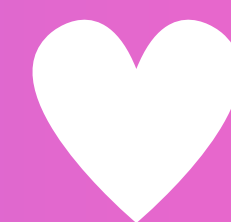
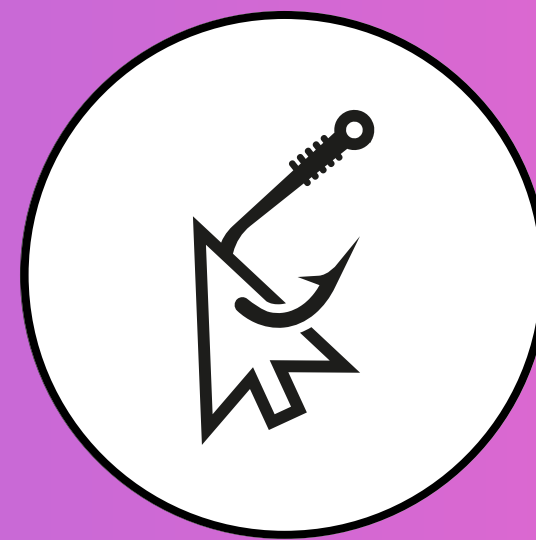
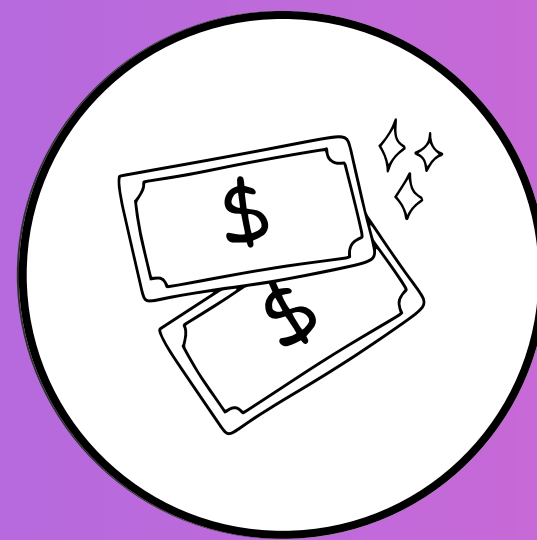
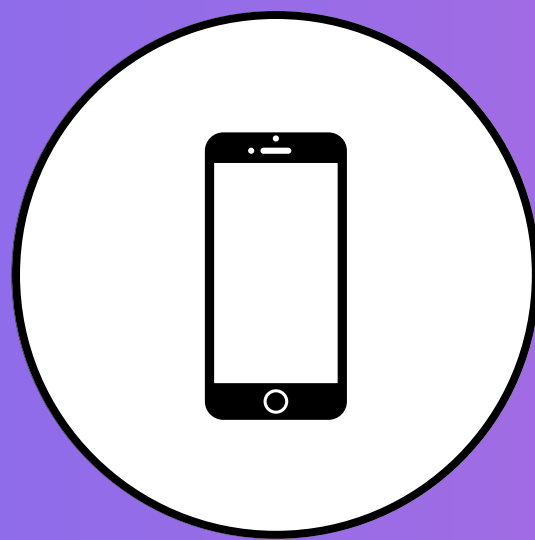
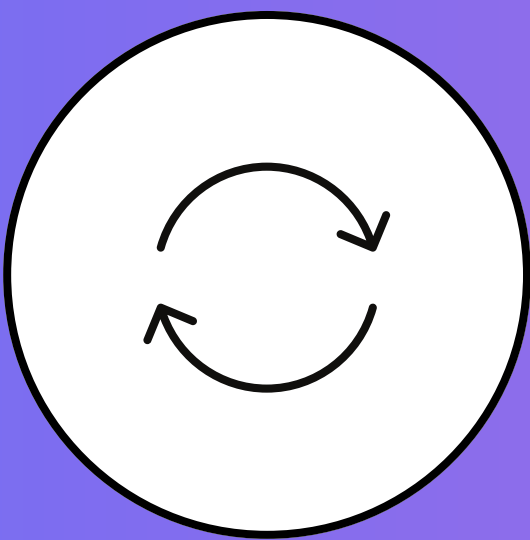


Social Media

📶 100% 🔋



Social Media is a great tool to create human connection and communication across the globe! But it has flaws...

Echo Chambers

Echo chambers are environments where individuals only encounter beliefs or opinions that align with their own.

These environments are found everywhere in the digital age, where individually tailored algorithms choose what to show us. (Hao, 2020)



Algorithms show you what you already agree with—limiting your worldview.

You may encounter this on:

- TikTok
- Facebook
- Instagram
- Youtube
- X
- Netflix
- Spotify
- And more!

These Echo Chambers Can:

- Lower respectful discourse.
- Stop exploration and critical analysis of information.
- Make the opinions of the viewer seem final or more divisive.
- Isolate us from other points of view.

Click Economy

For digital creators engagement equals profit. Platforms and influencers monetize your clicks —not your truth.



This structure can lead to a phenomenon called “Rage Bait”.

Rage Bait



Outrage = attention. Posts that provoke anger get more engagement, whether its views, comments, or shares.

Some people will purposely post offensive, hurtful, or provoking things in order to get more engagement and make more \$.

When you see an inflammatory post, consider:

- Who posted this?
- Is this fact or opinion?
- What is their intention with this post?
- What will they gain from my time and engagement?

Credibility

It's important to be cautious about believing what you see on social media. Information on those platforms can come from many different sources, and few of them are credible.

Influencers: Most of the content on social media comes from regular people- anyone can make an account! It's important to remember that most of what influencers post is personal opinion, not fact.

News Ban: Due to the Meta Canadian News Ban, legitimate news sources are prohibited from posting on social media. This makes it a dangerous place to look for credible news. Consider that the owners of social media platforms have control over the information shared there.

AI Generated Content: AI programs can now produce real looking images, text, video, and audio. Some people generate fake and often inflammatory AI content to boost engagement on their social media page.

Bot Farms: These are fake social media accounts run by computer software that pretend to be regular users. These farms generate fake engagement, such as likes, shares, and comments, to boost the visibility and perceived legitimacy of content, often for malicious purposes like spreading disinformation, political manipulation, or manipulating online trends and markets. (lyiola, 2025)

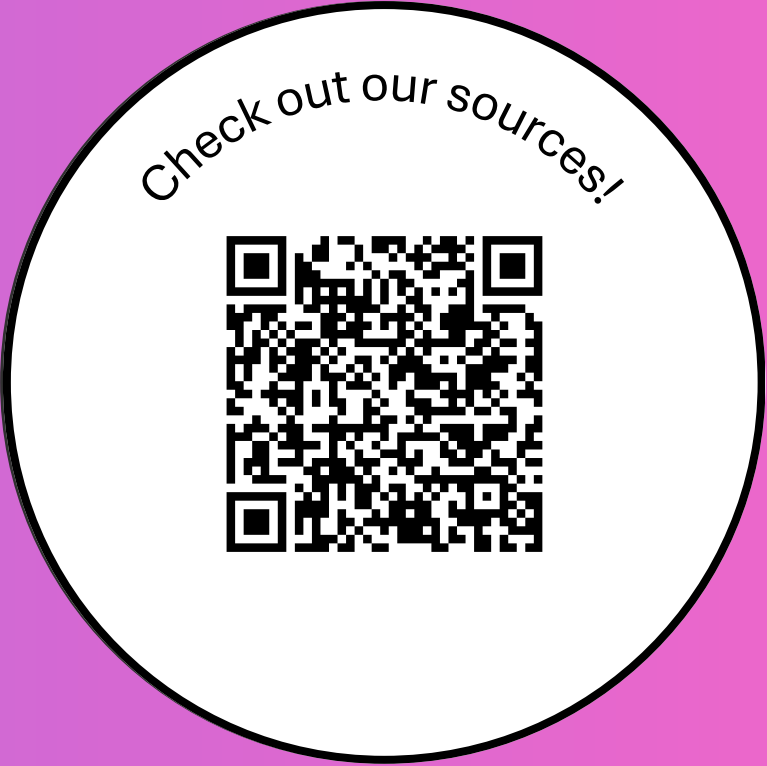
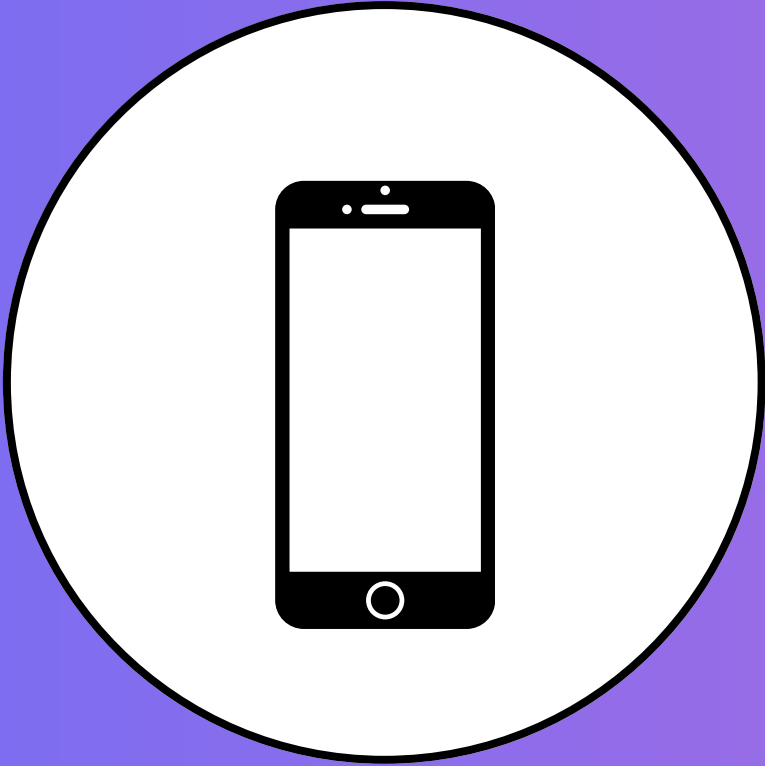
Tips

- Check the date and source of the information being shared.
- Watch for emotional language or urgency.
- Verify with trusted news outlets or fact-checkers.



Think Before You Share. Every time you share, you're either helping truth spread—or giving fake news more power. Be a verifier, not an amplifier.

Digital Citizenship



Social Media is a great tool to create human connection and communication across the globe! But it has flaws...

What is Digital Citizenship?

Most people spend time on social media daily. Even if we are physically alone when using technology, we must remember that these online spaces are social in nature, and there are people behind the screens.

Being a good digital citizen means having the ability to navigate our digital environments in a way that is safe, respectful, compassionate and responsible.

Six in ten youth (60%) report spending over five hours each day online. (Government of Canada, 2024)

31% of Canadian youth say they've been cyberbullied before. (RCMP, 2022)

It is our responsibility to ensure our digital spaces are safe, kind, and informative.

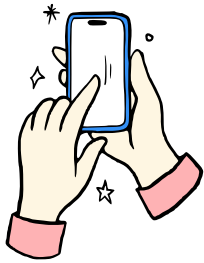
What are some ways we can be responsible digital citizens?:

- Checking reputable sources before sharing information.
- Reaching out to help if you see someone being cyberbullied.
- Pushing back against hate and prejudice online and reporting it.
- Using digital tools to be an active citizen in your community.
- Being mindful of your digital media use.
- Remembering there's a real person behind the screen.
- Respecting our own privacy and other people's privacy online. (MediaSmarts, 2025)

Social Media Addiction

Social Media can be a wonderful tool for connection. While it offers positive social interaction, we now know that social media use is addictive.

"Social media activates the brain's reward center by releasing dopamine. This is a "feel-good chemical" linked to pleasurable activities. When we post something, our friends and family can "like" it, giving us a boost of dopamine. However, when we don't get that boost or approval, it can impact our sense of self and adequacy." (UC Davis Health, 2024)



Doom Scrolling

The constant cycle of good and bad news is an emotional rollercoaster. Short form video content can whiplash you from a negative headline, to a fun craft idea, to a targeted add in a matter of seconds. It's hard for our brains and our mood to keep up.

This cycle can lead to an increase in stress, anxiety, and depression over time. (Lawson, 2025)

Indicators that social media may be adversely affecting your mental health include:

- Spending more time on social media than with real world friends.
- Comparing yourself unfavorably with others on social media.
- Experiencing cyberbullying.
- Being distracted at school or work.
- Having no time for self-reflection.
- Engaging in risky behavior in order to gain likes, shares, or positive reactions on social media.
- Suffering from sleep problems.
- Worsening symptoms of anxiety or depression. (Robinson, 2025)

Privacy

Social media can be a dangerous place. Be mindful of what information you share to protect yourself and others from scams, bullying, and harm.

Remember that the internet is forever, and posts can impact things like future employment.

Your data is currency. Companies collect things like cookies (small data files) to gather information about you. This information is often used for targeted adds, and can sometimes be sold to third party sites. Review privacy settings and be selective with what you share.



CANADA'S CENTRE FOR DIGITAL AND MEDIA LITERACY

Media Smarts is a great organization that focuses on all things digital literacy. Check out their page on Digital Citizenship that focuses on:

1. Empathy and Community
2. Positive Technology Use
3. Sharing Information
4. Ethics and Privacy



Resources!



Common Sense Education provides free lesson plans on Digital Media Literacy and Digital Well being for grades K-12.

