

Safe and Healthy Relationship with Social Media

Welcome, everyone to Social Status: Keeping a Safe and Healthy Relation . My name is Melanie and one of your moderators today along with my colleagues Dustin and Pete and before we begin I want to go over some housekeeping tips for those new to the webinar platform and they want to remind you if you are on Wi-Fi, if you have a way to hardwire or plug the cord right into your computer or you get your Internet that way that is the best connection option. The captions are provided throughout the sessions today and you can click on the CC button at the top of your screen and you can see that pod and you can move it wherever you like and you can shut it off if you don't want to there. There are no microphones activated so you use the QA pod to communicate. Your questions or comments can be typed in the bottom and you can send your questions or comments. You won't see anybody else's questions or comments but only your own and if we answer you back, you will see that [Indiscernible] answers many questions as possible at the end of the presentation and below the chat pod is the handout pod and you can download it at any time by hovering over the title of the handout and click the download arrow and once you do that, it will prompt you to save the document to your desktop and make sure you know where you save it's you can go back and retrieve it. You can view this in full screen mode if you like and that is in the upper right-hand corner, that square up at the top and that will enlarge the PowerPoint which is fine, but just know you can't use the QA or participate in the full screen mode see want to click it again to minimize your PowerPoint so you can once again regain the use of those features.

This webinar is being recorded and will be in the member website in 2 to 3 business days. If you are on a mobile device you can't download the handouts, but will have them available in two or three days with the recording.

So if you can stand by why a -- while I begin the recording and we will begin the presentation.

I am here. Melanie, can you hear me okay?

I can hear you fine.

Welcome, everybody and a few points about this and for the first 30 years and just under 30 years of my adult life I worked for high tech and the computer manufacturer that is largest in the world designing computer chips and I have a strong tech background but I am also a licensed psychotherapist here in the state of California and one of the reasons I like to give those two points is Magellan and your EAP and your employers do a great job of getting what we call informed information out to, meaning it's not just those experiencing and slides but people have done research about ready to present and at the end of the presentation you will see a bibliography page and you can go to where there is information but also some reading therefore you that may benefit you to get more informed about the topics we are talking about today.

So with that said, let's get started. It take us a little bit and sometimes there is a slight delay in changing slides. I am trouble -- having trouble here and there we go.

Today what we will talk about is defining social media and I guess by asking what it is you would say Facebook, but we would give you a little bit of a mental picture about social media as we go through this presentation but maybe give you a new insight and perspective about whether or not this is healthy and whether or not you're getting good information from that, et cetera. We will explain you what algorithms are and I think this is important because it's not a scary thing as it sounds and you can get on the news where people like Mark Zuckerberg are talking to the United States Congress and saying, these algorithms we want to know about these and people ask me all the time what is an algorithm. So I will give you an accurate but simplified version of what that is

and you can see that I need to be informed on what these people are giving me and the tech companies are collecting and decide whether or not that will be helpful to you.

You will recognize and identify whether the information we are getting is reliable or whether we can trust it and we know that term fake news and how do we know? Will talk about that. And the last time and thing we will talk about is it affecting my mental health and is the social media affecting my relationships, and the answer is maybe. Maybe. We will talk about each of those things as we go through the class today and we do have a lot of people in this class. I love to teach and I love being in front of people but you can type in the questions. But if we don't get through with them, which is probably unlikely we can maybe go off-line or asked Melanie if she can get some answers to some of your questions.

First of all, what is social media? Like I said earlier, if I asked you most of you would say Facebook or Twitter or Instagram. But I want you to think about this definition. Websites and applications are those that enable users to create and share content. So if you and I are going to start a platform, and that is the word I want you to focus on, platform, like YouTube is a platform. I want you to think of an auditorium what we are doing is we are building this auditorium and we have a roof and chairs and then we have a stage and that is what the high tech companies are creating. But there is nothing on that stage. What we have done is created an environment, platform, that allows people to witness something and create something and put it on that stage. So that is what we are looking at when we talk about platforms and social media us and I can not interact with that and if I go to a traditional movie theater, I don't get to choose what picture is up there, but I can influence what the next picture maybe by telling the owners of the platform that I really don't want to see those westerns anymore and I want to see a different type of movie like an action movie. So we can interact and that is the participation in social media. And some say it has a positive effect and sometimes it has a negative effect. Okay? Let me know if I'm going to fast, by the way.

Here, on the slide, you can see the big ones that we know about, Facebook, Twitter, Instagram. But in the lower left you will see I added some other things like cancer.net and some would argue if this is a social media site and I will tell you that you should consider it so and for example I just picked this one out let's say I am a patient and I was just diagnosed, unfortunately, with cancer, and I don't know anything about my diagnosis or anything about what to expect. I may go to cancer.net and do some research. If you do, you're more than likely to go and be redirected to other sites including user sites that say these are other patients who have this diagnosis or people that love somebody who has a diagnosis, and what we will do is exchange our experiences back and forth and it will be very positive. But it also can be misleading at times that somebody is writing something that says this is my experience, but this is a personal experience that not necessarily every buddy else is going to experience. We have to be careful with that and think about what I said earlier, is the data you're getting information you're getting from the Internet correct? It doesn't mean that people are necessarily misleading you in a malicious way, but it means that was there personal experience about it. If you go to the bottom right you can think of Yelp and trip advisor. Here people are writing in their experience about the restaurant they went to or the crews they went to. And you will get some insight and you may get some positive insight like I didn't realize they don't serve beer at that restaurant. And as a result maybe I won't go to that restaurant for dinner. But you also will get people's personal experiences so you may have somebody say it was the worst restaurant never had and it may be that the waiter was terrible and yet nine other people out of 10 they say they will never eat there. So we have to begin to formulate in our own selves the ability to discern the information that we are getting and to filter it out and to be able to say, yes, I get it and maybe in that way we can figure out maybe

that user had a bad day or a bad experience but look at all the other people that said it is a good experience and let me try it out. Okay?

So a little simple thing is called an algorithms when the middle of this diagram we have the word algorithm and I want you to think about it computer program and that is what it is. So they can be very small, just a few lines of code, but the truth is the algorithms we have now in the company's we are going to look at have algorithms that are extraordinarily sophisticated. There are millions of lines of code. What we are doing with these computer companies is we are trying to fill up that auditorium that we talk about earlier and we want those seats filled up. We want that stage to be presenting think the people are going to want. So how do they get that information? Well, from a variety of sources. In the upper left, these are interactions. So from the moment that you login, there are cookies, the thing below it, that are collecting the data and for example they say they may look at this and it was logged into at 10:00 in the morning on Saturday and they will collect that data. And they will collect the types of trees I am looking at and collect every bit of data they can out of my interaction with them. In you may say, okay, why would they do that? The reason is they can take that data and sell it to a nursery, for example, a local nursery. So next time I am on an email and on the right-hand side of my screen I see all of these ads pop up I can ignore them but sometimes it is the one that pops up in the local nursery telling me about fruit trees in the sales they have. And where do they get that? And how did my email know to pop up that information? It is because of that experience that I had with Google, for example. And that I allow them to give that data to my local nursery? Probably. How? Because of the fine print. How many of you have put an apple on your phone or your computer and it asks you or informs you that we use cookies and you agree to use them and you can say yes or no or say let me manage them. And most of us just say yes, go ahead and do it. And yet, in the fine print, it will say, we are going to sell your personal information. It may say that or it may not. Not everybody does it. That is definitely a moneymaking tool for these companies. So think about Google or YouTube or anybody else you can think of. They don't charge us to use Google so how do they become one of the richest companies in the world and on the planet? It's because they sell this information and they will sell advertising space and that is how they keep in business. So the last thing on this page, in the bottom right is what is trending. And I want to talk about this with the third bullet on the left-hand side and the algorithms drive social media platforms that can produce a mix of positive and negative emotions. So, for example, what is trending. If you are on YouTube, most users there will say at some point in time when they are on YouTube, they pop in and watch the video that was recommended to them, so they may have gone on to YouTube to find out how to do fruit trees but somewhere below there may be a suggestion about flying an airplane and as a result of that, I went there and looked at that video.'s you can see that they are redirecting us to their customers, et cetera and is that inherently evil? The answer is no. It is not. It is marketing. It is just much more sophisticated than the marketing we had when I was a kid. Okay? We have to become informed consumers and that is what we need to become.

This website is really an eye-opener to a lot of people when I present this data and they don't realize how big it is. It is the number one website and over 2 1/2 trillion searches on Google per year and it is unbelievable. So that in itself may be just interesting data. But what is the impact to us? One of the things is when I am on this search engine with Google, I see advertising and the search comes up and it has an advertisement next to the answer, and then down below you start to see other things. Google will take money from people and say, I want you to put my company, for example and I want you to put it way up on the list on this search. So when somebody searches for fruit trees, I want mine to be the first five that pop up because, statistically, I will click on those first five that pop up instead of going to the second or third or fourth or 20th page and doing a click on those. So Google, and you see that Google owns YouTube and you see

Facebook is over there and you see Twitter over there and they are all huge and they have a tremendous amount of information gathered about us. And the platforms that we allowed them to use.

With access comes the ability to influence individuals, communities, and even governments. And we know that is true. We hear about it and we see and there is a lot of worry about whether these high-tech companies have too much control over how information is exchanged. And a data point here may be that I will give to, the New York Times, for example. You can search and get different numbers but the New York Times has about 15 million readers and you compare that to Google's 92.5 billion interactions and it is 6000 times more. So if I were to put an advertisement in the New York Times and put that same advertisement on Google, you can see that the influence that I might have brought to me by Google will be much more significant than the information that I'm going to distribute via the New York Times. And the last one there, the potential to do good is enormous. And the potential to do harm is enormous. That is where we get to that thing about fake news and what about these bots and we will talk about trolls out there and we will talk about that briefly for a little bit but they do influence a lot of people. And if you think for one more second about Google, it is the world. Google is taking requests and search engine requests from people in India as well as Pete will elsewhere and they are managing that in doing it effectively.

Real quick. I have somebody asking about is this the most up-to-date information. I want to let you know that this is the most up-to-date for this particular site, and if they click on that picture right there cut it will take them to the site directly or you can click on it in your handout but just be sure to toggle back to us.

Thank you that. Feel free to interrupt me anytime in the questions that come through. So let's go and keep going. So is it bad for you, is Facebook bad for you? The Wall Street Journal did a six week exposé on Facebook. It is fascinating and it is well read and you can see the U.S. Congress is interviewing the big tech companies asking them for information about their algorithms and there is some resistance to it in some cases but in other cases they say look at our data so in the upper left you can see that Facebook, their survey says that about 360 million users say, yes, there is some negative aspect of using Facebook. And we do have to be curious about that. What is negative about it? Facebook inherently is not bad. So what is happening there that is making it difficult? Anyone go through every one of these, you see in the upper left there is an expert up there talking about kids are getting onto these platforms and that they are about 12 1/2 years old and is that a good thing for them to be doing. Facebook, because of pressure, and Instagram doesn't let them under 13 because they say Instagram can be useful but to children need to be accessing that at such an early age. And then at the lower left there is another article that came from NIH, one of those departments that talks about whether interaction with the Internet is causing depression and anxiety and the answer is for a lot of people, yes, it is, absolutely.

There is a poll on the right-hand side of your screen, and I am asking you, are you concerned about technology companies having too much information about you? And if you could just answer that with yes or no.

We are broadcasting the results.

Okay.

So the results right now, and there are hundreds of people who are responding, right now 85% of you say, yes, tech companies have way too much information about me. So these data points are pretty typical and a lot of people are concerned about the amount of information that they have over us and that is why we need to be what we call informed consumers. Over probably the course of the pandemic were people say we need to have informed consent and what that means is that in the medical field or mental health field, I will give you a form that gives you an outline

of what to expect from therapy. Based on that information, you will make a decision on whether or not you want to participate or not. So we have to become more and more informed about the interaction with Internet for ourselves and as far as of the people and also what kind of data can be expected or extracted from the tech companies.

As far as mental health goes, there is no question that we know that in certain circumstances, the Internet can be harmful to people. We see social isolation and I will talk about some of these and not all of them but I will go through some of them quickly. Social isolation is one of those where people would rather be on their phone and I want you to think of your phone as a computer because your telephone nowadays is more powerful than even the computers we had when I started years ago in the high-tech field. So social isolation means spending more time on your computer than you are interacting with other people. And depression and anxiety lead to that. Let me ask you. If you were running this course and at the end of the course to take the survey and the users take a survey, your audience, and you look at the results, and let's say there are 100 people that you are teaching this too, and the question is something simple like did you get anything out of the class, yes or no? And 99 people say yes, I strongly agree with that and I did get something out of the class. And one of those people says, no, I strongly disagree that I got anything out of that class, which response would you be more concerned about? And I am not asking you to type your answer and then I do this and a lot of classes but I guarantee the majority will say I will be focusing on the negative response. Now, think about a 13-year-old teenage girl posting something out on Facebook and getting a tremendous amount of dislikes. Somebody that is not stable and somebody who is not formed their own identity yet and you can see where that can be discouraging to people and you can see where people will say, hey, I can't look like that or I am not that smart or I don't have those closer believe in this and, as a result of that, it can affect them personally. And we can say, this is why we have to teach people to be stronger and not pay attention to that so much. I do agree with you, but the reality is you can see where people do get affected. Okay. Aggression and agitation. I think here you want to think about road rage. So you go down in somebody is driving really aggressively and they are flipping off and you look over there and they are shaking their fist at you. And you look over and it is some old lady in the car, somebody you really wouldn't associate with aggression. But the idea is because of the autonomy of that car, the idea that you really don't have that face-to-face interaction, people do take out their aggression and they do feel a little bit of safety in the fact that nobody will find them and come bang on their door and that is just one example of aggression. Another is, especially with men and depression, oftentimes I will see where depression manifests itself as assertiveness and aggression and anger. So these are high risk behaviors and lying and excuses or things like online gambling where people are starting to hide the truth of what they're doing on those screens. And a deviation from the norm at the very bottom you see is one of the things that I want you to pay attention to with the people who are concerned about you that are in your life. And what I hear often times is and I can use me as an example. Somebody's husband and went to a therapist and one of the things that I will say about that person is he's to be a really outgoing guy and he used to prune the fruit trees and used to do this and that and now he doesn't do any of those things anymore. Or he is a 15-year-old boy and got she was involved in sports and always doing things and now he just sits in his room playing computer games all the time. So you see that one of the things you're looking for is we see a marked deviation from somebody's norm. If they were normally there anyway maybe you wouldn't be so concerned about it, but if I see a marked change in their behavior or attitude or mental health, that is a flag that says what can I do about this.

I do have another poll over here. I am asking, are you concerned about yourself, or somebody in your life being influenced by Internet information in an unhealthy way? So you can say yes or no.

And we will give that a second or two to see how these results come back. And you can see here, like a snapshot, we have about 75% of people saying yes, I am concerned about it and then about 20% saying, no, I am not concerned about it. So I think we have to take this into consideration with our own personal lives, and not everybody is affected negatively on the Internet but those who are they need to pay attention and do something about it. I do worry about people and I see it quite a lot especially during the pandemic.

Fake news and or being an informed user. How do I know the information being presented is accurate? And you hear this and we need to block these people. Here are just five organizations we give you that you can go and do some research on and I encourage you to go to this one and find out the methodology that they use in order to determine whether something that is being posted is accurate or not. But I want to caution you, in this way. How fast that information gets updated is important to us. Because if you think about the amount of information going back and forth and I told you 2.5 trillion searches on Google per year and how fast they can fact check things may influence you. The reality is that sometimes information gets out there before it can be corrected. But nevertheless, we need to be mindful consumers and these sites are some sites you can use in order to find out if the information is correct or not.

So we are almost done here. How can I have a healthy relationship with social media? One of the things that I ask you to do is to set boundaries for yourself. Are you comfortable with the amount of time you are spending?'s why is it forever, even before YouTube and Facebook really flew off the handle and people come to us and say that our kid is sitting in front of their computer game. And is it too much time? Are they spending too much time? How much time should I give them? Those boundaries are not hard and fast. A child psychologist could not tell you it is 8.2 hours. We can't give you an exact number. You have to be able to know yourself and know the people that you are involved with and set boundaries. I will give you one more example of that. Let say you have three children and your apparent and have three children. I can tell you that you are going to have a different answer depending on which child you're talking about. 18-year-old versus her 12-year-old versus your five-year-old. That is one thing. But you will also factor in like the maturity level, the propensity to get into trouble, et cetera. So you need to set boundaries based on what you think is good for them or good for your family or good for your belief. And openly talk to people about it. Talk to your children and say, the reason I'm doing this is not because I want to punish you but because I think there are other things you can be doing besides being on Facebook. I want you to know that just because somebody gives you a not like on Facebook, it doesn't mean you're a bad person or the thing you are doing is bad. You need to openly talk. And I will give you an example in a personal relationship, adults. Is it okay for your partner to be on these sites? And for some people as a couple they will say no problem and I have no problem with that whatsoever and let me know and that is what I need to know and don't hide it from me. And other people will say, no. That is extremely uncool for those websites and them. That is not okay. So depending on what couple you're talking to, you may have to set those boundaries based on your relationship. You ask questions and what are you doing and tell me the details, trust your instincts. When you know something is wrong, trust that or do something with it. It may mean your instinct or hunch or guesses wrong but you will feel better about that.

Question your motives. Why am I doing this? Why am I going on to YouTube and posting something every time I go take a walk? Why? Do I get that big of a rush from the feedback? Whatever it is. Lastly, test yourself. If you say to yourself, okay, I don't have a problem with YouTube or using Internet. So I am going to, for the next five days and I am just making this up just five days, when I get home from work I will set my phone down and I won't use it until 8:00 pm at night or my computer until eight a clock at night and then I would only use it for about an hour or an hour and a half and see how well that works out. And if you cannot do that, then you

go back to why isn't that good for me and why do I still feel bad about this and why can't they do it. Maybe it was okay that was using my computer as much as I was. But you are going to have to test yourselves to find out where your boundaries are. It is very difficult especially for other people. Okay. I will pause here. But I think we are right on schedule. So now I want to ask, what is one thing, and here you don't have to type this back in but what is one thing you've taken away from this course? What is one bit of data or definition or example that you have taken away from this course?

Some people that are answering meet our writing back saying read the fine print. Yes. Be more aware of how information is being shared. Absolutely.

We have a lot of people talking in the chat about this and one thing they are saying this people focusing on the negative responses and with prevention and setting limits so people talking about discussing with their adult children some of these things. I think you're going to give an example so go ahead with that.

Yes. So the answer is really about communication and remember, there is not a one-size-fits-all for everybody. There just isn't. And as a result of that you have to pay attention to what is helpful for you and you can go back to that example of being in a committed relationship with somebody and the last committed relationship you may have been in is okay for you to do these things et cetera but it may be something entirely different and when you are responsible for the development of other children, it asks you questions about setting boundaries and testing your limits. One quick thing here. I want to reiterate the fact that the Internet is not inherently evil. I put an app on my phone the other day updating my app for a major bank and if I told to the bank's name you would say I know that. And one of the questions they asked me was can we have access to your photographs. And I thought to myself, that is ridiculous. Why would the bank need access to my photos? Nowadays, I don't even have to go to the bank to deposit checks. I can take a picture. And by the way those go to my photographs. So there is a legitimate reason why my bank needs to access my photos because that is how to get the check that I took a picture of. But what about the rest of my photographs? And even if I have no worries about other people seeing my photographs like there is nothing I would be embarrassed about or whatever, could somebody do something with those photos? And the answer is yes. And we go back to algorithms and one of the things we use is what we call artificial intelligence and they can scan your photos and find out that in a lot of your photos you have a golden retriever in your photographs and as a result of that, you may start seeing an increase of advertise mean -- advertising for pet food or pet care and that is sophisticated marketing, but is it really what you signed up for? Maybe or maybe not? So I don't want us to be afraid of the Internet. I want us to be informed of the Internet. I don't want us to be afraid of interacting with it but informed consumers that say this is not for me or my family or my relationship.

I am going to pause here because we will run out of time but I do want to say thank you very much for the interaction and I can't believe how much great interaction we are getting and I wish we had more time together but know that you have access to your website 24 hours a day and 70s a week. It is amazing. So we will see you next time.

Thank you so much, Phil. I want to remind everyone that you do have access to the employee assistance program and phone line and website. We don't have your particular phone number or website because we have companies from all over the nation on this call today so if you don't know what that is, please call into your HR department to get that information and they will be able to provide you with that as a benefit. And this is for your employee assistance program. We literally are available 24 hours a day. If it is on Christmas or Thanksgiving, or any holiday were everything else closes up, we are still here, and you can call and get further information. We may have time for just a few questions. It looks like.

Okay.

So if you can stick around for that, and I want to let you know that you can view this webinar later and we will post this on your member website and 2 to 3 business days. See will find it either under the learning center or on the on demand webinars on your company EAP website. And if you don't know your contact information, please contact your HR department and they will give you your personal companies toll-free number and website.

We do have a few questions.

You want to give me one?

Sure. Let me see here. And I will read. Someone said what you do if you have somebody who post something that is obviously fake news and they fact checked and it seems to be fake news and they said of that person, hey, I did a check on this and it is fake news and that person doesn't trust the fact checkers and how do you manage that in a relationship?

I get it. I think about the idea that you have to go back to what is your motivation. Are you really just discouraged that whoever you're trying to convince to think your way is not going your way even though you gave them the evidence that says this is false data and it is still not changing their mind. You may be frustrated by that. And as a result of that, you will get into conflict. I see it all the time. I don't know if that was as clear as it could be in my explanation, but look at the motivation behind it and ask yourself, why is that person not be leaving the facts I presented to that person? And it is complex and I can tell you that right now. One thing that pops up with these mobile bank apps, they are completely secure. Absolutely. The small print will say that we don't share that information with anybody else. But they don't sell that information because it is confidential but the idea is that people need to be informed and they have to go and asked people that you can do this and make a decision on what to do with that.

A good point and I am looking at flooring for my house right now and I can take my phone and off of that I can take a picture and it will show me what that looks like in my home, and that is kind of something I had to agree to let them access my camera to do that. So that is a good example of that.

And one other thing. One of the listeners said you can always go back and change your settings and cookies. Absolutely. But remember, that is the point of these classes, to become informed and a lot of people don't know that they can do that or what their rights are or what they are capable of and you can be informed users and be doing something about it.

We have a few questions about what to do when you think somebody is may be addicted to using these devices are getting on the sites?

Just think about step away from being addicted to the site or being addicted to something that is more ubiquitous like alcohol or something. So what you do? The first thing you do is you save yourself I care about this person and you start talking to people. You know what I am worried about this and I see a change in you. You have to remember that you are limiting the amount of people you will have for that person and anybody that has dealt with anybody who has an addiction knows that and as much as you would like to get them help, if they don't want help, it will be a problem. I want you to be kind to yourself and save yourself that I care about this person, but also I will do everything I can. But I may have to accept the fact that I can't do everything and get the results I want. So be kind to yourself but don't sit around and do nothing, by the way. Talk and bring it up and bring the elephant into the room.

Thank you so much, Phil. We have run out of time and we do have some complex questions of people are asking. What I would like to tell you is use the information in the bibliography to do some more research and use your EAP resource to call in and ask additional questions especially if you are having relationship issues or concerns about somebody in that way that the will be using social media to the point it is affecting them emotionally. You can use the toll-free number and

call in and ask for consultation and you can talk to somebody about that and they can give you some guidance. We do have a satisfaction poll that is pulled up and it says please rate your overall satisfaction with today's webinar. You can click the radio button which is the round icon in front of your answer and we are not broadcasting the answer to everyone. Only we will see it but you may not be able to see it being tallied but if you click that little button right in front of your answer. But you can also download the certificate of completion out if you would like and you can hover over the title and you can save it to your computer and one last thing is we do have a poll at the bottom of the screen that says whatever topic of interest is there to you so if you type that in the text box at the very bottom and be sure to do this to the right that is where we will broadcast your answer and on deciding what we do in the future. Again, I want to thank you all for attending today and, thank you so much for your presentation, Phil. We appreciate that and that ends our webinar session for today.