Sosiale medier og mental helse.

Ida Aalen
Produktsjef i Confrere
Folkehelsekonferansen
See how video calls can be used in your industry.

Confrere is a perfect match for a range of professions meeting 1-1 with their leads, customers or clients.
Kilde: TNS Gallup
Men hvilke behov dekker sosiale medier?

- Informasjon
- Underholdning
- Fellesskap og sosial interaksjon
- Personlig identitet
McQuail (1987)

• Informasjon
• Underholdning
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• Personlig identitet
Information

- finding out about relevant events and conditions in immediate surroundings, society and the world
- seeking advice on practical matters or opinion and decision choices
- satisfying curiosity and general interest
- learning; self-education
- gaining a sense of security through knowledge
Integration and social interaction

- gaining insight into circumstances of others; social empathy
- identifying with others and gaining a sense of belonging
- finding a basis for conversation and social interaction
- having a substitute for real-life companionship
- helping to carry out social roles
- enabling one to connect with family, friends and society
Personal Identity

- finding reinforcement for personal values
- finding models of behaviour
- identifying with valued other (in the media)
- gaining insight into one's self
Entertainment

- escaping, or being diverted, from problems
- relaxing
- getting intrinsic cultural or aesthetic enjoyment
- filling time
- emotional release
- sexual arousal
Teknologien forandrer seg raskt. Mennesker forandrer seg mye saktere.
Myte #1

Folk er kjedelige og uinteressante.
Siste dag med skrivepermisjon. Satser på å doble produktiviteten med koffein og sjokolade
Illustration from Darwins’ The Expression of the Emotions in Man and Animals (1872)
Fatisk kommunikasjon.
Social grooming
Greetings from me and @Anja

And from the magnificent Kari Hannes and @anders
Myte #2

Folk er falske.
My profile states that I am in a relationship. [...] My relationship status changes with the wind. Today it is misleading, but who is to say that tomorrow it will go back to what the status reads [...] it’s a huge hassle changing my status every time.

College-student 1, DeAndrea & Walther (2011: 820)
My friend’s Facebook status displays ‘studying hard’. [...] Before I came to this study I was playing N64 with him and I know he is not studying. [...] he is insecure and he always thinks people are doing more things than him.

*College-student 2, DeAndrea & Walther (2011: 820)*
I have never seen her wear a pantsuit, she was always known for being more promiscuous. [...] She is now entering the job market and her family may be on Facebook so she doesn’t want to be seen as a slut.

College-student 3, DeAndrea & Walther (2011: 820)
De har så spreke, innholdsrike liv, og dokumenterer det med bilder av barn med syltetøy i munnvikene [...]. Noe har skjedd med oss. En stille forvandling. Idet vi logget oss på fjesboka, ristet vi av oss janteloven og ble til superhelter.

Aftenposten (12.03.2011)
Myte #3

Du blir deprimert av sosiale medier.
Sosial sammenligning
Det er alltid noen som har en større is.
(I hvert fall på Insta.)
Men sosiale medier i seg selv gjør deg ikke deprimert.
Britain’s ‘New Puritans’: Youth Drinking Falls Dramatically

A pub in the Soho neighborhood of London. According to multiple reports, alcohol consumption among British youth has plummeted. Andrew Testa for The New York Times

HVA SKJEDDE MED UNGDOMSFYLLA?

De siste 15 årenes alkoholbremss blant unge tenåring er en global trend – og et mysterium for rusforskere.

SAMFUNN

TEKST Kristiane Larsen D/FOLG MEG
FOTO Jimmy Linus
19. SEPTEMBER 2018
Forsideillustrasjon til New Yorker november 2009
In the new etiquette, turning away from those in front of you to answer a mobile phone or respond to a text has become close to the norm. […]

Sherry Turkle
Alone Together, s. 160-161
A parent, a partner, a child glances down and is lost to another place, often without realizing that they have taken leave.

Sherry Turkle
Alone Together, s. 160-161
Takk!

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