



TEN ARGUMENTS FOR DELETING YOUR SOCIAL MEDIA ACCOUNT RIGHT NOW

by Jaron Lanier

The book Ten Arguments provides a thought-provoking perspective on the platforms we access on a daily basis.

Have a look at the reasons to delete your accounts...

“To free yourself, to be more authentic, to be less addicted, to be less manipulated, to be less paranoid ... for all these marvellous reasons, delete your accounts.”



1. MENTAL REWARDS

Using social media rewards your brain. When you are consistently presented with a reward, you will repeat a behaviour. When you are sporadically rewarded, you will also repeat the behaviour. This is what keeps you coming back.

- ▶ **Do you lose hours to social media without realising?**



3. YOU'RE NOT YOURSELF ON SOCIAL

If you have ever given in to the temptation to troll online or start an argument for no good reason, you can understand how social media can make you into a different version of yourself. You will often act in ways online that you would never dream of doing in person.

- ▶ **Are you really your authentic self on social media?**



5. CONTEXT IS LOST

Social media has a tendency to strip what you have to say of context. Without context, it is hard to infer meaning. Even worse, it lets others strip your context entirely and replace it with their own. Think of all the people who post online, only to be inundated with negative feedback when they never intended to upset anyone in the first place.

- ▶ **Have you ever unwittingly upset someone else with an online comment?**



7. CONSTANT COMPARISON

Other people's 'perfect' lives are always on view on social media and it is impossible to keep up. The result is a persistent feeling of longing and emptiness, and a never-ending sensation that you need to own more, be more and show it off to others.

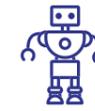
- ▶ **Does social media make you feel like you're not good enough?**



9. POLITICAL MANIPULATION

Politics has always been a circus but social media is making it worse. These platforms have amplified the ability of insidious parties to manipulate the population in subtle ways. Lanier says, "Social media is biased, not to the Left or the Right, but downward".

- ▶ **Can you trust the political message you see on social media?**



2. BUMMER

BUMMER stands for; Behaviors of Users Modified, and Made into an Empire for Rent. BUMMER companies feed your information into algorithms and surface the information likely to keep you glued to your screen and spending money.

- ▶ **Your habits are being 'sold' to the highest bidders.**



4. SOCIAL MEDIA VS TRUTH

Social media tends to push people into groups. The truth becomes less important when you are heavily involved in a group and not thinking for yourself. You become more obsessed with what the majority of your group wants to believe and reality fades away.

- ▶ **Is social media limiting your ability to think for yourself?**



6. TAILORED ALGORITHMS

The algorithms that drive social media feeds work by reflecting your interests and beliefs. This is the 'echo chamber' that you hear about. While it is handy to be fed information that appeals to you, you are missing out on opposing opinions. This has made it harder and harder to understand how others think.

- ▶ **Which beliefs do your social media feeds keep reinforcing for you?**



8. UNREALISTIC GOALS

Social media propagates the myth of the individual turned millionaire. These people make it look easy to generate millions of dollars from a simple idea or video that's shared online. Everyone can't be an influencer; who would be left to consume all the content?

- ▶ **Do you really know how much sacrifice is required to amass millions of followers?**



10. LOSS OF TIME & GENUINE PURPOSE

'BUMMER' wants everyone glued to a screen and consuming rather than creating, striving and achieving. Why not take a break from social media, starting today? You don't have to delete it forever.

- ▶ **Switch off your accounts and what a difference it makes to your time, perspective and self-esteem.**