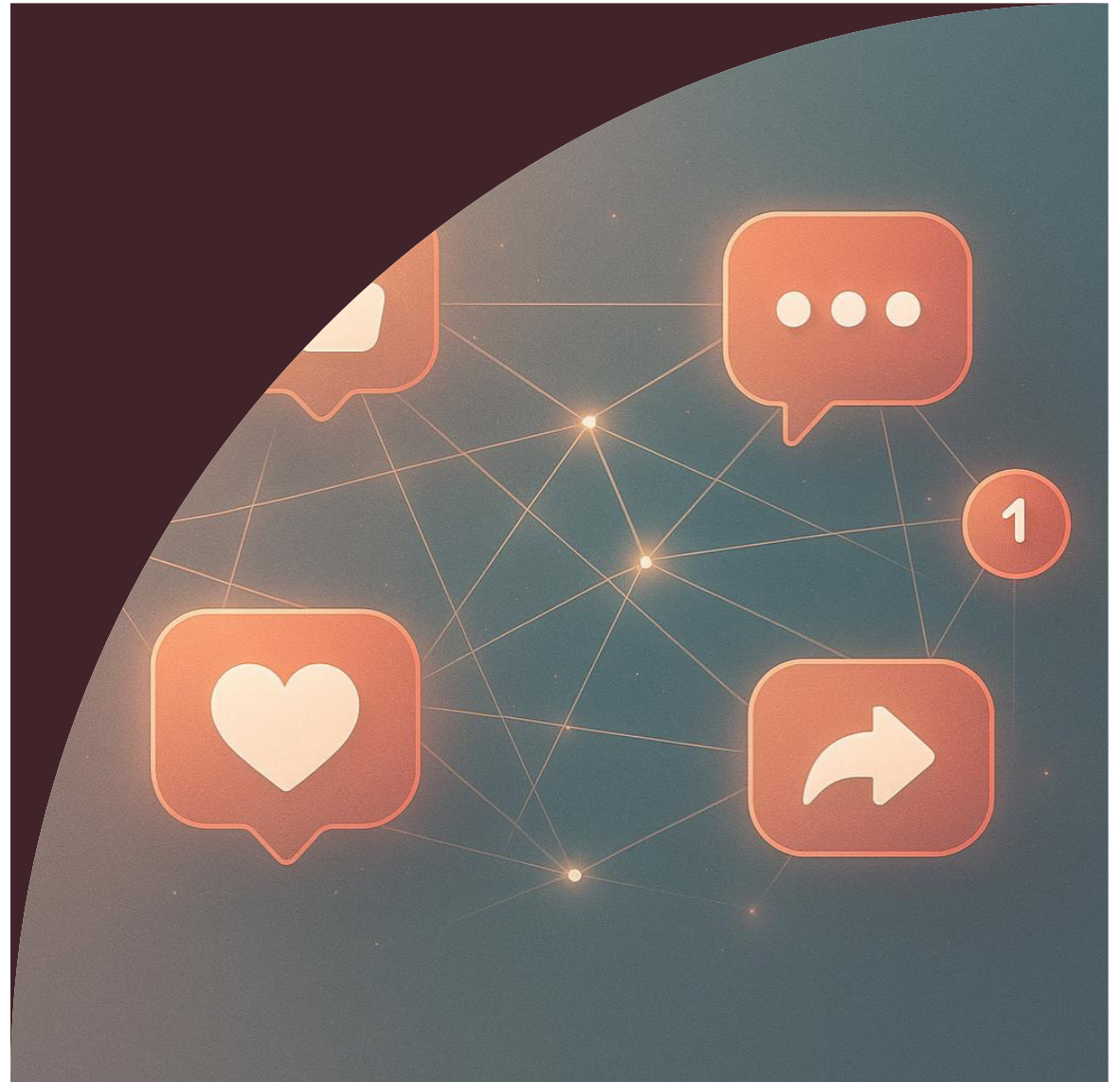


Social Media



A World We Remember Before Social Media

- Communication was deliberate
- News travelled slowly
- Conversations stayed in the room
- Privacy was the default
- Mistakes were forgotten
- Photos lived in albums

A slower, quieter, less connected world



The First Sparks (1970s-1990s)

- Bulletin board systems
- ARPANET message boards
- Email lists and chat rooms
- 1997: **SixDegrees.com** – the first true social network



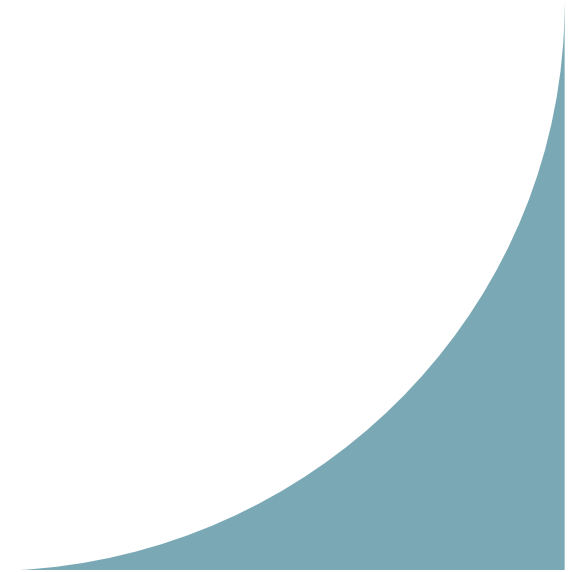
The Forgotten Beginning

- Launched in 2000 in the UK
- Reconnected old school friends
- Simple, nostalgic, harmless
- No algorithms, no tracking, no manipulation



The First Wave (2000-2006)

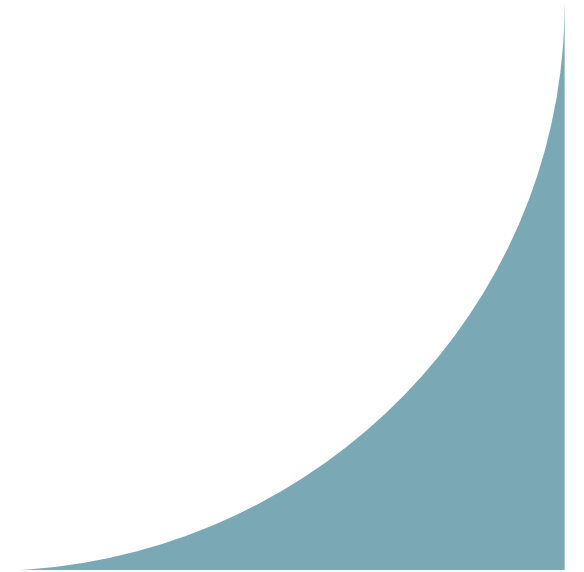
- 2003: MySpace
- 2004: Facebook
- 2005: YouTube
- 2006 Twitter



The Smartphone Revolution

- 2007: iPhone launches
- Children gain 24/7 internet access
- Notifications become addictive
- Childhood becomes public

The moment everything has changed



The Algorithm Era (2015-2020)

- Chronological → algorithmic
- Engagement becomes the priority
- Influencers rise
- Political micro-targeting begins
- Content chosen to provoke emotion
- Outrage and fear spread faster than the truth
- Children exposed to adult content, bullying, and pressure

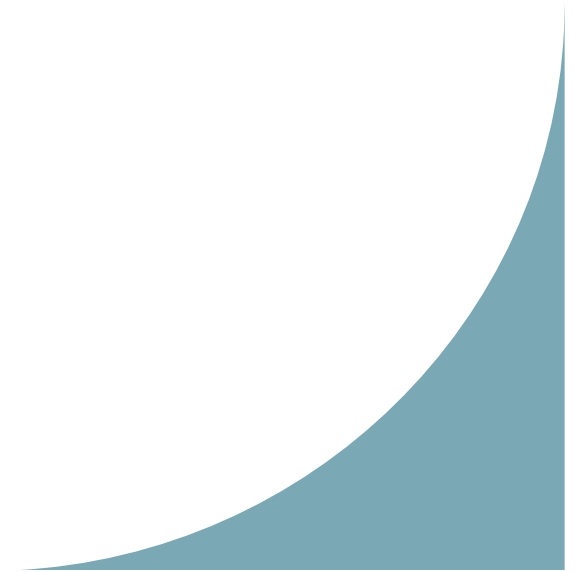
Platforms decide what you see



The Age of Short-Form Video (2020-present)

- AI-driven personalised feeds
- Reels, Shorts, TikTok clones
- Content discovery replaces friendship
- Attention spans shrink
- Endless personalised videos
- Highly addictive
- Children compare themselves constantly

TikTok rewrites the rules



The Age of Short-Form Video (2020-present cont'd)

- [Influencers replace role models](#)



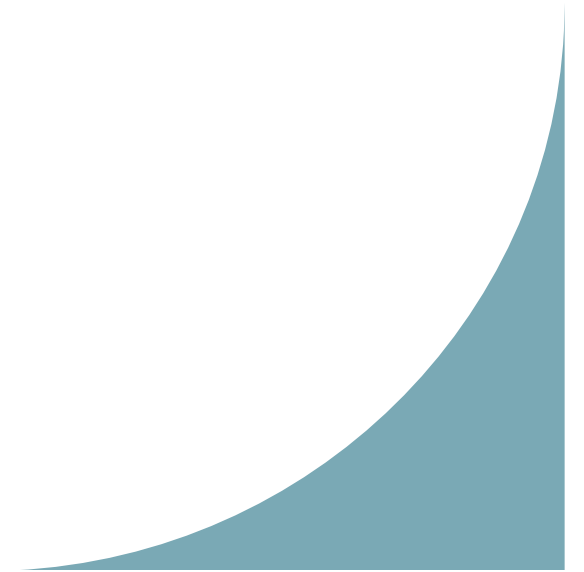
The effect on your brain



The Business Model

- Advertising funds everything
- More time online = more profit
- Data is the currency
- Children's data is collected from day one
- Behaviour is the commodity

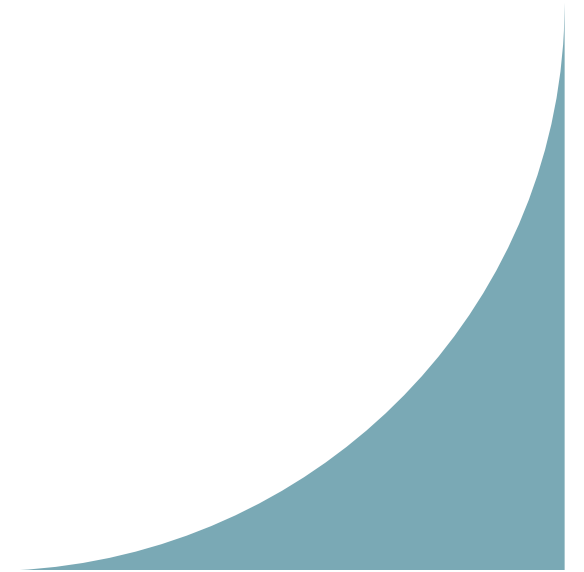
If it's free, you're not the customer, you are the product



What Social Media Tracks

- Every click, pause, scroll, and swipe
- Location, movement, device data
- Browsing behaviour across the web
- Contacts and connections
- Emotional responses inferred from behaviour
- What you like
- What you type (even if you delete it before posting)

The invisible surveillance machine



Turning Information Into Predictions

- What you'll click next
- What you'll watch next
- What you'll buy
- What mood are you in
- What insecurities do you have
- What might keep you online longer

The invisible surveillance machine

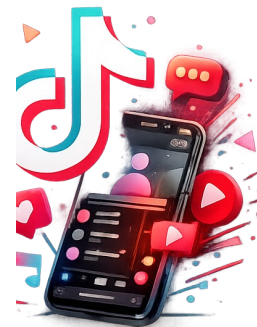


How Your Data Is Used

- Predicting your interests
- Shaping your feed
- Steering your emotions
- Targeting your vulnerabilities
- Influencing your beliefs

Not just ads – influence

How Social Media Tracks You



- Tracks your clicks, watches, and likes
- Builds a behaviour profile
- Targets you with personalised content
- Monitors you—even when you're not using

How everyday behaviour becomes valuable data

The Illusion of Control

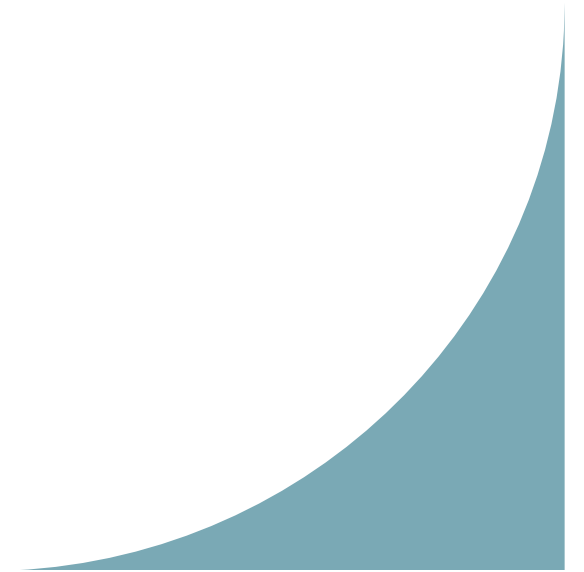
- You don't see everything
- You don't choose what goes viral
- You don't control what you're shown
- You don't know what's being hidden

You think you're choosing – the algorithm is choosing for you

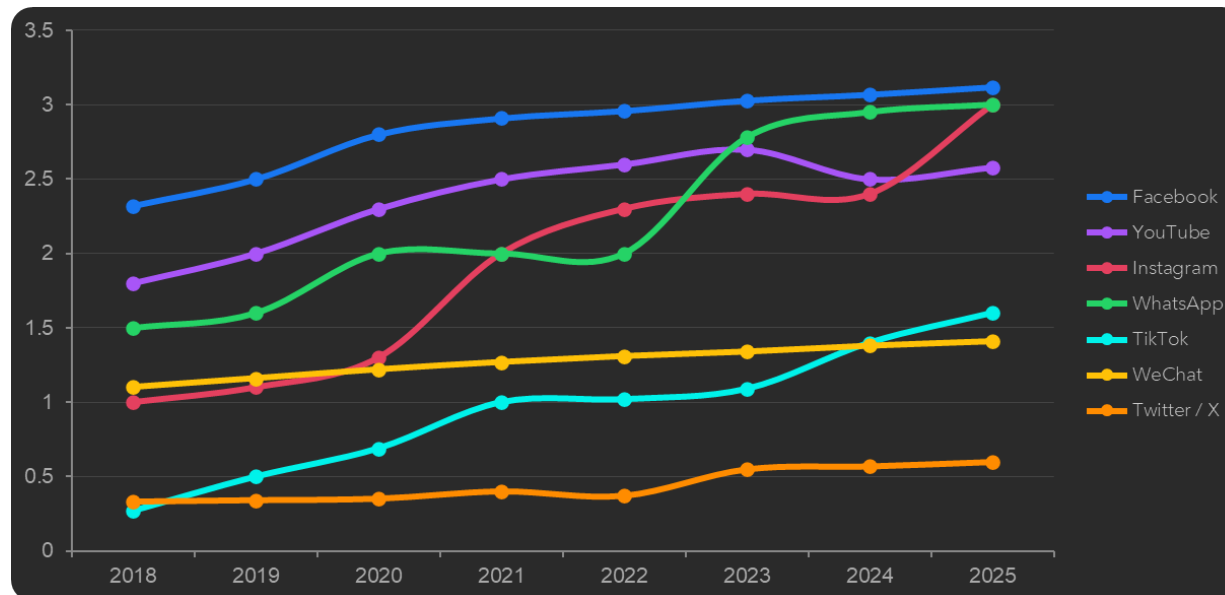


UK Statistics

- Over 90% of UK children aged 12–15 use social media daily
- UK government reviews highlight **growing concern** about mental health impacts
- Researchers warn of **lack of transparency** from platforms
- Children spend **hours per day** on algorithm-driven feeds



Monthly Active Users (Billions)



3.12B Facebook is the current leader





The Internet *Never Forgets*

*Every post, every photo, every comment
leaves a digital footprint that may outlast you*

Once shared, digital content can be cached, archived, and resurfaced indefinitely

The background of the image is a dark, blue-toned digital space. It is filled with numerous small, glowing icons that represent various social media and digital concepts, such as hearts, thumbs-up, speech bubbles, and envelopes. These icons are scattered across the frame, some appearing to float in the air. A person's silhouette is visible in the lower center, standing and reaching out with their right arm towards the digital elements. The overall atmosphere is one of a vast, interconnected digital world.

Social media promised connection.

**It delivered addiction,
surveillance, and influence.**

But awareness is the first step toward control.

Bonus App - UniGetUI

- Open the Windows App Store and search for **UniGetUI**
- Install it and when that's finished, launch it.
- Use the menu or the icons on the left-hand side of the window to show what apps you have installed and which apps need updates (two different icons)
- Go back to the home screen (Search) and put in: **Freetube** and then install it from one of the options you are presented with.

This will give you a way to watch YouTube videos without any adverts 😎

