

THE COST OF CONTENT

The effects content creation, content access, and influencer-based social media has on our children

Social Media is a technological wonder that has completely changed how we interact with both the internet and the real world around us. We socialize on it, we post on it and interact with others. For all of its wonders, it's created an epidemic of mental illness, mental pressures, and an exploitation culture where companies are incentivised to not only keep kids addicted, but help them addict other kids



Kids are on the Internet, this isn't something we can pretend isn't real.

95% of kids use some form of social media

33% say they use it "Almost Constantly"



Middle school students spend an average of 3.5 hours each day on social media

This means companies control 15% of our kids days
This isn't just a hobby, it's an addiction being profited on by companies



Advertising revenue on under 18yr users totals up to 11 billion USD in 2022 alone

The damages of this are severe

Increased social media use correlates directly with increased rates of depression.

The Rise of social media directly correlates to the rise of suicide among American Children and Teens.

For girls in particular, their rates of developing eating disorders and other harmful behaviors increases with increased social media usage



Social media influencing one of the most desired jobs. It's glamorous outward appearance conceals a dark and depressing life of mental health struggles, and constant 7 days on work schedules. These lives are not fairly portrayed and mislead kids into the reality of an influencers life. Kids are not only profited on by corporations, they become the future content that these platforms then use to addict a new generation of kids. This "Influencer Life-cycle" is something we can't ignore.



Technology and social media are not purely evil, however it is important to make sure we don't allow ourselves to get caught up in this secondary world and make it our primary one. It's important to stop kids from becoming victims of an internet designed to exploit their time and attention.

CHILDREN AREN'T CONTENT, DON'T LET THESE COMPANIES EXPLOIT THEM