

Technology is a social dilemma
(Article)

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Abstract

Millions of people use social media and digital technology these days, so that these means have become an integral part of human daily life. It has become a major concern for most of us and consumes a lot of our time. This technology represented by social media has become controlling us so that it began to change our life and social behaviors until we reached the stage of addiction to its use. This social transformation for her children. The dangers and disadvantages of excessive use of this technology made us highlight these dangers in this article, which is based on a documentary film. .

Keywords: social media

Note: The idea is based on a documentary. About this.

Who among us does not own a smart phone most of us, but we all own this device that has become a part of our personality, or we maintain accounts on Twitter, Instagram, Facebook and other social networking sites and platforms, and we often find ourselves and on more than one occasion ignore a friend - or a member of our family He sits with us in the same room because we are completely engrossed in our own social technological world, that this technology will never make us feel lonely or bored, but sometimes it exposes us to embarrassing situations that reach the point of ridicule, and can make us less attentive to those closest to us, and perhaps It makes it hard for us to be alone, and many of us are afraid to admit it, "We still have a romantic relationship with this technology," says Sherry Turkle of the Massachusetts Institute of Technology.

Companies are absolutely profitable in our time, since the first e-mail sent in 1969 by one of the professors (Leonard Claydrock) at the University of California to one of his students to try the first e-mail, to 1983, the year the Internet entered actual service and to this day In which people use billions of daily messages and browse many sites and search giant search sites, these sites have become searching for factors of speed and efficiency and the development of generations of fast frequencies until they have become a source of concern for humans from the large number of transmission platforms and communication towers to increase their speed and efficiency, until these sites become Giant companies are the most profitable throughout human history. The goals of these sites appear through what social media allows for its users to communicate with each other, and this is one of the most important advantages of using these sites, as it is possible through them wherever they communicate with family members and friends They were regardless of the geographical borders that separate users, or even the availability of traditional communication tools, such as mobile devices The floor and the mailbox, all it takes is a computer or mobile phone

connected to the Internet, in addition to having an account on any of those social platforms; Such as Facebook and Twitter, for example, and social media is of great importance in the lives of many students; It facilitates students' communication with their teachers, and increases the ease of transferring and exchanging information, so it is an effective educational tool, which prompted many researchers specialized in the field of learning technology to emphasize the importance of exploiting the Internet, and benefiting from social networking sites in the education process, and accordingly led to the continuous increase In using these sites for learning to pay attention to the importance of developing distance learning tools, and social media contribute greatly to obtaining the latest world news, and following current events, as it is no longer sitting in front of the TV waiting for the news bulletin or getting a paper newspaper to see what is It is happening around the world the only way to get the latest news and developments, where everything can be followed in this era using social media, but it also provides the ability to select the type of news that interests the user to be notified of it, in addition to that, social media is one of the fastest tools in the world. Publishing important news and information within seconds of its occurrence, but there are also other goals for these sites that I want their creators to reach through Interaction: which is one of the important steps that those in charge of these sites aspire to, in order to increase people's use of these sites and to continue to pass on everything that is published on these sites. The desired interaction is to keep as much as possible.

And taking the longest time on these sites.

Growth: What is meant by growth is to increase and attract the largest number of users by making the matter invite us to invite many friends to these sites and these friends invite others and so on, using methods to increase the number of followers. .
Advertisements: The important goal of these sites now is to increase the amount of funded advertising, through which tremendous profitability is achieved. The greater the number of followers, the greater the advertising income, and the greater the amount of money earned by these technology institutions, and this is done in a way that supports algorithmic methods and these calculations function its function Knowing what must be shown to us to increase these numbers, so that the form of the advertisement and the method of the type of advertisement is what determines the entry of the largest amount of money to these sites. The great spread of social media, its ease of use and access, made us notice its great impact on the fabric of society and people's trends, even their tastes, clothes, purchases, electoral votes, and general mood. In all aspects of our lives without us realizing, the owners of these sites have an idea of how to manipulate us when needed and to increase advertising revenues, even across countries. The pioneers of these sites are manipulated by increasing videos and news that attract the largest number of viewers, in addition to tracking users of these sites Which assigns each user a number that can be tracked and know

what he is looking for and what he wants through the way he searches the sites, until it has become important and to increase control they send specific incentives to users in the form of pictures, notices or videos to urge behavior and influence it. The advantage of using these sites for young people is The chip that uses these sites the most and to influence them by motivating behavior, there is another party or an invisible third party who is controlling the two Because this party is the one who owns all the accounts of people and knows where they are going through the amount of videos and notifications it receives, in this way the third party can control people and this third party is an invisible party, but it controls how to stimulate behavior in the two, until this controller has formed a framework Users cannot leave it, and as it is known that whoever controls the goals controls the results, and through these frameworks, a generation of young people who were brought up within a framework or an electronic space, if true, was created until the meaning of communication and culture became in the hands of the third controller, until the controller developed an advanced technology Enough to distinguish it from the charm and involuntary attraction towards the controlling other

It is visible, that the process of magic and deception used by magicians is nothing but an effect on our nerves and psyche until it reaches to control our minds and attract them towards the magician who is considered here as the controller. Derayah in a part of our minds that can be influenced by, we did not know, and they may take advantage of this point to take advantage of it to deceive, so we see their magic tricks succeed, and this same thing has been exploited by the owners of social media platforms or controlling these platforms and began to employ it and understand the psychology of what benefits people and turn it into Technology, and to make this work, they made technology more persuasive. Persuasion technology is a type of deliberately applied design to the max, and where someone wants to modify the behavior of a person and make them subject to intentional behaviors such as moving the screen of the device from top to bottom, opening websites and clicking on the like, all These behaviors are not arbitrary, but rather carefully studied, and this is called psychology (interrupted positive reinforcement), which is that if we drag the screen from top to bottom, something else will come out that just can't help A person or the browser resists it, and so on, and here the controller does not want to be satisfied with our conscious use of the product, but rather wants to penetrate into the brain stem and implant inside it an unconscious habit so that the human being is programmed at a level so deep that we do not realize it, and that is why phones are now like a game that wants to play to win and waits for the end of the game Also, the devices, you look at them all the time thinking that they bring you something new, and this is not a coincidence, but this is a technique in the design of these sites, because there are specialist engineers whose job is to penetrate people's psychology to reach greater growth in these sites. There are very dangerous things that These sites, and by knowing the weaknesses in our minds, have been exploited by these

programmers to affect our daily behavior and our way of life by manipulating us and even controlling our thinking and our nature. On the feeling of discomfort, loneliness, doubt, and fear, even reaching a state of weakness and weakness in our ability to deal with others, especially the teenage generations, the architects of these sites have excelled in choosing the shape of the icon for each Signs and even internal notifications from admiration pressure, to friendship requests, to participation and other applications, all came through a psychological engineering study of influence and until the situation reaches the power and influence on them through these means, as well as playing on the ability of people to become addicted to these sites or affected by it, that the generations born after 1996 are the first generation to use social media in middle schools, and even after they return from school they use these means until it becomes as if it is in a state of autism with it

A generation became more anxious, fragile and depressed, so that their (romantic) interaction became dull and significantly reduced, and this is all a change in the generation and control over them and their awareness until this became one of the social consequences that families wonder about what happened to their children, that these means have become a tool for changing the social fabric and change The lifestyle of generations, which generated families traumatized and terrified of what is happening to their children and they do not know that their children are victims of the designers of these sites and that they are manipulated by these or this technology to the extent that the child compares himself to supernatural, or a non-existent reality and wants to simulate it, as well as placing themselves With unrealistic aesthetic standards imposed by this technology, this is an unequal battle, as the increasing technological development in the world is towards more openness, the public space has expanded, the private space has decreased, and the human being has overcome geographical borders by building virtual relationships via the Internet, but this differs in what Concerning international political relations, and as in the “real” world, there is a constant need to regulate relations between people, preserve their security, and protect their property from violations. The need for electronic security and The process of protecting these sites and organizing their work has become a priority at a time when people, society and countries depend on technological means to conduct all their affairs.

But we have to realize the importance of awareness and building this awareness that immunizes our minds from being drawn into a controlled manner, because by this we look to a better tomorrow, as the full assimilation of this technological control starts from the interest in building awareness, which is the understanding and proper awareness and this comes from spreading the correct knowledge, as well as the realization of the mind and therefore We find that we are in front of a mental process during which a person can properly understand and perceive in order to analyze and compare to make the right decision, in addition to that awareness is not limited only

to the problems we suffer from "rumors, or slipping by joining things we do not know their source", but rather with awareness that includes all aspects of Our life, we need to build awareness in all aspects of life, as well as build awareness of the child in terms of guidance and education, and also educate young people how to think and make a sound decision. It controls all social media. That the human mind and the physical level will not change drastically in comparison to the huge breakthroughs of this technology, and that the unequal battle between humans and this technology and giant computers that have goals other than the goals of our lives as human beings, according to the mental and physical consistency that we carry and which has not changed unlike this technology Which has become leaps that the human mind cannot comprehend or win. Yes, humans are the ones who created this technology, but it is out of the control of our minds and changing its goals by complex mathematical methods to find the most desirable material benefit and this is what its makers planned,

Improving its services, but in the end it obtains a wealth of data that is invested in future manufacturing policies, and this process is known as "digital intelligence" and it is used to identify the features of products that can be popular with consumers in the future, and Zubov adds that these expected products have a market I called it the "behavioural futures market" in which investment has expanded tremendously.

And we must know the fact that everything we use through the Internet and these sites are monitored, such as browsing photos and videos and the time period that we spend even standing on the image or the number of video views are all subject to control and measurement, and even the way to interact with them, so that these sites now know what is inside us if it hits us Cases of depression or loneliness, for example, when you browse through old photos or remember your old friends or even relatives and family by browsing these photos, this technology knows your inner feeling and where your feeling is heading, also they have a perception of what each of us does at night, whether it is explained or An introvert and if he is exposed to a nervous disorder, even our personality model or pattern, all of this, they have a complete perception of each one of us, that all the information and data that this technology feeds are stored in these systems that have almost no human supervision, and they provide expectations about what we will do and about Our nature. There is a wrong impression among most of us that our data and personal information can be sold. Here we must stop and think that these giant companies, which benefit from this data to generate money, do not have the interest to sell their users' data. If they do that, they lose an important aspect of data used to impose a controlling will. We check the feature of building models that anticipate our actions, all the data of our use of these sites is used to build models to know our reactions and how to feed them with videos, data and films to influence us and then inject a number of paid advertisements. While the behavior of companies such as Google and Facebook

appears to be known at least to experts, the broader picture that Zuboff presents behind that behavior is still largely unknown, indicating that most of us thought we were dealing with just obscure algorithms, in While we are in fact witnessing the last stages of the long development of the capitalist system, which moved from the manufacture of products to large-scale production and administrative capitalism and then to financial capitalism, this technology and these social sites have had dangerous effects on all societies, until they became tools for tearing and scattering the social fabric until On the scale of the same family, to negatively affect the social factor or the social sense of our children, so that their relationships are all dependent on these devices, and these sites have become a tool for persuasion, so many of them consider them the reference

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The social network for them, because these sites are invisible digital dictatorship controlling tools and controlling behaviour. There are also fears and other negative effects for these sites, which are:

*- It has great damage to the policies of states and the way the people deal with the government, because it has become the criterion for knowing the truth, until it has become a tool for destabilizing and destabilizing societies, and is responsible for spreading complete chaos and dividing society.

*- We don't talk to each other a lot, even within the same family, until everyone has become strange and integrated with their own virtual world..

*- We have become politicized and misled by false news that we transmit more than the truth. Rather, we make this false news a measure of the truth and we defend it.

*- Distraction of attention, a change in our behavior patterns, a change in our social and cultural patterns, until our friendships became few and all of them are virtual friendships.

*- The responsibility of these sites for social chaos, lack of confidence, anger, indifference, loneliness and psychological alienation.

*- The applications of these sites have become depressing for some teenagers because they did not get, for example, a number of likes or interactions.

Note: The idea is based on a documentary. about this.

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