

# *The Impact of Social Media on the Development of Personal Thinking and Cognitive Construction*

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**Abstract:** The rapid development of social media has had an important impact on social and human development. Based on this, this paper analyzes the impact of social media information and algorithms on people's thinking and cognitive construction. This paper argues that the rapid development of social media has had a profound impact on individual thinking and cognitive construction. By providing a platform where users can share and receive information, this interaction not only changes an individual's self-perception but also shapes their values and beliefs. Research has shown that social media use is strongly associated with mental health issues such as self-comparison, anxiety, and depression. While social media has a positive role in facilitating the exchange of information, its potential negative effects cannot be ignored. This paper argues that users need to establish a concept of social media use that they strive for. In addition, schools and other educational entities should improve the education of information thinking and information ability to cope with the challenges of cognitive construction in the information age.

**Keywords:** social media, personal thinking, cognitive construction, education of information

## 1. Introduction

Social media is defined as a group of internet-based applications built on the ideological and technological foundations of Web 2.0. These platforms enable the creation and exchange of user-generated content, allowing individuals to connect, communicate, and collaborate in various ways. This definition highlights the interactive nature of social media, distinguishing it from traditional media forms that primarily involve one-way communication [1].

Boyd and Ellison define social networking sites as web-based services that allow individuals to construct public or semi-public profiles within a bounded system, articulate lists of other users with whom they share connections, and view their connections. This definition underscores the relational aspect of social media, where users can build networks and engage in social interactions [2].

According to Kaplan and Haenlein, social media includes interactive internet applications that facilitate the collaborative or individual creation, curation, and sharing of content. This characteristic emphasizes the participatory aspect of social media, where users are not just passive consumers but active contributors to the digital landscape [3,4]

Social media is not limited to a single type of platform; it includes various forms such as blogs, microblogs (e.g., Twitter), social networking sites (e.g., Facebook), content communities (e.g.,

YouTube), and collaborative projects (e.g., Wikipedia). Each type serves different purposes and audiences, contributing to the complexity of defining social media as a whole [1,2]

Social media platforms have evolved to incorporate various features that cater to user preferences and behaviors. Three prominent features include short-form videos, algorithmic recommendations, and the fast-paced onslaught of information. Each of these elements plays a critical role in shaping user engagement and content consumption. Based on this, this paper analyzes the information dissemination mechanism of social media and its impact on people's thinking construction.

## **2. Characteristics and Methods of Social Media Communication**

### **2.1. Algorithmic Recommendations**

Algorithms play a crucial role in determining what content users see on social media platforms. These algorithms analyze user behavior—such as likes, shares, and viewing history—to curate personalized feeds.

By prioritizing content that aligns with users' interests, algorithms create a tailored experience that can enhance user satisfaction. However, this personalization can also lead to the formation of echo chambers where users are predominantly exposed to viewpoints that reinforce their existing beliefs [5].

The algorithms favor short-form videos due to their ability to capture attention quickly and maintain viewer interest until the end. This preference drives creators to produce more engaging short content, further perpetuating the cycle of algorithm-driven visibility and user engagement [6]. As a result, users may find themselves consuming increasingly polarized content that aligns with their preferences while missing out on diverse perspectives.

### **2.2. Fast-Paced Onslaught of Information**

The rapid flow of information on social media contributes significantly to the overall user experience.

Users are bombarded with vast amounts of content at any given moment, making it challenging to process information effectively. This constant influx can lead to cognitive overload, where individuals struggle to discern valuable insights from noise. The overwhelming volume of information often results in superficial engagement, where users may skim through posts without fully absorbing the content.

The fast-paced nature of social media encourages a culture of instant gratification, where users expect immediate responses and quick updates. This environment can diminish patience for deeper engagement with complex ideas or discussions, further contributing to polarization as users gravitate towards easily digestible content that aligns with their pre-existing beliefs [6].

## **3. The Impact and Reasons of Social Media on Mindset Construction**

### **3.1. Impacts**

#### **3.1.1. Negative Impacts of Short-Form Videos on Attention Span**

The rise of short-form videos, particularly on platforms like TikTok and Instagram, has sparked significant concern regarding their impact on attention spans, especially among younger audiences. Research indicates that the addictive nature of these videos can lead to various cognitive and behavioral issues, including diminished attention control and increased academic procrastination. Studies have shown that addiction to short-form videos negatively affects attentional control. Users often exhibit deficits in maintaining focus, which can hinder their ability to engage with longer, more complex tasks. This is particularly evident in college students who report higher levels of academic

procrastination linked to their consumption of short-form video content [7]. As users become more reliant on the instant gratification provided by these videos, they may struggle to complete academic tasks that require prolonged concentration and effort [7]. The structure of short-form videos caters to a preference for immediate gratification. This tendency can lead individuals to favor tasks that offer quick rewards over those requiring sustained effort, such as reading or studying. The temporal motivation theory suggests that when faced with time constraints, individuals are more likely to choose tasks with immediate outcomes, which exacerbates procrastination and reduces engagement with educational material [8].

The rapid pace and high arousal associated with short-form videos divert cognitive resources away from task-related functions. Users become accustomed to quick shifts in focus, which can impair their ability to concentrate on slower-paced activities [8]. This diversion has been linked to an overall reduction in cognitive performance in tasks requiring sustained attention [9].

Furthermore, excessive consumption of short-form videos can lead to social withdrawal, affecting interpersonal skills and normal social interactions. Adolescents particularly may experience difficulties in developing critical thinking abilities due to the limited exposure to diverse viewpoints and information sources [7].

The addictive nature of short-form video consumption has been associated with various mental health issues, including anxiety and depression. These conditions can further exacerbate attention-related problems by diminishing motivation and increasing feelings of frustration when engaging in tasks requiring prolonged focus [10].

### 3.1.2. Mechanisms of Misinformation Spread

Social media platforms play a crucial role in the dissemination of misinformation. A systematic review indicates that exposure to misinformation can deepen divisions within society, making it more challenging to reach consensus on critical issues. The proliferation of misinformation erodes trust in traditional media sources and institutions. As people encounter conflicting information from various sources, they may become skeptical of all information presented to them, leading to a general decline in trust across societal institutions.

### 3.1.3. Erosion of Opinion Formation

The fast-paced nature of digital media consumption discourages deep engagement with complex ideas. The pressure to stay updated and the convenience of bite-sized content often result in a superficial grasp of information, where individuals may accept claims at face value without scrutinizing their accuracy or implications. This trend is particularly alarming in discussions surrounding sociopolitical issues, where nuanced understanding is essential for effective dialogue and informed choices [11].

Another factor contributing to the decline in independent opinion formation is the rising influence of online personalities and influencers. Many individuals look to these figures for guidance, often adopting their views uncritically. While influencers can facilitate awareness and encourage dialogue, their dominance in shaping public opinion raises concerns about authenticity and individual autonomy. This inclination towards conformity reflects a broader societal shift where alignment with popular opinions often supersedes the development of personal perspectives [12].

## 3.2. Reasons Analysis

The prevalence of arguments and contentious interactions on social media can be attributed to several interrelated factors, including the disinhibition effect, the low cost of arguing online (such as anonymity), and the way social media platforms reward controversial content. These dynamics create

an environment where users are more likely to engage in disputes and share provocative opinions [13].

### 3.2.1. Disinhibition Effect

The disinhibition effect refers to the phenomenon where individuals behave more openly and aggressively online than they would in face-to-face interactions. This effect is often exacerbated by the anonymity provided by social media platforms, which reduces accountability and social pressure.

Anonymity allows users to express opinions without fear of personal repercussions, leading to more extreme expressions of disagreement or outrage. Research indicates that when individuals feel anonymous, they are more likely to engage in hostile behaviors, such as trolling or aggressive arguing, which they might avoid in real-life situations due to social norms and expectations [14]. This disinhibition can lead to a culture of hostility where arguments escalate quickly.

The lack of immediate social feedback in online interactions can also contribute to disinhibition. Without face-to-face cues, users may misinterpret tone or intent, leading to misunderstandings that escalate into arguments. Studies have shown that individuals often adopt more aggressive stances when they perceive others as being equally aggressive, creating a cycle of hostility that is difficult to break [14].

The low cost of arguing online is another significant factor that encourages contentious interactions. Unlike in-person debates, where physical presence and potential consequences can deter aggressive behavior, online arguments often come with minimal immediate repercussions.

### 3.2.2. Social Media Algorithms

Users can easily comment on posts or share opinions with just a few clicks, making it simple to engage in arguments without significant investment or commitment. The low effort required to participate in discussions can lead to an increase in impulsive reactions and emotionally charged responses [15].

Social media platforms are designed to promote engagement through likes, shares, and comments. When users receive positive reinforcement for controversial or argumentative posts—such as likes or shares—they are incentivized to continue engaging in similar behavior. This creates a feedback loop where individuals feel encouraged to express increasingly extreme opinions to garner attention and validation from their peers [16].

Social media algorithms are specifically structured to prioritize content that generates high levels of engagement, often favoring controversial topics over neutral or factual information.

Research indicates that algorithms amplify posts that attract attention, regardless of their accuracy or potential harm. This prioritization leads users to share sensationalized or inflammatory content because it is more likely to receive engagement. As a result, controversial posts gain visibility and traction, encouraging further divisive discussions among users.

Posts expressing moral outrage tend to receive higher engagement rates. Users who express outrage often gain more likes and shares, reinforcing the behavior and prompting them to continue sharing similar content. This cycle not only fuels arguments but also contributes to increased polarization within social media communities [16].

### 3.2.3. Polarization

One of the primary ways social media fuels polarization is through the formation of echo chambers. These are environments where individuals are predominantly exposed to information that reinforces their existing beliefs while being shielded from alternative perspectives.

Users often curate their social media feeds to include only those voices and opinions that align with their views. This selective exposure leads to a narrowing of perspectives and fosters an environment where dissenting opinions are marginalized. According to a study by Kushwaha et al., social media influencers play a significant role in amplifying polarization within these echo chambers, leading followers to adopt more extreme positions based on the content they consume [15].

Within echo chambers, herd behavior can emerge, where individuals conform to the prevailing attitudes of their group. This phenomenon can lead to a reinforcement of extreme ideologies and a growing intolerance for opposing viewpoints, as members become increasingly insulated from diverse perspectives.

The engagement generated by controversial posts creates feedback loops where users are continuously exposed to similar content. This cycle not only reinforces existing beliefs but also heightens emotional responses, further entrenching users in their ideological positions. Studies have shown that when individuals are exposed to partisan cues—even in non-political contexts—they tend to experience increased affective polarization [17].

## **4. Recommendations**

### **4.1. Self-Regulation**

Individuals should be made aware of their short-form video consumption habits and actively work to monitor and regulate their usage. Apps that track screen time and suggest breaks can be utilized to create healthy boundaries. Designating specific times or areas, such as during meals or an hour before bedtime, as screen-free can promote healthier habits and improve focus.

### **4.2. Educational Strategies**

Schools should implement programs that teach students about the psychological and neurological effects of excessive digital media usage, particularly its impact on attention span, productivity, and overall mental health. Educators can encourage students to diversify their engagement with digital content, balancing short-form videos with more in-depth media like documentaries, books, and educational podcasts. By teaching students to evaluate the content they consume critically, they can become more discerning about the quality and relevance of the media they engage with. Schools and community organizations should offer counseling services or workshops to address the underlying issues, such as stress or social isolation, that may drive excessive short-form video consumption.

Incorporating mindfulness techniques, such as meditation and deep-breathing exercises, can help individuals regain focus and mitigate the constant need for stimulation that short-form videos often create. Parents should be educated about the risks associated with excessive digital media use and guided on fostering healthier media habits within the household.

### **4.3. Broader Considerations**

In addition to these individual and educational strategies, collaboration with tech companies and policymakers is crucial. Platforms hosting short-form videos should take greater responsibility by implementing features that encourage responsible usage. Algorithms can be adjusted to prioritize content that promotes well-being and limit exposure to content designed to captivate attention excessively. Platforms could introduce nudges that remind users to take breaks after prolonged scrolling sessions. Stricter enforcement of content guidelines for younger users can ensure a healthier digital environment.

## 5. Conclusion

This article explores the dual effects of social media on individual thinking and cognitive construction and analyzes how this influence manifests itself in education, social, and mental health. The impact of social media on an individual's thinking and cognitive construction is complex and multidimensional. It can not only broaden the boundaries of thinking and promote individuals to develop critical thinking in a diverse information environment but also may lead to cognitive biases and psychological burdens due to excessive information input and social comparison. Future research needs to focus further on how to find a balance in the use of social media to maximize its positive effects and reduce negative ones. The education system and all sectors of society should provide effective guidance to help individuals build a healthy cognitive structure in an information-rich environment, to better adapt to the challenges of the information age.

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