

Nástroje a možnosti internetu

Zdraví, rekompozice a demetrikace

14. 10. 2022

Už víme, že...

- síťová neutralita
- publikování a blogování
- organizace a digitální zahrady
- duševní zdraví, rekompozice a demetrikace

Mají sociální sítě
negativní nebo
pozitivní vliv na
duševní zdraví?

muni.cz/go/nami22



Negativní, protože...



Pozitivní, protože...



Témata výzkumů sociálních sítí

- anxiety, depression
- self-harm, suicidal behaviours
- body image, eating disorder issues
- substance misuse, risky behaviour
- obsessive/compulsive tendencies, hostility, aggression
- social support, connectedness
- overall wellbeing, life satisfaction, self-esteem
- loneliness, social capital, identity development,
- peer problems, bullying



Jste aktivní na sociálních sítích? Pak můžete trpět paranoiou

8. 8. 2017, 8:42 – lin, [Novinky](#)



Experti z King's College tvrdí, že jedna pětina lidí trpí paranoiou. Podle nich za to mohou sociální sítě a závislost na nich, se kterou se potýkají zejména mladí lidé. Ti jsou navíc vystaveni

České matky, které jsou závislé na internetu. Sociální sítě jim ničí rodiny

© 27. července 2019 0:01



Dospělá generace dětí, které vyrostly na internetu. A závislost jim ničí životy. Na internetu a sociálních sítích jsou matky na mateřské dovolené schopné prožít několik hodin denně. Kvůli virtuálním kamarádkám zanedbávají rodinu. Podle odborníků v tom nejsou samy, sklony k závislosti mají i vysokoškolští studenti a lidé žijící o samotě.



Dvořáček: Rusko a Čína už proti covidu očkují, v ČR bude vakcína v lednu



Závislost na sociálních sítích ohrožuje stále mladší děti

24. 6. 2019, 8:42 – bok, [Novinky](#)



Sociální sítě zasahují do života mnoha lidí, výjimkou nejsou děti školou či školkou povinné. Čím mladší uživatelé jsou, o to větší rizika jim totiž hrozí. Výjimkou není ani závislost.

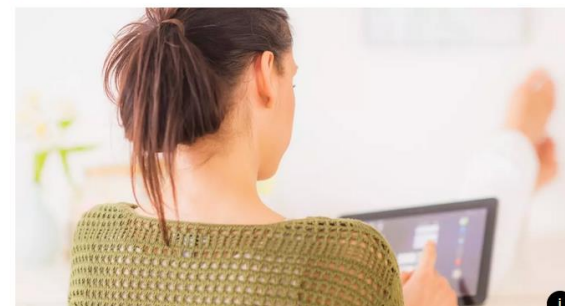


Závislá na sítích: 28krát jsem si sáhla na život

15. 1. 2020, 17:45 – [Stáňa Sedová](#), [Právo](#)



Průměrný Čech stráví před obrazovkou, monitorem nebo displejem mobilu podle průzkumů více než sedm hodin denně, polovinu na sociálních sítích, především mladší generace. Dělá nás to šťastnými. Jakmile však nedostaneme od svých virtuálních přátel reakci, kterou očekáváme, je zle. A zejména mladé to může vést až k myšlenkám na sebevraždu.



Morální panika

„Morální panika je reakce sociální skupiny založená na falešném nebo přehnaném dojmu, že chování nějaké jiné skupiny (většinou minoritní skupiny nebo subkultury) je nebezpečně deviantní a je hrozbou pro společnost.“

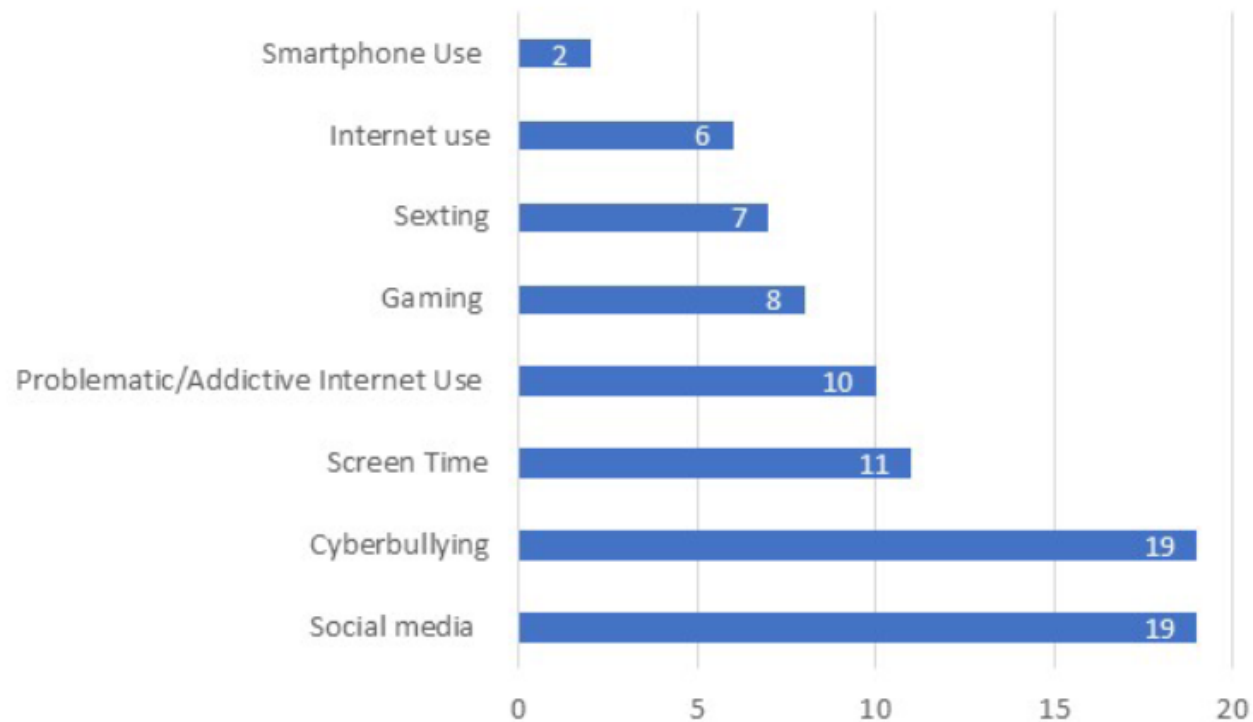
„And so it is that you by reason of your tender regard for the writing that is your offspring have declared the very opposite of its true effect. If men learn this, it will implant forgetfulness in their souls. They will cease to exercise memory because they rely on that which is written, calling things to remembrance no longer from within themselves, but by means of external marks. What you have discovered is a recipe not for memory, but for reminder.“ (Socrates)

Morální panika

- *panika* ohledně dopadů (rodiče)
- *screen-based technologies*
- různá doporučení a omezení (AAP, 2016: 2h)
- omezené uznávání přínosů
- *smartphone = kokain ?*

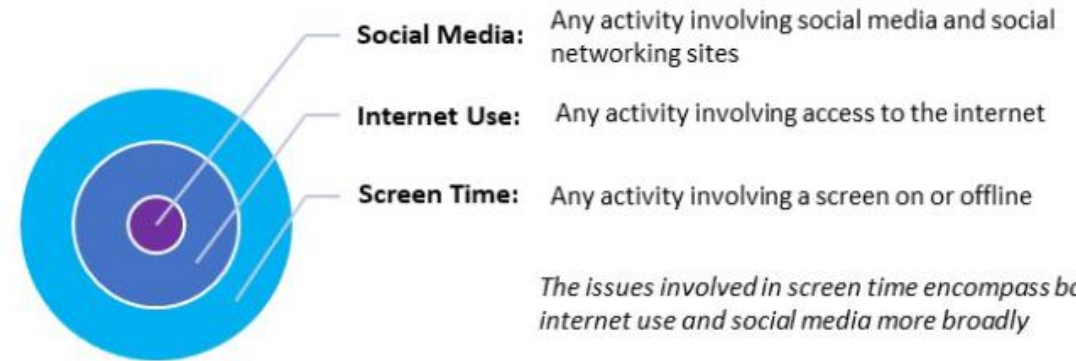
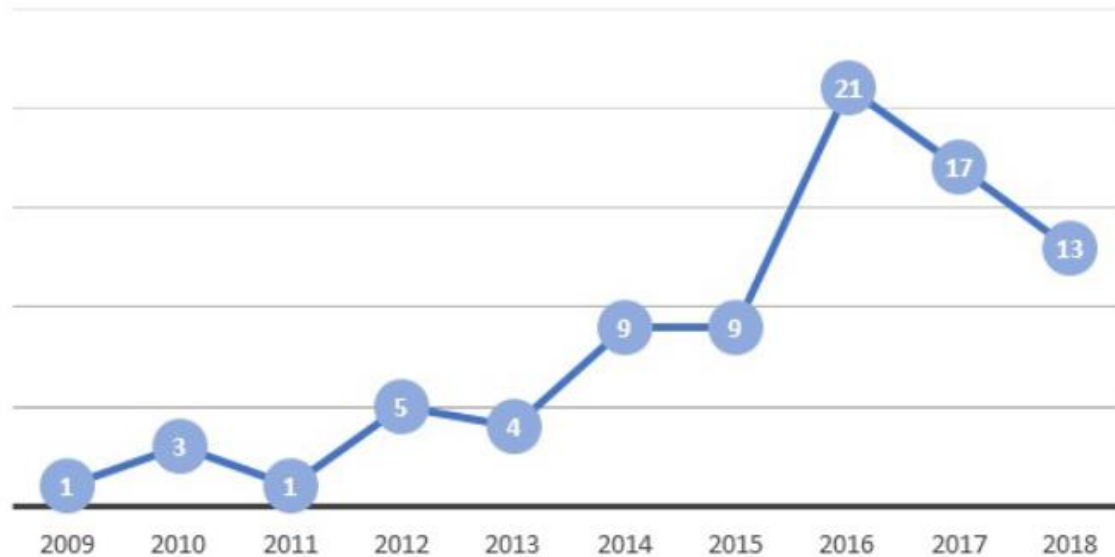
Výzkumy Internetu

- *screen-time*
- kontext závislostí
- **využívání sociálních sítí**



Výzkumy sociálních sítí

- 10+ let zkoumání
- mnoho CYP studií
- různé přístupy



Department of Health Reviews Facility
To support national policy development and implementation

Screen-based activities and children and young people's mental health and psychosocial wellbeing: a systematic map of reviews





Jste aktivní na sociálních sítích? Pak můžete trpět paranoiou

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Výzkumy sociálních sítí

- co je s nimi špatně?
- velmi slabé důkazy, boostované morální panikou
- primární zaměření na negativa (*addiction*)
- zaměření na čas a frekvenci místo obsahu/způsobu využití
- průřezové studie místo longitudálních
- korelace místo kauzality (FB <-> deprese)

Social Psychiatry and Psychiatric Epidemiology (2020) 55:407–414
<https://doi.org/10.1007/s00127-019-01825-4>

INVITED REVIEWS



Teenagers, screens and social media: a narrative review of reviews and key studies

Amy Orben^{1,2}

Received: 22 July 2019 / Accepted: 24 December 2019 / Published online: 10 January 2020
© The Author(s) 2020

Abstract

Introduction In light of growing concerns about an increasingly digital adolescence, the academic field investigating how digital technologies affect adolescents' psychological well-being is growing rapidly. In the last years, much research has amassed, and this has been summarised in over 80 systematic reviews and meta-analyses.

Materials and Methods Systematic reviews, meta-analyses and key studies are reviewed to provide insights into the state of current research linking digital technology and social media use to well-being; possible future directions and improvements are discussed.

Results When examining the reviews, it becomes evident that the research field is dominated by cross-sectional work that is generally of a low quality standard. While research has highlighted the importance of differentiating between different types of digital technology use many studies do not consider such necessary nuances. These limitations aside, the association between digital technology use, or social media use in particular, and psychological well-being is—on average—negative but very small. Furthermore, the direction of the link between digital technology use and well-being is still unclear: effects have been found to exist in both directions and there has been little work done to rule out potential confounders.

Conclusions Reviewing the last decade of reviews in the area, it is evident that the research field needs to refocus on improving transparency, interpreting effect sizes and changing measurement. It also needs to show a greater appreciation for the individual differences that will inherently shape each adolescent's reaction to digital technologies.

Keywords Digital technology use · Social media · Screen time · Well-being · Adolescents · Review

Introduction

Adolescents currently growing up around the world are part of a unique generation. They have matured in an increasingly digitalised society where the use of digital screens is

reviews provides a unique point of insight into how different academic sources currently view the debate about the use of digital technologies. In this narrative review I therefore set out to examine both the broad range of systematic reviews and meta-analyses in this area [10, 281] while complement-

Orben & Przybylski (2019)

10000 negativních

5000 neutrálních

4000 pozitivních

12 associations with well-being than the average impact

13 44.2x more positive in all datasets). Neutral factors provide perhaps the most useful context

14 to judge technology engagement effects: the association of well-being with regularly eating

15 potatoes was nearly as negative as the association with technology use (0.9x, YRBS) and

16 wearing glasses was more negatively associated with well-being (1.5x, MCS).

17 With this in mind, the evidence simultaneously suggests technology effects might be

18 statistically significant but so minimal that they hold little practical value. The nuanced

19 picture these results provide are in line with previous psychological and epidemiological

20 research suggesting the associations between digital screen time and child outcomes are not

21 as simple as many might think^{11,13}. This work therefore puts previous work that used the

1 what is driving effects where present. We know very little about whether more technology

2 use might cause lower well-being, whether lower well-being might cause more technology

3 use or whether a third confounding factor underlies both. As we are examining something

4 inherently complex, the likelihood of unaccounted factors affecting both technology use and

5 wellbeing is high. It is therefore possible that the associations we document, and those that

6 previous authors have documented, are spurious.

350 000 respondentů

nature human behaviour

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nature > nature human behaviour > articles > article

Article | Published: 14 January 2019

The association between adolescent well-being and digital technology use

Amy Orben & Andrew K. Przybylski

Nature Human Behaviour 3, 173–182(2019) | Cite this article

12k Accesses | 160 Citations | 2261 Altmetric | Metrics

i Matters Arising to this article was published on 17 April 2020

Abstract

The widespread use of digital technologies by young people has spurred speculation that their regular use negatively impacts psychological well-being. Current empirical evidence supporting this idea is largely based on secondary analyses of large-scale social datasets. Though these datasets provide a valuable resource for highly powered investigations, their many variables and observations are often explored with an analytical flexibility that marks small effects as statistically significant, thereby leading to potential false positives and conflicting results. Here we address these methodological challenges by applying specification curve analysis (SCA) across three large-scale social datasets (total $n = 355,358$) to rigorously examine correlational evidence for the effects of digital technology on well-being. The associations of digital technology use with well-being are statistically significant, but so minimal that they hold little practical value. The nuanced picture these results provide are in line with previous psychological and epidemiological research suggesting the associations between digital screen time and child outcomes are not as simple as many might think^{11,13}. This work therefore puts previous work that used the

Hancock (2019)

- metaanalýza
- 226 studií z 12 let výzkumů
- 275 000 participantů

“We need new approaches to understanding media and our use of it. What Orben and Przybylski have shown is that we may not know exactly what the effects are because **our research designs have been quite weak so far**, but even with our gold standard measures it was well-being driving social media use and not the other way around. [...] **All the hyperbole in the media is adding additional stress and anxiety for parents and others.**” [ZDROJ](#)

„To unpack the findings a little more, he found that research into the effects on well-being generally fall into six categories: depression, anxiety, loneliness, eudemonic happiness (finding meaning in life), hedonic happiness (enjoyment in the moment), and relationships. There are significant but small negative connections to anxiety and depression, though not loneliness. At the same time, there are significant but small positive links to life satisfaction and relationships. **None of the effects rose above 0.2, which is considered small.** The positive association with relationships, out of all six categories, is the largest (0.19).“

Přínos vs. kontrola

- zda jsou soc-sítě pro uživatele dobré nebo ne (*valence*)
- zda se cítí je mít pod kontrolou nebo ne (*agency*)
- čím větší *agency*, tím pozitivnější *valence*

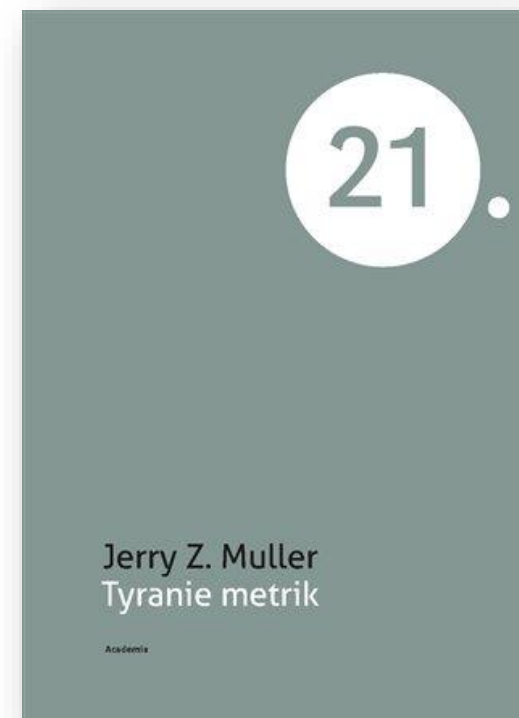
“The more you believe you are in control over your social media, the more social support you have, the less depression you report, the less stress, the less social anxiety, regardless of how much you’re actually saying you use social media.” [ZDROJ](#)

Metriky

- co je to metrika?

Metriky

- co je to metrika?
- indikátor, kvantifikace
- kvantitativní vyjádření
o stavu určitého systému
- měřený výkon



Co všechno
jsou v prostředí
sociálních sítí
metriky?



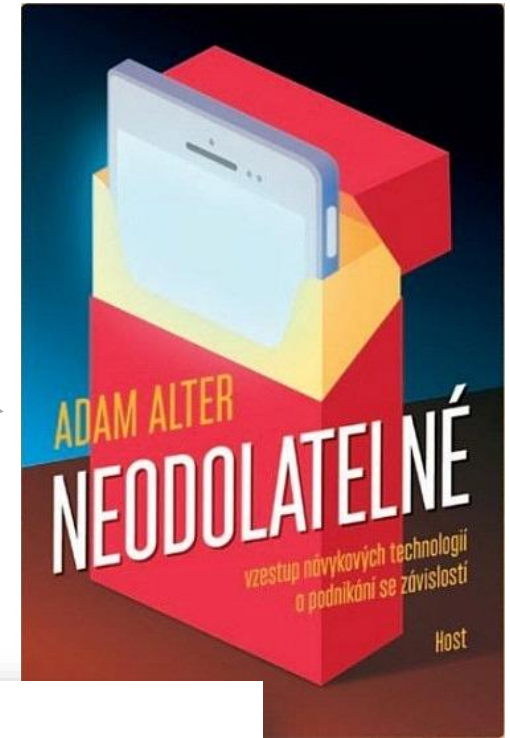
vanity metrics

The image shows a screenshot of a Facebook profile page for Ben Grosser. The page is annotated with numerous red circles highlighting vanity metrics. The browser address bar shows 'https://www.facebook.com'. The search bar contains the text 'Search for people, places and things'. The profile header shows 'Ben Grosser' with an 'Edit Profile' link. The left sidebar contains navigation links: News Feed (25), Messages (17), Events (16), PAGES (Things, Like Pages (20+), Pages Feed (20+), Create Ad), GROUPS (Interaction II ARTS 444, ARTS 445: Net Art, New Media @ UIUC, Painting with Patric... (2), Electronic Literat... (20+), The Wrong Artists (20+), netEX - calls for f... (20+), Transdisciplinary... (20+), Champaign Central..., Art Education Ne... (20+), School for Designi... (16), Reclaiming Our Libra..., Michael Pollock... (20+), New School Med... (20+), FB Resistance Arti... (18), Create Group), FRIENDS (Close Friends (2)), APPS (Games, On This Day, Cow Clicker, Games Feed (20+)), INTERESTS (Pages and Publi... (20+)). The main content area shows a status update by Dominik Podsiadly with 29 likes and a post by McKenzie Wark with 10 likes and 1 share. The right sidebar features sections for '2 upcoming birthdays', '2 events today', '1 request from Sara Metz', 'TRENDING' (Southwest Airlines, Walkman, AC/DC), 'PEOPLE YOU MAY KNOW' (Monique Meloche, David Fauble, Tim Richardson, Robert Martin, Rita Meier, Ulrich Heine, Eric Jakobsson), and a list of friends with timestamps (e.g., Hester Lisa Scheurwater, Mario Santamaria, Ben Opak, Matti Bunzl, Ivan Ivanov, Vincent Charlebois, Sanny Lin, Volodymyr Bilyk, Miriam Rasch, Hester Lisa Scheurwater, Antonia Kozarzhiev, Jacob A. Barton, Rhonda Taylor, Jess Kiel-Wornson, Ben Opak, Malik John-Marc P., Brian Duggan, Dominik Podsiadly). The bottom of the page shows the footer with 'English (US) · Privacy · Terms · Cookies · More', 'Facebook © 2014', and user avatars for Jess Kiel-Wornson and Brian Dolinar.

Možná negativa?

- behaviorální závislost
- potřeba uznání a úcty dostává kvalitativní rozměr
- behaviorální závislost jako *byznys*
- metrika jako *social validation*
- Benjamin Grosser: *desire for more*

„Analyzing how metrics are working across the Facebook interface requires examining what I call our “desire for *more*.” When faced with a number, why do we want that number to go higher? Why is *more*—more friends, more “likes,” more shares—better than less? Why aren’t we satisfied with stability in the face of quantification?“



Related Questions

How many likes should I get on 1 post with 1,500 followers on Instagram?

How many likes should an Instagram account with 2.1 k followers get per post?

If I have 16k Instagram followers how many likes am I supposed to get?

How many likes should I get on Instagram if I have about 1,000 real followers?

How many likes on Instagram should I get per post if I have 6,000 followers?

How many likes should I get on Instagram with 3,000 followers?

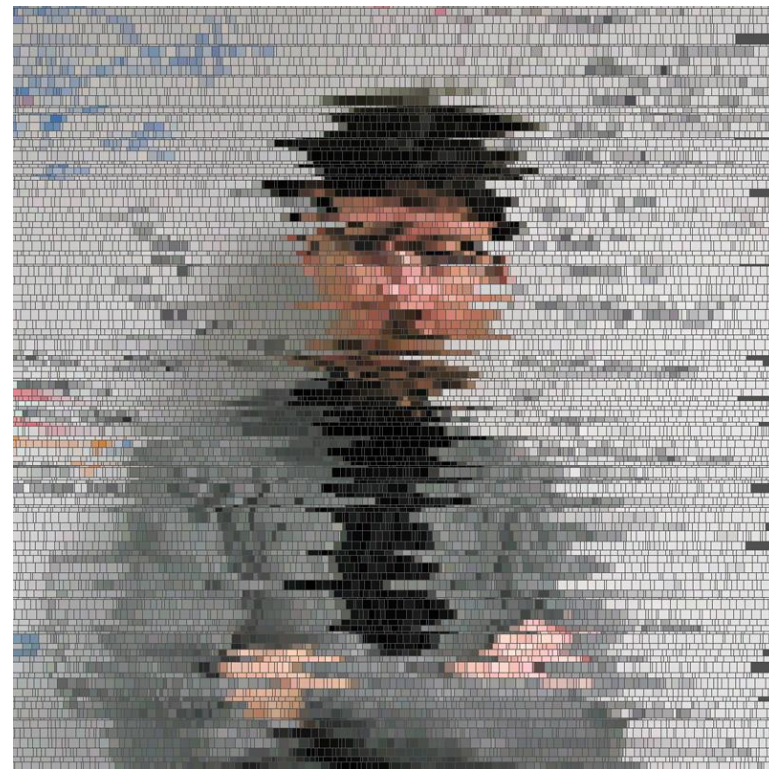
Výzkumy metrik

- psychosociální dopady selfie a lajků
- „*I want to like her photo, but I don't want to let her know that she's pretty, so I will not like her photo, but I want to like. In the end I'll just comment instead of like.*“ [ZDROJ](#)
- „lajkovanosť lajkovaného“
- neurologická odezva
- uvědomovat si sílu m. – **jak to řešit?**

The screenshot shows the front page of a journal article. At the top, it says "Body Image 26 (2018) 90–97". Below that, there's a logo for Elsevier and the text "Contents lists available at ScienceDirect". The journal title "Body Image" is prominently displayed, along with the homepage URL "www.elsevier.com/locate/bodyimage". The article title is "The effect of Instagram 'likes' on women's social comparison and body dissatisfaction". The authors listed are Marika Tiggemann^{a,*}, Susannah Hayden^a, Zoe Brown^a, and Jolanda Veldhuis^b. There are footnotes for the institutions: ^aSchool of Psychology, Flinders University, Australia and ^bDepartment of Communication Science, VU University Amsterdam, Netherlands. The page is divided into sections for "ARTICLE INFO" and "ABSTRACT". The abstract discusses the impact of Instagram likes on body image concerns. The "1. Introduction" section begins by mentioning that extensive research literature has documented negative effects of exposure to thin-ideal media images.

Software Recomposition

- **Benjamin Grosser**
- Less Metrics, More Rando
*Recomposing Software to Transform
Private Tech into Public Space*
- <https://bengrosser.com/>



Software Recomposition

- <https://endlessdoomscroller.com/>
- [#nfy](#) - *automated confusion system* pro TikTok
- [Safebook](#)
- [Go Rando](#)
- [ScareMail](#)



Like



Love



Haha



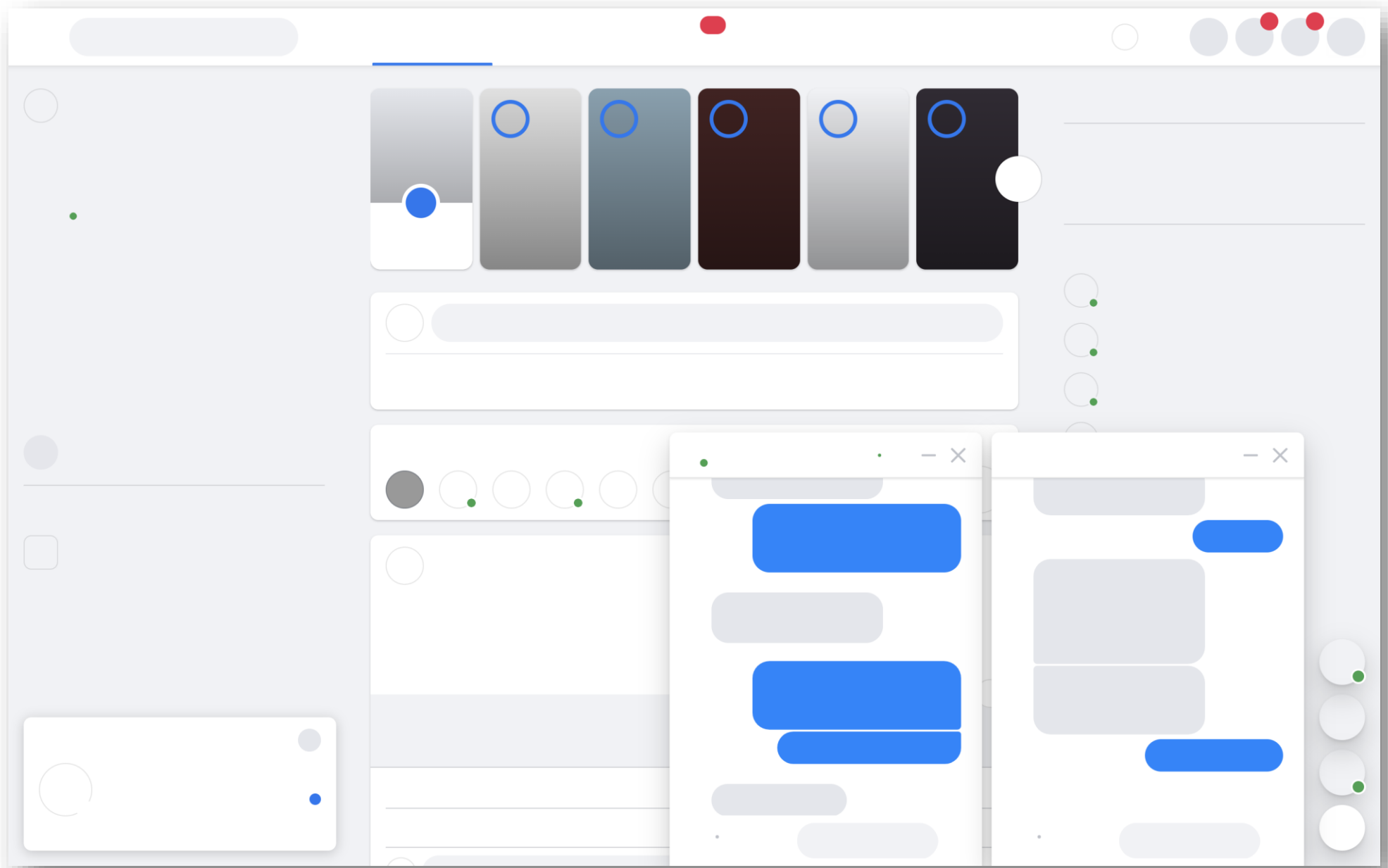
Wow



Sad



Angry



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Userscript

- malé skripty, které mění weby a jejich *fce*
- na straně uživatele
- *augmented browsing*
- *userscript manager*

Greasemonkey

Tampermonkey

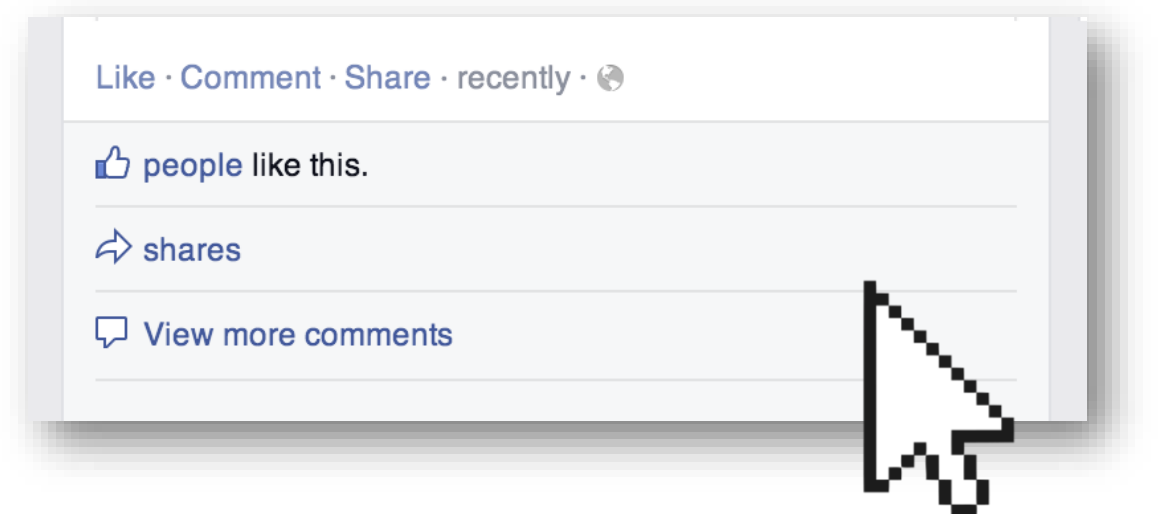
<https://openuserjs.org/>

<https://greasyfork.org/cs>



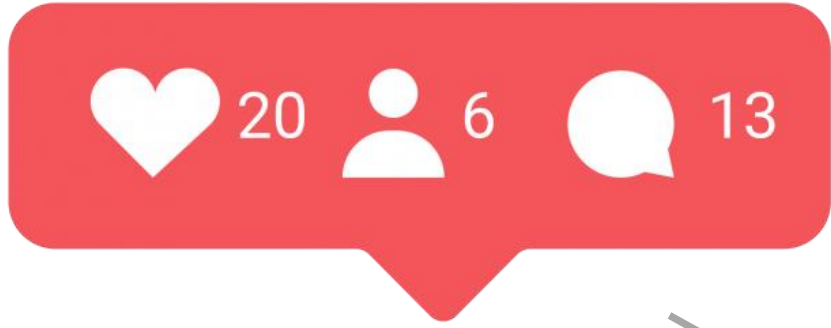
Demetrikace

- odstraňování metrik z GUI
- *vanity metrics*
- 2012 – Facebook Demetricator
- 2018 – Twitter + Instagram



Dokážete si
představit síť
bez metrik?





„Social media is a death carousel, and by the start of the new year, I wanted off. National policy and news stories continued to be steered by the tweets and retweets of @realDonaldTrump. A photo of an egg had surpassed 30 million likes on Instagram. Children were eating laundry detergent and setting themselves on fire in exchange for followers. The phrase “late-stage capitalism” was appearing everywhere. **So I purged.** Not the social media accounts, but the numerical machinery powering them.,,

[Arielle Pardes, WIRED](#)

Přístupy sítí

- Facebook
- Instagram (Austrálie; *private like counts*)
- YouTube (subscription wars)
- Twitter (twtrr)
- proč to dělají? (prozření vs. PR)

Grosser said it's been gratifying to see social media companies start to take seriously the downsides of visible metrics, whether as a result of his work or not. But he said he's not surprised that they've gotten push back from users on their initial tests. "These companies have spent 10 years, 15 years conditioning us as users to focus on the metrics. And then they take that away with no easing us into it? Of course people are going to be disoriented."

**Masarykova univerzita
Filozofická fakulta**

**Katedra informačních studií a
knihovnictví**

Informační studia a knihovnictví

Barbora Schreiberová

Fenomén demetrikace sociálních sítí

Bakalářská práce

Koho to (ještě) zasáhne?

- promýšlet změnu v kontextu...
- [Microsoft trend pro rok 2020](#)
- *influenceri a nové modely*
- *značky a marketéři*
- kvalitativní pohled?

76



David Armano

Chicago

TASTE MAKER

EVP @edelmandigital, Global Innovation & Integration. Strategist, thinker, doer, dad, hubby to @msarmano, biker, karaoke junkie, and imperfect soul.



Influential About

social media Marketing
public relations media
technology advertising

Influenced By



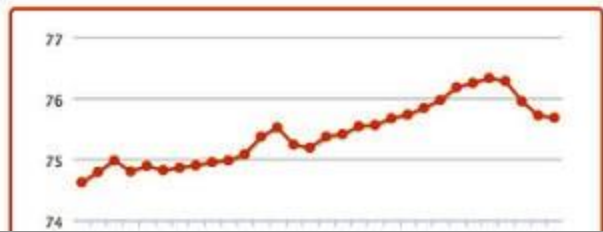
Influencer Of



- SCORE ANALYSIS**
- INFLUENCERS
- ACHIEVEMENTS

Score Analysis

Nice work. Your Klout went up by 1 point in the past 30 days. Keep doing what you're doing.



Your Score:

76

You have built a very large and engaged network through high quality, trustworthy content

Zadání eseje

- vyberte si některé z probíraných nebo naťuklých témat
- **3P**: prozkoumat, pročíst, promyslet
- vztáhněte je k sobě a své zkušenosti
- není to tradiční odborný text, ***ALE citace a zdroje ANO!***
- min. rozsah **10 000 znaků**
(bez citačního aparátu)
- deadline vždy **4** pracovní dny před termínem zkoušky
- vzorové práce?