism, sexism, body shaming, the meme creators are showing up with vague jokes regarding these insecurities. Already there are a lot of people who discriminate according to these; the memes may trigger the social media users. There are a lot of people who already feel insecure about their body or color. The memes can be a source from which their insecurities become stronger. Because of the memes and mockery, the bullying gets to its peak.

There are people who harass people for no reason. These memes and mockeries become the versions of which they harass people through social media. Social media users have access to all these sections. As a result, some become the victim of bullying and some become the bully just to match up the energy of the trend going on known as memes. In 2001, it was

known from 51 percent of UK adults that they were bullied through the internet, basically by the internet users. Basically during this time, the internet was actively involved in day to day lives. Facebook was founded in 2004, which has the most users at present time, and has the maximum cases of cyberbullying (Hunter, 8).

iii) Negativity on adolescence

These social media engagements are mostly inspired from the western culture. The western culture has a very different upbringing than the Asian countries. Because of social media engagements, the children get to know about the western culture and their environments. This is somewhat positive as they are introduced to the newest things they have never seen or heard about. This will definitely help them to enhance their educational proficiency.

However, the teenagers gather completely different experiences from social media.

Nowadays teenagers are more active on social media platforms than the adults. These teenagers are like mud, their minds can be molded according to whatever they find cool. In social media platforms like Instagram, Facebook, Tiktok, the children like to follow the western shows or cultures instead of their own culture.

At this present time, they may remember about the Halloween or Christmas celebration and its historical background, but they tend to forget the significance of 21st February or 16th December or 14th April, which is solely related to our own culture. In the 90s, the kids were so happy and cheerful with their outdoor games and a very little time with TV shows, where the options were so limited. But at the present time, even a child of 5 year asks for his own mobile phone, no matter if he knows how to use it or not. A great fascination in their mind about mobile phones or at least social media. Teenagers are seen to admire the cultural aspects and viewpoints of western culture which they get to know through the social media platforms. They find the freedom of activities and availability of a lot of things so fascinating

that are not even legal in our country. In spite of looking into the fact that those illegal things are dangerous for the human body, they only take into account that teenagers of their age are allowed to have weed or liquor or even stay in live-in relationships, but in our country those are illegal. These things have been framed in such a way that they are not able to see the negative outcomes of those, they can only see the short term fun kids are having of their same ages.

iv) Unnecessary Expenses

Advancement of technology has been coming out with the newest inventions that make human lives easier. We have to buy the necessary products regularly or occasionally. But a huge number of people do not have a lot of time to go to the shops by themselves and look for options they would like to buy. So they choose to look for those items online. There are a lot of online shopping sites where they can look for their options and even compare the price points. During the lockdown, online shopping has become much more famous than before. The consumers find choosing and ordering online easier than going to the market.

However, shopping online is becoming an addiction for the social media users. A lot of shopping pages and websites keep offers and discounts all around the year. The consumers have huge attraction for discounts and offers. Especially during festivals and special days, they offer up to 50% discount or BOGO offers. These drive the consumers insane and they buy a lot of unnecessary items just to avail that offer. But they hardly realize that they have been wasting their money falling in the trap of those offers. Again, because of these online shopping reliability, there are some dishonest businessmen who flee away with the money that was paid in advance.

According to Rajan Anandan, who is the Ex-Vice President of Google India, the online shopping business in India is developing so fast with approximately 147 million Indians

buying online in 2018, and is expected to rise exponentially to 210 million by the end of 2020 (Bavkar, 2). It shows how rapidly the online shopping sites have seen growth and the economy sees a huge profit. Though the economic improvement is within their own country, not every time the profit remains within it. The profit goes out of the country as well, and when it goes, it goes in a huge number. Besides, the profit may be caused to the country, but the mismanagement of financial planning causes issues to their own personal lives.

v) Having Pets

It is thought that having a pet animal might help you feel better. It's accurate to some extent. Many sites and business groups on social media platforms utilize animals to perform tricks and make charming emotions. Many viewers are drawn to the animals because of their innocence and sweetness. However, just like the few other aspects of social media platforms, it has been manipulating its users in order to have these innocent lives for personal gain. Many people take use of their affection for animals to boost the number of people who see their social media profiles.

In addition, some people provide inaccurate information regarding adopting or treating pets. As a result, those who care about animals find themselves paying money to the swindlers. Furthermore, many pet owners bring a pet only to play with it and show off to others on social media sites. They do not care about their health or even their eating habits. They usually see them just as a toy. As a result, pure spirits occasionally lose their lives or are imprisoned indefinitely. This is a common occurrence in pet stores, where cats, dogs, rabbits, birds, and other animals are housed in cages. They publish their photos and videos on social media, which entices consumers to purchase them. Finally, this issue leads to the most concerning one. Social media users are drawn to the gloss and fluffiness of well-groomed dogs or breeds from other countries, which are lacking in our local animals. As a

consequence, people only tend to acquire a pet that can be flaunted on Instagram, but they do not like local or stray animals, which may potentially be an Instagram icon if they were properly cared for. As a result, the stray animals are still homeless.

Again, these Instagram symbol pets require a lot of upkeep and are pricey to purchase.

Nonetheless, people buy them and try to feed them with their golden spoon. It eventually results in a needless financial outlay. However, individuals are prepared to spend that much money since their dogs are deserving of a million likes and will be admired by everyone on social media. A pet is like a child to its owner. They take care of it so much and keep them well groomed. That is what is shown in social media. The users get brainwashed with the sweet picture of having a pet, but forget to overlook the expenses and effort to keep a pet. Definitely keeping a pet is so helpful for mental health and also good for innocent life, but most of the users nowadays are having pets so that they could show it off in the social platforms, which sometimes even results into accidents for that naive animal.

Chapter 5: Conclusion

Social media is a part of daily day to day life at present. People have been using this every now and then. From the children to the adults, everyone is dependent on social media so much that now it has started to overpower them. Social media for us is defined by Facebook, Instagram, Snapchat, Tiktok etc. Basically the platforms that connect us with people we do not know or people known to us but live far. These social media platforms have affected the minds in such a way that the minds are now automatically drawn to these. It has been manipulating both the minds and moneybags by introducing newest features to the users. As there are different kinds of people on these platforms, deceitful people bring up a lot of situations or aspects that can be framed as negative stories which can ultimately be harmful for mankind. Also a lot of fake information is spread in the social media platforms that can mislead the users. Cyber bullying is another common issue that is seen a lot. It not only hurts the feelings of the bullied person, it also deforms the morals of the bully. Though recently few rules have been set against cyberbullying in order to stop it, it still has not entirely seen the sun of improvement. Even there are people who bully others on the basis of their appearances just to look cool, but are ultimately distorting their morals. This bullying issue is mostly seen among teenagers. Another negative impact it has been putting among these young users is to attract them to the dark sides of social media. Teenage time comes with massive curiosity and the social media comes up with the negative ones that create a forbidden attraction for these. The attraction is not only created among the teenagers, it is also created within the adults, though for a different thing, which is known as online shopping. Especially after the attack of Covid, people have been very much dependent on sites for shopping. The websites also utilize the engagement and offer discounts or BOGO that make the consumers add more products to the cart. They get a mindset that they are spending less with the offers. But actually it has compelled them to buy more stuff that they

might never need. The users also end up buying pet animals. Though helping an animal is great for both the animal and the owner, social media has manipulated the minds in such a way that they do not take pets to help them or provide a shelter for them. They take pet animals to showcase them in the social media in order to gather likes and fame with a lot of likes and shares. Also, having a pet animal is equal to having a baby which costs a lot of extra money. Yet people are willing to spend that much as their minds have been trapped around the likes and shares. There are definitely lots of positive aspects of these social media platforms, but the usage of social media has no more been only in the positive sides. It is not the platforms; it is the way people choose to use it. If the users see through the bigger picture and let not the framing jumble their minds, the social media will no longer be able to manipulate the minds and moneybags.

Works Cited

- Aalberg, Toril, Jesper Stromback and Claes de Vreese. "The framing of politics as strategy and game: A review of concepts, operationalizations and key findings." *Journalism*, vol. 13, issue. 2, 2012, pp. 168.
- Anderson, Monica. "A Majority of Teens Have Experienced Some Form of Cyberbullying." Pew Research Center: Internet, Science & Tech, *Pew Research Center*, 14 Aug. 2020, https://www.pewresearch.org/internet/2018/09/27/a-majority-of-teens-have-experienced-some-form-of-cyberbullying/?fbclid=IwAR1ouNoEum_CLa-iWYy-cfwb8j9DuLbdij2C0iA8YhJWOWdd6Uqlrjkv2Rk
- Alonso-López, Nadia, Pavel Sidorenko-Bautista and Fábio Giacomelli. "Beyond challenges and viral dance moves: TikTok as a vehicle for disinformation and fact-checking in Spain, Portugal, Brazil, and the USA" *Diposit Digital de Documents de la UAB*. June, 2021, pp. 79.
- Auxier, Brooke. "64% of Americans Say Social Media Have a Mostly Negative Effect on the Way Things Are Going in the U.S. Today." *Pew Research Center*, Pew Research Center, 15 Oct. 2020, <https://www.pewresearch.org/fact-tank/2020/10/15/64-of-americans-say-social-media-have-a-mostly-negative-effect-on-the-way-things-are-going-in-the-u-s-today/>
- Beck, Blake. "'I Don't Know Where My Boy Is!' Abduction and Brainwashing in Stranger Things." *Artifacts*, issue. 15, 2017.
- Cottier, Cody. "Why Is Online Shopping So Addictive? Can't stop going online and buying stuff you don't need? The urge to splurge is a constant temptation for many, and

COVID-19 stress has only fueled online shopping addiction.” *Discover*, 26 Mar, 2021, <https://www.discovermagazine.com/mind/why-is-online-shopping-so-addictive>

Goodin, Tanya. *My Brain Has Too Many Tabs Open*. White Lion Publishing, 2021.

Hunter, Nick. *Hot Topics: Cyber Culling*. Raintree, 2012.

Limo, Steven. *Bullying Among Teenagers and Its Effects*. 2015. Turku University of Applied Sciences. Bachelors' thesis.

Scheufele, Dietram A. “Framing as a Theory of Media Effects.” *Journal of Communication*, pp. 103. DOI: 10.1111/j.1460-2466.1999.tb02784.x

Shawn, Carterm M. “Social Media May Be Making You Overspend-and It's Not Just Because of the Ads.” CNBC, CNBC, 15 Mar. 2018, <https://www.cnbc.com/2018/03/15/social-media-may-make-you-overspend-and-its-not-just-because-of-ads.html?fbclid=IwAR1TE8aiRmQ9WNLep-7CtPqiDZ0KEIQspWdhnrpngLOKK1KiGqMQi0OyA>

S.S, Dr.Bavkar. “A Study of Consumer perspective towards online shopping.” *International Research Journal of Multidisciplinary Studies*, Vol. 5, no 9, Sep, 2019, pp. 2.