

Nástroje a možnosti internetu

Wellbeing, rekompozice a demetrikace

18. 10. 2024

Už víme, že...

- síťová neutralita
- publikování na webu, vývoj a formy
- dnes: duševní zdraví, rekompozice a demetrikace

Mají sociální sítě
negativní nebo
pozitivní vliv na
duševní zdraví?

muni.cz/go/nami24



Negativní, protože...



Pozitivní, protože...





ISSN: 1986-3497

**ONLINE JOURNAL
OF COMMUNICATION
AND
MEDIA TECHNOLOGIES**

MEDIA AND COMMUNICATION

IMPACT FACTOR: 2.7

CITESCORE: 5.8

www.cogitatiopress.com/mediaandcommunication

JOURNAL OF PSYCHOSOCIAL RESEARCH ON CYBERSPACE

CYBERPSYCHOLOGY

VOL . 18
NO . 04

Open
Jou

ISSN :
1802 -
7962

MASARYK
UNIVERSITY
PRESS

2024

SM+S
social media
+ society

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

bias



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



Dospěla 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.



Digitální závislosti jsou nová pandemie, Čechy ničí především sociální sítě



Kamila Jušková
4. října 2023

TN.cz | Video | Živé vstupy a rozhovory | Děti s psychickými problémy přibývá. Mohou k tomu přispět i sociální sítě, říká psycholog

ŽIVÉ VSTUPY A ROZHOVORY

SDÍLET     

Děti s psychickými problémy přibývá. Mohou k tomu přispět i sociální sítě, říká psycholog



TN Live 11:27  24.42 Kč  28.184 Kč  23.204 Kč

10. 10. 2023, 11:27

Dle studie vědců z Národního ústavu duševního zdraví vykazuje až 40 procent žáků devátých tříd základních škol známky střední až těžké deprese. Známky úzkostí z nich má 30 procent. Téma rozebral dětský psycholog Petr Šusta.

Morální panika

Stanley Cohen, 1972

morální panika <--> zpravodajství

přehánění a predikce



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

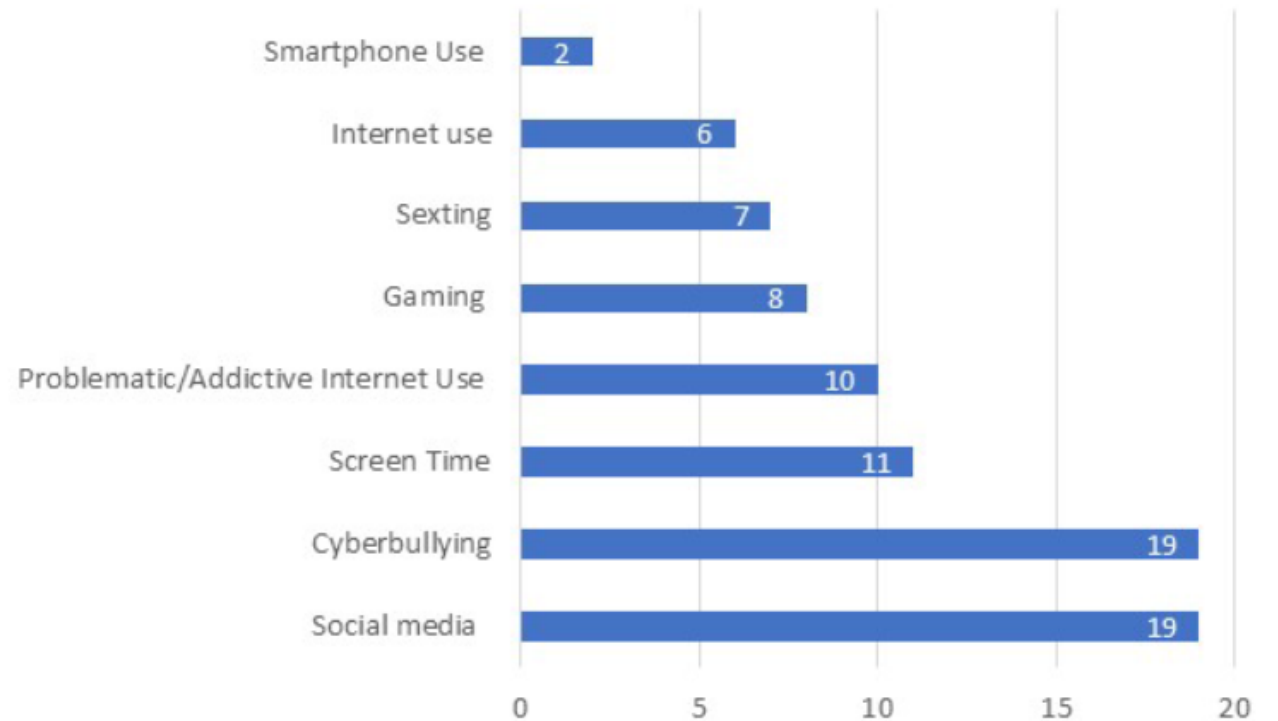
- *smartphone a sociální sítě = kokain ?*
- *panika* ohledně dopadů (rodiče)
- *screen-based technologies*
- různá doporučení a omezení (AAP, 2016: 2h)
- omezené uznávání přínosů

Jak zkoumat dopad
sociálních sítí
na duševní zdraví?



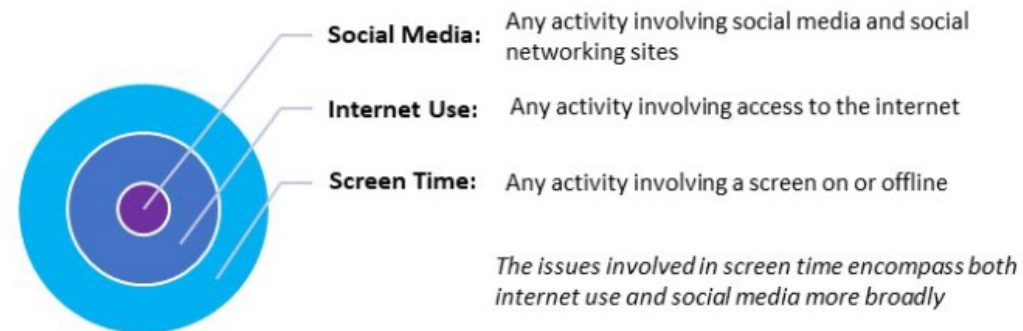
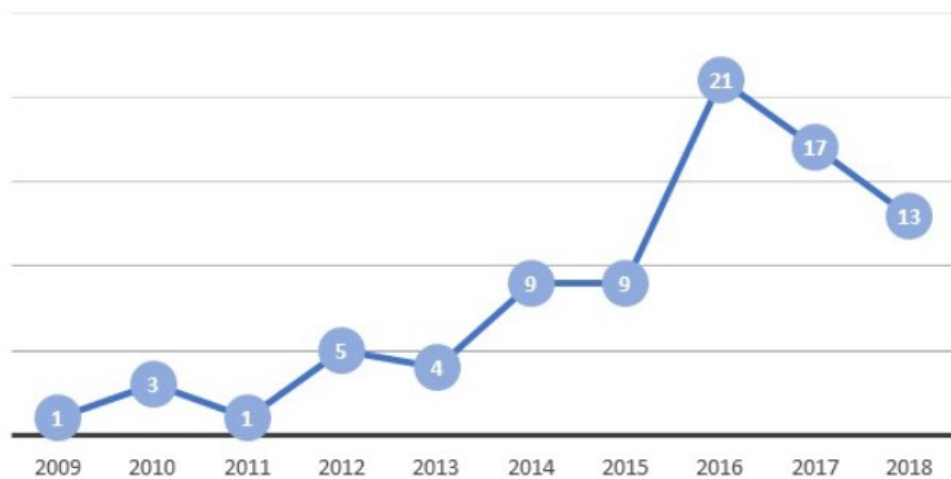
Výzkumy Internetu

- často *screen-time* – měříme čas, ne obsah...
- 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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Dvořáček: Rusko a Čína už proti covidu očkují, v ČR bude vakcína v lednu




Výzkumy sociálních sítí


- jak kvalitní studie vlastně máme?
- velmi slabé důkazy (*slabá stat.*), boostované morální panikou
- primární zaměření na negativa (*addiction, radicalization*)
- zaměření na čas a frekvenci místo obsahu/způsobu využití (kategorizace, etika)
- 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, 28], 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).

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.

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

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](#)

 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](#)

Co je to metrika?

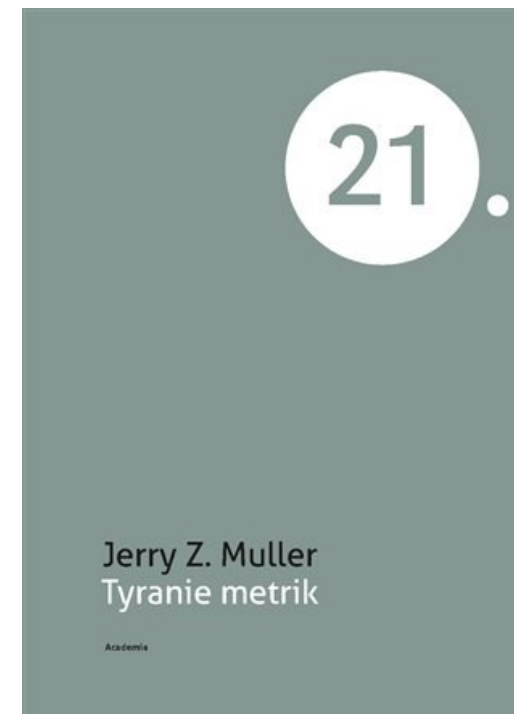
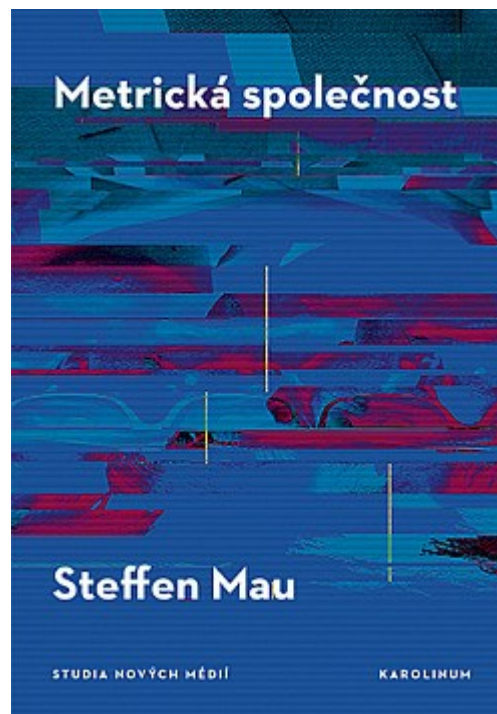


Metriky

Co je to metrika?

- indikátor, kvantifikace
- kvantitativní vyjádření o stavu určitého systému
- měřený výkon

problematizace metrik a společnosti



Co všechno
jsou v prostředí
sociálních sítí
metriky?

vanity
metrics

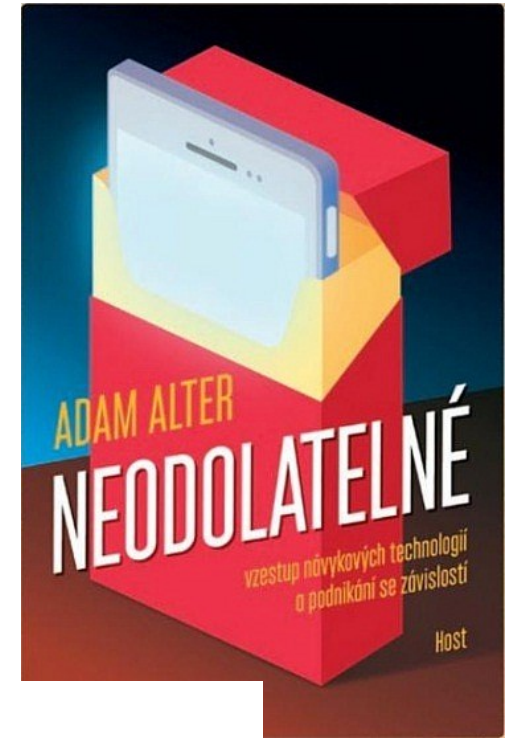
viditelné
metriky

The image shows a screenshot of a Facebook profile page for Ben Grosser. The page is annotated with red circles highlighting various vanity metrics. The browser address bar shows the URL https://www.facebook.com. The search bar contains the text "Search for people, places and things". The profile header shows the name "Ben Grosser" and "Home". The left sidebar contains navigation options: News Feed (25), Messages (17), Events (17), 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 ... (20+), Art Education Ne... (20+), School for Designi... (16), Reclaiming Our Libra... (20+), Michael Pollock ... (20+), New School Med... (20+), FB Resistance Art... (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 3 likes, and a post by McKenzie Wark with 10 likes and 1 share. The right sidebar shows trending news, people you may know, and a list of friends with their mutual friend counts circled in red: Hester Lisa Scheurwater and Marc Kuyper (2), Mario Santamaria (1), Ben Opak (1), Matti Bunzl and Rich King (1), Ivan Ivanov (1), Vincent Charlebois (1), Sanny Lin (1), Volodymyr Bilyk and Flávia Limoeiro (1), Miriam Rasch (1), Hester Lisa Scheurwater and Marc Kuyper (1), Jacob A. Barton (1), Rhonda Taylor (2h), Jess Kiel-Wornson (1), Ben Opak (1h), Malik John-Marc P... (1h), MORE FRIENDS (11), Brian Duggan (23m), and Dominik Podsiadly (1). The bottom of the page shows the language (English (US)), privacy, terms, cookies, and more options, along with the Facebook logo and copyright information.

Co můžeme zkoumat?

- behaviorální závislost
- potřeba uznání a úcty dostává kvantitativní 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](#)
- „lajkovanost lajkovaného“
- [neurologická](#) odezva
- uvědomovat si sílu m. – **jak to řešit?**

Body Image 26 (2018) 90–97

Contents lists available at ScienceDirect

Body Image

journal homepage: www.elsevier.com/locate/bodyimage

The effect of Instagram “likes” on women’s social comparison and body dissatisfaction

Marika Tiggemann^{a,*}, Susannah Hayden^a, Zoe Brown^a, Jolanda Veldhuis^b

^a School of Psychology, Flinders University, Australia
^b Department of Communication Science, VU University Amsterdam, Netherlands

ARTICLE INFO

ABSTRACT

Article history:
Received 6 April 2018
Received in revised form 10 July 2018
Accepted 10 July 2018
Available online 21 July 2018

Keywords:
Body image
Social networking sites
Instagram
Number of likes
Facial dissatisfaction

Photo-based activity on social networking sites has recently been identified as contributing to body image concerns. The present study aimed to investigate experimentally the effect of number of likes accompanying Instagram images on women’s own body dissatisfaction. Participants were 220 female undergraduate students who were randomly assigned to view a set of thin-ideal or average images paired with a low or high number of likes presented in an Instagram frame. Results showed that exposure to thin-ideal images led to greater body and facial dissatisfaction than average images. While the number of likes had no effect on body dissatisfaction or appearance comparison, it had a positive effect on facial dissatisfaction. These effects were not moderated by Instagram involvement, but greater investment in Instagram likes was associated with more appearance comparison and facial dissatisfaction. The results illustrate how the uniquely social interactional aspects of social media (e.g., likes) can affect body image.

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1. Introduction

Extensive research literature has documented negative effects of exposure to thin-ideal media images presented in magazines or on television for the body dissatisfaction and disordered eating of adolescent and young adult women (for meta-analyses, see Grabe, Ward, & Hyde, 2008; Groesz, Levine, & Murnien, 2002; Want, 2009). More recent research attention has shifted toward the Internet, with a particular focus on the impact of social networking sites, such as Facebook, Instagram, and Twitter. Australian statistics suggest that approximately 79% of adults (aged over 18 years) use social networking sites, with 89% of 18- to 29-year-olds doing so on an at least daily basis (Sensis, 2017). These sites allow users

A small but growing body of research has addressed the impact of social networking sites, most commonly Facebook, on body image and disordered eating outcomes. In their recent systematic review of this research, Holland and Tiggemann (2016) concluded that while increased social networking use is linked to body image and eating concerns, it is photo-based activity, e.g., posting photos and viewing or making comments on others’ photos (Meier & Gray, 2014), that is particularly salient. The authors also concluded that the existing evidence is largely correlational in design and called for more longitudinal and experimental approaches to determine the directionality of effects. The latter call reinforces Perloff’s (2014) earlier general conclusion that there has been little experimental research on body image and newer media formats.

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



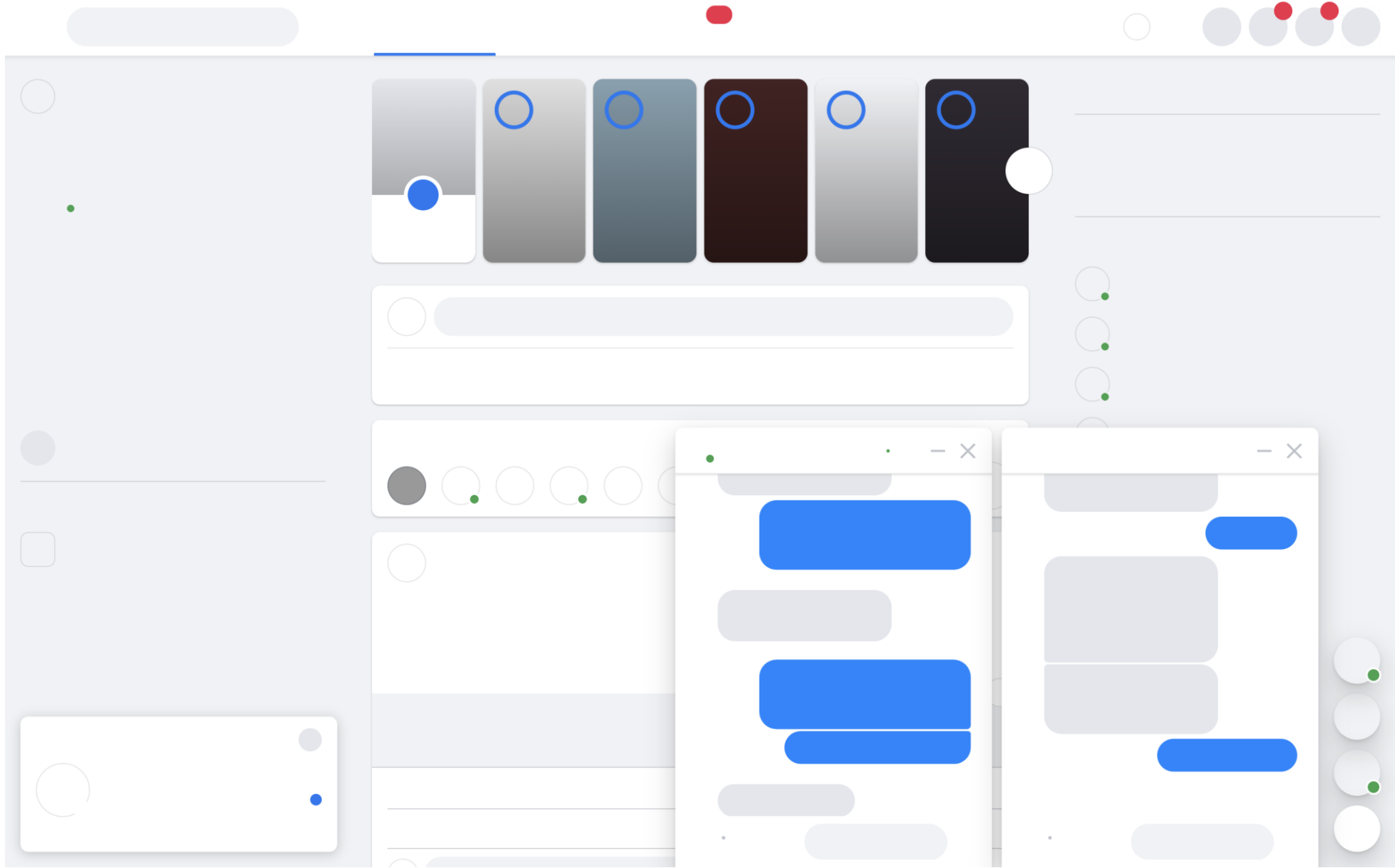
Wow



Sad



Angry



Přínos vs. kontrola

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“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](#)

Userscript

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

Greasemonkey

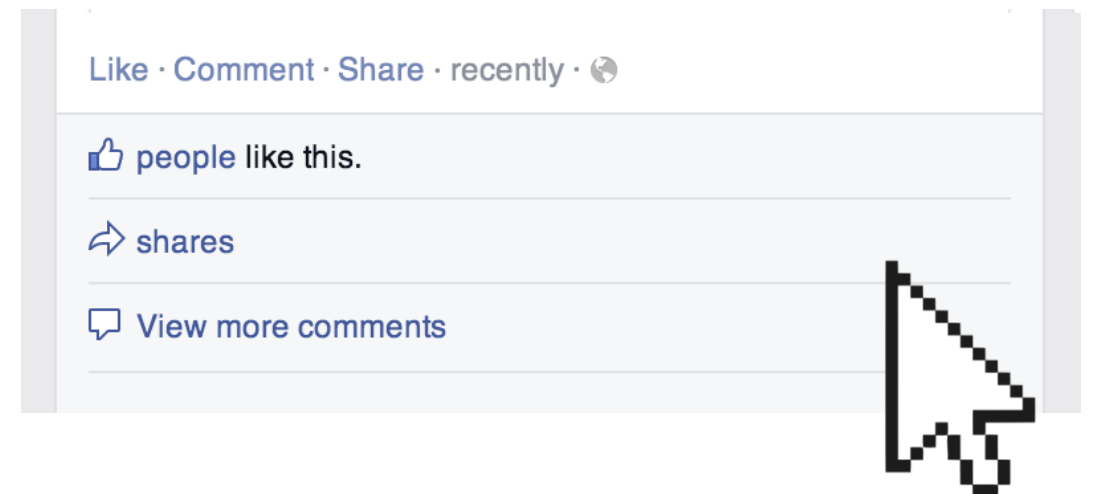
Tampermonkey

<https://greasyfork.org/cs>



Demetrikace

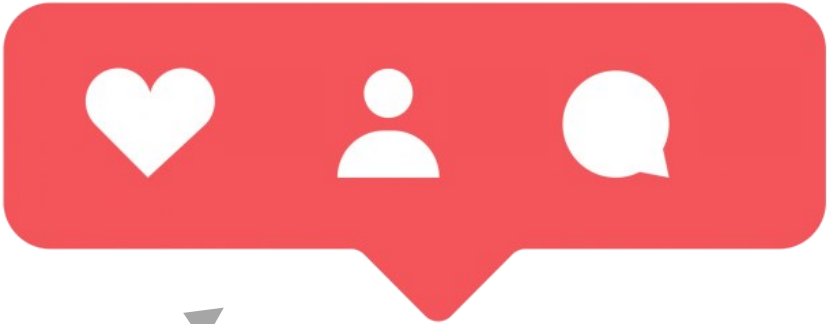
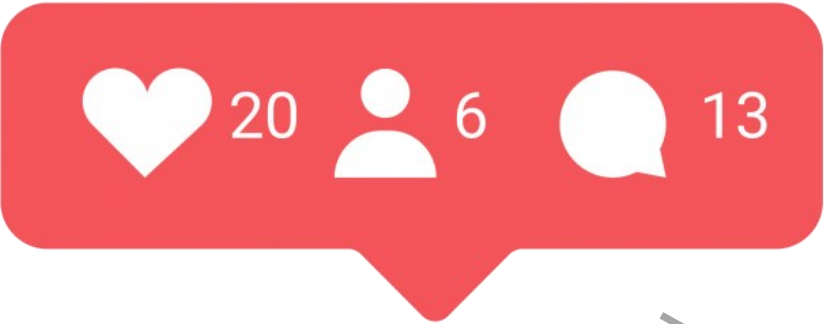
- odstraňování metrik z GUI
- *vanity metrics*
- 2012 – Facebook Demetricator
- 2018 – Twitter + Instagram



Dokážete si představit
sítě zcela a úplně
bez metrik?

muni.cz/go/nami24





„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 (původně Austrálie; *private like counts*)
- YouTube (subscription wars)
- Twitter/X (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



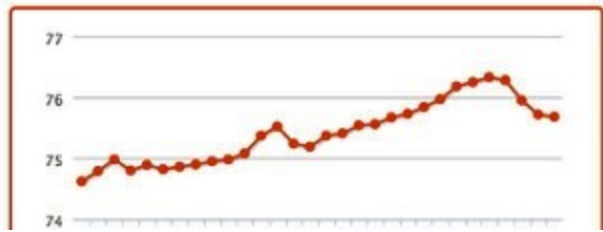
Influencer Of



- 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

Ha! Zadání eseje!

- vyberte si některé z probíraných nebo nauklých 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 budou