

Weaponising Social Media, Mental Health and Surveillance Capitalism: Another Side of the Coin

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Abstract

Individuals, executives lived experiences, and subjective information about every single action (ethical concern) you take is cautiously monetized and corroborated; false conspiracy theories and fake news, like various coronavirus thoughts, blow six times faster over social media is one of the practical case points as weaponizing social media and polarization, propaganda. These cosmetic modifications are tremendously popular among teenagers; plastic practitioners have underlined a new and unique syndrome for it. Persuasive Technology means everything we know about the psychology of what persuades people and builds that into a technological business attention extraction model to manipulate human behaviour for growth hacking. The term surveillance capitalism, explored by Twitter executives, says people must know everything online, being observed, pursued, and calculated. The former Twitter executive worked as senior vice president of engineering Tim Kendall (2021); members left Google in June (2017) due to ethical concerns. Positively, these sites have brought back together lost family members. They have sought out organ givers and saved lives. An expressive, systemic variation up-to-the-minute around the globe because of these platforms, but there is another side to see. This enquiry sheds light on the linkage between weaponizing social media, mental health and surveillance.

Keywords: Weaponizing, Ethical Concern, Surveillance, Persuasive Technology

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INTRODUCTION

Social media platforms such as tweeter, Facebook and Instagram made headings suppressing likes to link the like button for reward and to hurt feelings by attaching popularity of sharing content or tagging. A psychologist at McLean Hospital understands the new generation who experience anxiety and depression, “even if there are no likes, there are chances for comparisons and comment. People equate to others and write comments over social media, which has compelling. By utilizing these activities, the mind is rewarded through dopamine release, a good great feeling chemical” interconnected to pleasing accomplishments such as sexual intimation, food and social connectivity.¹ The Silicon Valley sites are premeditated to be addictive and associated with amplifying anxiety, depression and even physical infirmities.² According to Pew Research Centre, 69% of the youngster and 81% of teens in America are link to addiction to social media. It sets the massive scale of the populace at an increasing threat of sentiment anxious, unhappiness, or more unpleasantness over the years by media usage.

Have you ever played a slot machine: if players somehow get to know that they were never going to (win) get money through playing it, they would never play? The impression of a possibility of reward keeps them continuing to play. The tech industry sites apply the same. Individual account holders or subscribers do not know how many rewards they will receive in the shape of likes, thumps up for pictures they will get, who will 'like' the photo, and the number of likes they get. The persuasive Technology makes the users in a modified mode that they wait for the unknown outcome and this can cling to users tied up with the sites. To boost confidence and feel a sense of being relevant in social circles, people post material for positive feedback in future. When comparing the social activity of others by the individuals, they put their self is in a complex situation, "Did I get more likes than others?" or “Why do they like my post and why do they not? They want some validation for virtual life that helps them as a replacement for the expressive connection they might not otherwise have in the actual world.³ Fear of missing out (FOMO) explored as this factor plays a significant role for everyone using social media. If someone does not join in, there is a distress that they will miss gags, social connectivity, or requests. Missing experiences enhance anxiety and depression terrifically. When one sees oneself online, might feel excluded from an activity, it affects thoughts and emotions. A British investigation tied up social media utilization led individuals a disrupted and delayed sleep is connected with depression, memory loss, and not good academic scores.⁴ Scholars identified the connection between mind-gut feelings, nervousness and depression in nausea, headaches, muscle tension and trembling.

This study will briefly plot the concept of weaponizing social media and reward for the user with the help of persuasive technology, which modifies behaviour unethically. This inquiry significantly related to different life traits, such as intensification in the number of social media

¹ Sperling, J., et al. "Associations between parental distress and paediatric anxiety and obsessive-compulsive disorder treatment outcomes." *Clinical Child Psychology and Psychiatry*: 2021, 13591045211028159.

² Kohut, A., et al. *Global digital communication: Texting, social networking popular worldwide*, Pew Research Centre Washington, DC.,2011

³ Riordan, B. C., et al. "The development of a single item FOMO (fear of missing out) scale." *Current Psychology* ,39(4), (2020):1215-1220

⁴ Bossetta, M. "The weaponization of social media: Spear phishing and cyber-attacks on democracy." *Journal of international affairs*, 71(1.5) ,(2018), 97-106

users at every age (Generation z). It also explains the progressive element of anxiety and depression volume in teens and pre-teens, social interactions as complicated as online interaction, and escalation in the number of victims of digital deception.

As the conceptual plot is argued in the various studies and documentaries is multifaceted, like weaponizing media, surveillance, fear of missing out, persuasive technology, information becoming disinformation, fake news and propaganda, growth hacking and attention extraction, and model. Different conspiracy theories push into the minds and gratification propaganda to modify human perception through media imperialism.

Objectives

- To emphasize the linkage between mental fitness and social media use.
- To dig deep into the adverse effects of weaponizing social media by the various researcher and top-level executives of Silicon Valley.
- To explore the various factors discussed in a business model in Silicon Valley.
- To sightsee the Generation Z behaviour change through fear of missing out and debated around the globe and its applicability in the current world situation.

LITERATURE AND BACKGROUND

Weaponising Social Media

Fake news on Twitter spreads six times faster and Conspiracy Theories

Fake news is not just news these have consequences. From the age info, we fell into the disinformation when handling an epidemic at times of fake news like coronavirus allied with Chinese food. These sites have created a code of social fabric by which trend society works. Conspiracy theories circulated with meagre facts over social networks to gain attention.⁵ By default, social media recommendation engines were design to show fake news and conspiracy theories that never been searched like "Pizzagate" in their life. Millions endorsed the flat-Earth conspiracy through an algorithm extraction model. Fake news, conspiracies and political campaign propagated viciously to change people's perception of the specific outcome. The third party invest to gain benefits via social sites, and they have performed extremely well. These sites are design to modify the behaviour of society. People who get convinced over unreliable material are upsurge in the current era, but the algorithm is getting smarter daily. What if they convinced societies that the Earth is flat, but later, they will be convincing one of something false? Scholars at MIT highlight fake news on Twitter blowouts six times faster. Imagine when one has a six times advantage over the other, they tilt the base of human behaviour in billions harder and some easier. Fake updates have become extra advanced and hostile to societies. Social media models are bias towards false information because false information has terrific attraction and sensation than truth itself, making them more profitable than ever. According to Bovet and Makse's reality is unexciting; disinformation is profitable for the tech industry.⁶ Facebook has tons of these news broadcast posts; they do not distinguish the difference between the real or fake material

⁵ Bail, C. Should I Delete My Account? Breaking the Social Media Prism, Princeton University Press: 2021, 84-98

⁶ Bovet, A. and H. A. Makse, "Influence of fake news in Twitter during the 2016 US presidential election." Nature Communications, 10(1), (2019), 1-14

impact on the users, like COVID-19 spreading so fast. Business model weaponry created mythologies about the virus circulating on social media. For example, Coronavirus is deception and made up in (2018) to adjust world order and economies. Several groups contemplate that the US government has initiated this; some say no one is sick; the 5G radiation reaction is injurious to people.

There is a bombardment of rumours around the globe with various theories. Have societies ever thought about the spreading coronavirus misinformation authenticities sources? Social media amplifies gossip and hearsay despite having the slightest idea about what is true. The persuasion technique is considered the greatest mechanism ever generated. Visualize that if this tool is in the hands of the wrong person who wants to control the nation-state, there has never been a tool as effective as Facebook.⁷ Cynthia M. Wong, a former internet researcher, emphasizes the disturbing effects of regimes and negative actors weaponizing social media. A shocking inquiry discloses Facebook's emergent efforts to handle hate speech in Myanmar. Bossetta's Facebook created an opportunity for military and negative players to a unique ideology to manipulate community belief towards something and to aid inflame violence against the Rohingya Muslims, which involved massacres, villages' destruction completely and rape mutilation.⁸ Strategic, planned, motivated propagandists never existed before with immense effectiveness, as today's platforms require manipulative chronicles and plots circulated in societies without much money. The election can be manipulated with a conspiracy theory on such platforms, and billions of people will agree or disagree that both are good for growth hacking for the business, tweeter or Instagram, and one can find 100 people who believe in what so ever spread.⁹ It just matters the method of how one hits the fake theory for personal agenda or propaganda. It is happening enormously; by state key individuals, those with dollars saying, we want to knock off balance, the tools to destabilize and erode the fabric of society created everywhere by tech industry (SDD). Suppose having confidence in Facebook influenced the fallouts of the 2016 election or the Russians did not hack Facebook. In that case, it is the legitimate manipulation of human behaviour with the persuasive business model. Tristan Haris (SDD) is like a remote control to warfare chaos and division in people. It is effortless for a country to influence and control other societies without invading its borders. Marco Rubio U.S (senator of Florida) says we are a nation of people that no longer speak to each other. Stopped being friends with people whom they voted for the other side in the election. We quarantined ourselves in a bubble only watch channels that tell us that we are right, and today tribalism is ruining us. Existential technology threat is a big claim the phone scrolling; there is the supercomputer working day and night pointed at the user's brain to manipulate what you think will win; the threat is not technology. The threat is its capability to bring out the worst in society. Technology creates chaos, disgrace, vulgarity, and distrust among ourselves, lonesomeness, isolation, division, more populism, more interference and a lack of ability to concentrate on genuine issues.

Table 1

US: Belief in selected conspiracy theories

⁷ Augustine, R. and M. S. Xavier, "A CRITICAL STUDY ON NETFLIX DOCUDRAMA-'THE SOCIAL DILEMMA'." *Media, Culture and Society*, (2021), 22: 24

⁸ Op.Cit. Bossetta, "The weaponization of social media: Spear phishing and cyber-attacks on democracy."

⁹ Gao, J., et al. "Mental health problems and social media exposure during COVID-19 outbreak." *Plos one* 15(4), (2020), e0231924

Conspiracy theories	2019-20
Lee Harvey did not act alone in the assassination of John FK.	47 %
Search engines are discriminatory towards Cov-19	30%
Secret and powerful profound state working against president trump.	29%
Govt is hiding aliens in area 51	27%
9/11 was an inside job	23%
Climate change is a hoax	22%
Illuminates secretly controls the world	21%
The government uses the chemical to control the population	19%
The CIA created HIV to reduce the homosexual and African American population	15%
Moonwalk was fake	11%
Misinformation is viewed as a problem that Americans	65%
Disinformation problem Americans think	63%

Why Ethical concern

Individuals and executives at some high-tech institutions said they worked at Facebook in the early days until the years 2011 and 2021. Executives at Instagram that worked for Google also and the coinventor Tristan Harris (SDD) (2020) Google former designed atheistic Google Drive, Gmail Chat, Facebook Pages, and the Facebook like button. Guillaume is a former engineer (2020) and a transparency founder of YouTube. The Apple, Google, and Twitter, executive Palm Aza Raskin (2021) Firefox and Mozilla labs former employee assisted in starting Mozilla and switched over to Firefox. Jeff Seibert (2021), the former executive of Twitter, worked at Twitter engineering. President of Pinterest Before that, he was the director of the monetization at Facebook for five years, Tim Kendall (2021). While at Twitter, he spent many years working for their developer platform and then performed as a leading member of consumer products. Tristan (2021), in one of his conferences, states I always felt this system built for grace and glory. However, we never felt that way any longer, manipulating human behaviour for growth hacking, and this issue is not in Google; only the entire silicone industry is indulged in it. These tools have made some marvellous things worldwide and now use is different from anticipated. Facing intensifying criticism, Tech companies are getting bigger.

Persuasive technologies

Psychologically figuring out how to manipulate one as quick as possible and then give one back that dopamine hit. Persuasive Technology is how we could use everything against someone we know the psychology of what influences people, responsiveness, and attraction and build that into a business model to turn one into a behaviour-change intellect. With reference above, several strong personalities (executives) of Silicon Valley who achieved the level of well-recognized figures at Facebook, Instagram, YouTube and Uber with many similar establishments and have expertise profoundly on how to make Technology extra influential and believable. This method is applied to the extreme, becoming routine, where they categorically modify or manipulate someone's behaviour. The thing is that the user who is being altered does not even

realize the alteration in them. Lin, Kononova et al. explains how electronic gadgets desperately habituate millions of Americans and facts about users isolate themselves in a bubble.¹⁰

Mental Health and Social Media Use

Increase in the use of social media

People shrunk into their domain in the year (2020 and 21), (And Cov-19) was transmuted the people to remain in their own houses and inner circle. Augustine and Xavier (2021) explored that when the entire world has been through a disaster, some were making enormous money; Silicon Valley was a picture-perfect opportunity for the boom phase for electronic and social media. Subscribers counted Netflix and prime amazon by the end of the year (2019 was 166 mil and 145 million) and had made a total of over \$20.16 billion for the period of (2019 to 2020). It increased to nearly 194 to 197 mil subscribers in July 2021 Comparitech, Bail (2021). YouTube has 2 billion users worldwide, as reported by Statista (2019), and in (2020), 79% of Internet users owned an account. Facebook had 2.45 billion active accounts in 2019, which rose to 2.60 billion recently.^{11,12} In U.K, Anne Longfield, Children's Commissioner, wrote to one of the prime media enterprises, advising them in her letter to own this issue and to tackle the issues of upsetting teen agers with contents showed. Concerned with the killing (herself) of 14-year old Molly, heartbreakingly she took her life after seeing disturbing self-harm imageries over Instagram. The query concluded that excessive social interaction and time spent on social platforms upset undergraduate mental emotions such as hopelessness and nervousness. People uncovered their thoughts and personalities on social media when a unique coronavirus broke out in China. The investigators gauge the occurrence of psychological health complications and inspect their relation with social media exposure.¹³ A study arranged online in Wuhan, shows that Social exposure and depression evaluated, and anxiety was assess through the anxiety disorder scale (GAD-7). Outcomes explained that there is an extraordinary frequency of mental glitches, which positively interlink with social media.

Table 2
Leading countries on many tweeter users around the world in (millions)

Country	Tweeter (2021)
US	77.7
Japan	58.2
India	24.4
Brazil	19.0
United Kingdom	19.0
Indonesia	17.5
Turkey	16.5
Saudi Arabia	14.2
Mexico	14

¹⁰ Lin, T. T., et al. "Screen addiction and media multitasking among American and Taiwanese users." Journal of Computer Information Systems 60(6), (2020), 583-592

¹¹ Deepa, M. and K. Priya,"Impact of Social Media on Mental Health of Students." International Journal of Scientific & Technology Research 9(03), (2020)

¹² Mohsin, M. "YouTube stats every marketer should know in 2020,." Oberlo. com.

¹³ Op.Cit. Gao, J., et al. "Mental health problems and social media exposure during COVID-19 outbreak."

Thailand	11.2
France	10.2
Philippines	10.2
Spain	9.3
Canada	8
Germany	7.8
South Korea	7.2
Argentina	6.1
Egypt	5.25
Malaysia	4.45
Colombia	4.3

Table 3
Leading countries on many tweeter users around the world in (millions)

Country	Facebook (2021)
India	260
United States	180
Indonesia	130
Brazil	120
Mexico	84
Philippines	70
Vietnam	61
Thailand	47
Egypt	38
Turkey	37
United Kingdom	37
Pakistan	33
Colombia	32
France	31
Argentina	29
Italy	29
Nigeria	24
Malaysia	22
Peru	22
Canada	21
Myanmar	21

Snapchat dysmorphia

Comparing yourself to unrealistic standards of beauty and alteration through filters selfies. These cosmetic practices are fetching the attention of teens, so fast plastic medical practitioners have created a new-fangled syndrome such as Snapchat dysmorphia with youngsters desiring surgery. Hence, their appearances look as they look in filtered selfies.¹⁴ Your kids and family are comparing their beauty features with the adjustment through a computer behind them, which is a

¹⁴ Karppe, T. and D. B. Nieborg, "Facebook confessions: Corporate abdication and Silicon Valley dystopianism." new media & society: 2020, 1461444820933549

fake comparison. They become complex and complexed youngsters are more depressed, lesser confident and lesser in competing for a realistic environment. More likes on your picture tag do not make us more beautiful. Comments that are more negative will not make you dreadful, as before these all are the opinion of people we do not even know well enough. All the positive and negative comments on your personality are fake; they are not real. However, they significantly create a depression in you, which is ineffective for living in real life. Augustine and Xavier Chamath Palihapitiya, explains that user Growth former (VP) at Facebook, articulates with these diminutive rewards such as hearts, likes and thumps up signals around us, we perceive a sense of flawlessness, we weightage these signals, and we feel its truth. Nevertheless, thinking neutrally, this is fake, brittle admiration. This is temporary, leaving you even more vacant and empty than ever. Because then it drives one into this cruel cycle where one is admired, but in reality, it is not; think about that billions of people on social media sites and then give a thought process for a while how people react then to the perceptions of others. This modern social networking is training and habituating an entirely new generation that whenever they feel painful, isolated, uncertain, or petrified, they have a digital pacifier that is deteriorating their ability to deal with. When one tags something, people make comments, which ultimately leads towards insecurity in personality imperfection; comparing one's natural beauty features against alteration encourage one's mind to get plastic procedures no matter what is routine or extreme in society. Michael Jackson world's greatest (king of pop) were, also gone through this, which ultimately caused his death.

The Aesthetic Plastic Surgery (ISAPS) released the report and analysis, declares an escalation of (5.4%) in skin-deep procedures in (2019) Non-invasive treatments, fillers amplified by 10.4%, tremendous upsurge in surgical processes in Liposuction and Abdominoplasty, both with an increase of over 9% compared to the previous year. Botulinum Toxin process from 2017 with an increase of 17.4%, followed by Hyaluronic Acid filler at 11.6 Women continuously undergo this at higher rate cosmetic procedures than men, accounting for 87% or 20330463 procedures. Men count for 12.6% of all treatments in 2018, or 2935908. The utmost famous surgical and non-surgical procedures for females are Breast Augmentation at 1841088 counts and Botulinum Toxin at 5344764. The utmost famous surgical and non-surgical techniques for men are Gynecomastia at 269,720 and Botulinum Toxin at 762742; record numbers of clients will be coming yet again and verifying.

Table 4

Country	Aggregate Surgical Processes	Aggregate Non-Surgical Processes	Aggregate Procedures	Percentage of Total Procedures Worldwide
USA	1492383	2869485	4361867	18.7%
Brazil	1498327	769078	2267405	9.7%
Mexico	518046	525200	1043247	4.5%
Germany	385906	536150	922056	4.0%
India	390793	505103	895896	3.9%
Italy	311456	542752	854208	3.7%
Argentina	280555	328405	608960	2.6%
Colombia	273316	135473	408789	1.8%
Australia	102404	100238	202642	0.9%
Thailand	105105	35018	140123	0.6%

The intermittent positive reinforcement and digging down deeper

This term forces them to keep doing it with their finger (scrolling). Joe Toscano, Google's former design consultant, opines that you pull down and refresh the new thing at the top each time. Psychologically, this is intermittent positive reinforcement; dig deeper into the brain and implant an unconscious drill so that it is being pre-set at a deeper level, not even realizing it. In the history of humankind, Augustine and Xavier says that never before 50 designers (20 to 35) years of age made decisions that would affect 2 billion folks. Jaron Lanier (2021), an incredible scholar, explored in his research about Deleting Media Accounts, emphasizing that firstly tech industry-made products, hardware, and software and now the enterprises are selling their users, which is the prime objective for businesses' profits.¹⁵

Attention extraction model and Growth hacking

Aza Raskin, Firefox and Mozilla labs, former employee (2021) enlightened advertisers, have been paying for our products. According to Augustine and Xavier, customers are the advertisers, and we are the thing being sold. Facebook, Snap chat, Twitter, Instagram, and YouTube enterprises' business model is design in such a terrific way that they maintain the level of involvement and attention as much as possible. How much of your life can you give to us? The entire platforms that we think are cost-free are not. Techs generate revenues from advertisers; in return for showing their ads to us, our attention is being sold. If someone says, give me ten \$mil, I will modify the society 1 percent in the direction you want it to change. Augustine and Xavier's opines that Team of engineers' job is to hack people's psychology; this is the entire discipline so they can get more growth, more user sign-ups, and more commitment. Another example is photo-tagging activity, which gets people tagging each other day and night. They make you get more to invite more people. Chamath, Facebook's former (VP) confess that growth hacking tactics are upraising at an incredible pace, and these tactics are the standard pattern playbook for the industry. He pioneered using scientific A/B massive-scale contagion experiments of small feature changes and their manipulation.¹⁶ Facebook pages can convince to hatch more subscribers to go for voting in elections, and they find out that they are capable of triggering the user's awareness.

Social media is a drug, anxiety and Generation Z

Lembke and Humphreys, Stanford University Director of (addiction medicine), emphasize that biological imperious joining others directly affects dopamine release.¹⁷ Tools like social platforms have significant potential for addiction. Child psychologists do not design these apps, and there is no vigilance for the protection of users. These algorithms are incredibly accurate at recommending the following video. Social media started digging deeper into the minds and taking over teens' intellect of positive self-image and personalities. In our sub consciousness, it matters what 10,000 individuals think of us as social endorsement injected as a dose to us every five minutes. Haidt explained American teenagers' enormous escalation in depression and

¹⁵ Lanier, J. Ten arguments for deleting your social media accounts right now, Random House, 2018

¹⁶ Keddell, E. "Make Them Dance": Shoshana Zuboff's Surveillance Capitalism, Behavior Modification and Fraser's "Abnormal Justice", Taylor & Francis. 2021

¹⁷ Lembke, A. and K. Humphreys, "The opioid epidemic as a watershed moment for physician training in addiction medicine." Academic Psychiatry 42(2), (2018), 269-272

anxiety.¹⁸ Teenage girls, nearly, 100000 were hospitalized annually because they harmed themselves. Even more horrifying, the suicide rate of older teens from (15 to 19) is up to 70%, and these data point out social media. Furthermore, Gen Z is the kid born after (1996), the first age group in history that got on social media in school. An entire (age group Gen Z) is more anxious, easy broken, unhappy, and less comfortable to take risks, and physical activities have been dropping. Think of each hospital admission, a family that is devastated and shocked. These services are the assassination of people or triggering them to kill themselves.

Surveillance Capitalism

Surveillance capitalism

Zuboff, research scholar at the Harvard business school, in her book '*The age of surveillance*', explained that every business has always fantasized that if a business places an ad, it must be a definite success.¹⁹ One has to have great predictions to be successful in that business. Tsalikis explain that Great predictions begin with a large proportion of data. Surveillance capitalism is like doing math with profilers, profiting with the model that can gauge tracking of everyone anywhere to guarantee that advertisers are as successful as possible with the best-designed business model; this haste did not exist before.²⁰ Like any other market, we now have a silicone industry that trades in human futures. These platforms make trillions of dollars, and these companies emerged as the wealthiest establishments in the history of humankind.

Augustine and Xavier refer to Jeff Seibert, the former executive of Twitter (SDD), confess that I want you people to know that everything you do over on these platforms is being observed, tracked, and measured accurately; how much you stopover and for how many seconds you look at it, they know when users feel loneliness and disheartened. They are acquainted when individuals are looking for photos of ex-sexual partners. What are your online activities and site visits at night, whether you are shy or social, your character, or what obsessions you have? Sandy Parakilas, Facebook's former operation manager of social dilemma (2021) and Uber product manager, says that all of this data that are recorded each minute and add up to these business models that have no moral regulation, that algorithms are making accurate predictions with the passage of time becoming more shrewder, about what kind of profiler we are. There is a misconception that establishments collect data is traded, but it is not. The physique models accurately predict our actions, and the best model wins in the tech industry. Surveillance capitalism has shaped our society, politics, behaviours, scarcity, and ideology, freedom of speech, fame and privacy. ISIS and many other organizations inspired followers' online propaganda against Islam. Internet lynch mobs have killed a dozen people; various serial killers do it for fame for coverage over social media, like the cat killer in Canada who pursued him. We live in a world where we have followers for Ted Bundy and the Night Stalker.

¹⁸ Haidt, J. *The righteous mind: Why good people are divided by politics and religion*, Vintage, 2012

¹⁹ Zuboff, S. *The age of surveillance capitalism: The fight for a human future at the new frontier of power: Barack Obama's books of 2019*, Profile books.

²⁰ Tsalikis, C. "Shoshana Zuboff on the Undetectable, Indecipherable World of Surveillance Capitalism."

Artificial Intelligence the Machine Learning

Karppi and Nieborg (2020), according to Justin Rosenstein, houses like Google have massive computers and are deeply interconnected, excessively running complex databases and transferring information back and forth every time. O'neil (2016) enlightened that algorithms are opinions driven in code optimized, Set given goal to the computer about the required result, and the computer learns itself how to get things done. That is where the term we say "machine learning."²¹ This system somewhat becomes better in picking up the precise posts in the correct order, so users spend more time online. Humans almost lose control over these systems because they are in a controlling position. In various plate forms (SDD), over social media, says it is not a myth anymore when we realize that technology overwhelms human strengths, weaknesses and intelligence. There will be a very close time when machines replace our jobs and are cleverer than humans are in real life. This point towards the root of addiction, polarization, and radicalization. It is odd and is checkmate to humanity.

METHODOLOGY

The themes explored in this conceptual study as the alarming situation (a thing to be worried about) by the various ex-employees of the silicone industry via facts, documentaries, case studies, and research findings critically. Admissions of these whistle-blowers in the documentary, following themes are decoded as negative affect on the society using terms like weaponizing social media, mental health and use of media and Surveillance capitalism. These arguments will be authenticated with the help of relevant secondary data with ISAPS reports, documentary reviews, tech professionals’ opinions and Statistic.

CONCLUSION

Genie Back in the Bottle

These tools have become arithmetical Frankenstein’s that are terraforming the world, but you cannot be able to put back the genie. A Law runs too behind them; the situation recently is that users are protected minimum, but on the other hand, these amazingly wealthy techs are working free with privileges. Content regulations should have national interest and data privacy assurance in users' interests. We disowned and restricted flea markets in human organs because they deal in vicious magnitudes. We cannot live where a tree is valued more dead than alive. The computer is the most fantastic tool ever built and is equal to the bicycle in our minds. The Internet is consider a creepy, weird place, and now it has become an addiction like a drug, which is killing our society, discoursed by Augustine and Xavier. Technology is not a law of physics tech experts can change methods and have a responsibility to change them. Janzen states that this is not the way to treat societies and personalities. A healthy society depends on getting rid of these destructive business models.²² The intent and requirement must be how the world is a better place.

²¹ O'neil, C., Weapons of math destruction: How big data increases inequality and threatens democracy, Crown. 2016

²² Janzen, M., "Ten Arguments for Deleting Your Social Media Accounts Right Now." Perspectives on Science and Christian Faith 71(2), (2019), 133-135

Recommendations

One should turn off all news app notifications and never seek out information that is not timely and essential. Self-regulation or parental control in the case of kids and state-level regulation with strict monitoring measures. Social media should also take regulatory measures. There should always be Social media literacy. Uninstall social apps and news that are killing time. Fact-check and verify the source before we share anything; all devices must have fixed decided usage time in daily routine. Planned decisions with kids (fixed hours) every day do they want to spend over the cell phone (Jonathan Haidt). Prohibition of social media until high school (Jonathan Haidt). Always choose a video on YouTube; do not accept a recommended one. The evil and harmful stuff must be regulated and categorized by the techs themselves. Social sites during (2020) US Presidential election, media giants carried out substantial scrutiny to police misinformation about the election, which was a good thing. Information content should have an authentic source attached and must ban all halted political ads and speeches, as Twitter banned all political ads last year.

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