

GOING SOCIAL HAS AN ACTUAL CHEMICAL EFFECT ON OUR BRAINS...



Tweeting for 10 minutes can raise **OXYTOCIN** levels in the blood as much as 13%.

OXYTOCIN



Creates feelings of trust and security



Reduces anxiety levels

CONSTANT NOTIFICATIONS FROM OUR SOCIAL PROFILES AND MOBILE DEVICES ACT LIKE "REWARD CUES."

We are trained to expect information, and receiving that information activates a region of our brain called the **nucleus accumbens**.

This is the same area that is activated when the brain processes feelings about food, sex, and money!



Our bodies also receive adrenaline from checking in on social media...

Making it addictive!



A SURVEY OF 18-85 YEAR OLDS FOUND

A majority of people found social media harder to resist than



Smoking



Drinking



Spending Money



Sleeping



Sex

JUST 5 HOURS OF SURFING THE INTERNET CAN CHANGE THE WAY YOUR BRAIN WORKS

AND HOW OFTEN ARE WE ON THE WEB?



The average Facebook user is on Facebook **81 hours a year.**



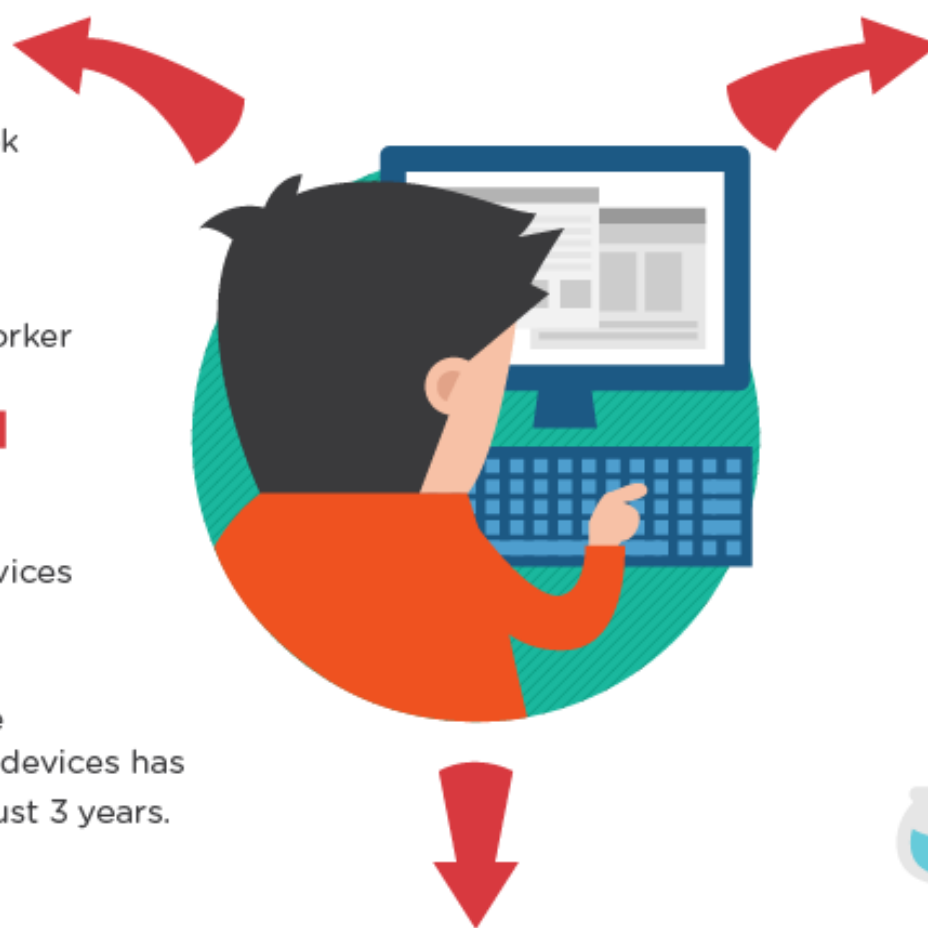
The average office worker checked their email **30-40 times an hour.**



The average person switches between devices **21 times an hour.**



the number of people simultaneously using devices has increased **500%** in just 3 years.



WHAT EFFECT HAS THIS HAD ON US?

The average attention span

2000



12 sec

2013



8 sec



The average attention span of a goldfish **9 seconds.**

OTHERS CLAIM THAT SOCIAL MEDIA



Autocorrect

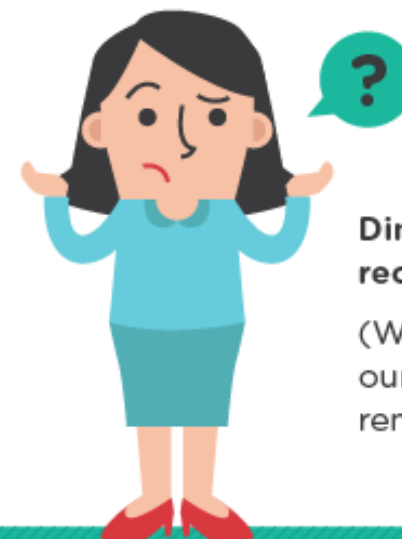
Impairs our brain's ability to read and write

Love my new hair!



Fuels our narcissism

(90% of our conversations on social media are about ourselves)



Diminishes our ability to recall memory

(With so much information at our fingertips, who needs to remember anything?)

SOCIAL MEDIA CERTAINLY REWARDS OUR BRAINS...

but is it for the better?

SOURCES

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