

Traditional Social Networks Make Loneliness Worse During COVID-19

Heated pandemic debates on Twitter and Facebook

In college students, for every 10% rise in negative experience on social media, there is a 13% increase in loneliness and a 20% increase in the risk of depression.

More Facebook, Less Happiness

Increased use of Facebook leads to decreased happiness and life satisfaction, according to studies.

Instagram ranked most depressing social network

It came out the worst in a 2017 study, followed by Snapchat, Facebook, Twitter and YouTube.

Traditional Social Networks Can Create a Cycle of Loneliness

Comparable to a drug habit, increased use of social media leads to increased use of social media. And since increased use is correlated with increased loneliness, it can be a vicious cycle.

How FriendMatch is Different than a Traditional Social Network:

- Interactions are one on one mimicking real conversation and genuine interaction, not publicly showcased in a feed or activity wall.
- Fear of rejection is minimized, as all members on the platform have signed up to make friends.
- The main goal of the platform is making friends, and all features have been designed to support this instead of other goals.

Sources:

Study shows young people feel more unhappy with increased use of Facebook.
<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0069841#s2>

Social Networking and depression statistics:
 Study by the Royal Society for Public Health in the U.K.
<https://www.rsph.org.uk/our-work/campaigns/status-of-mind.html>

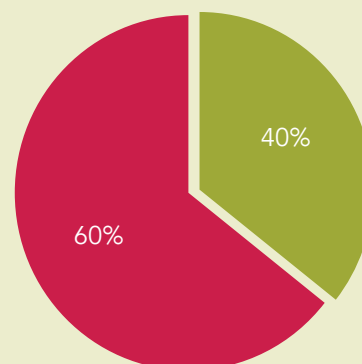
This social network ranks as the worst for young people's mental health (it's not Facebook)
<https://www.marketwatch.com/story/lonely-people-are-more-likely-to-share-on-facebook-2017-03-06>



1 in 5 Canadians identify as being lonely according to Stats Canada.



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Among 16 to 24-year-olds, 40 percent reported that they often or very often felt lonely.

COVID-19 and Loneliness

“Social distancing” was intended to stop or slow the spread of the Coronavirus by limiting the number of people you come in contact with. Now, The WHO says we need to encourage strengthening social ties while maintaining a physical distance. The new term “physical distancing” emphasizes the need to be physically apart but socially work together.

COVID Factors

Working from home, cancelled events, restricted gatherings and visitors, schooling online, stay at home orders, social distancing and face masks.

Loneliness and Viruses

Feeling lonely may put you at a higher risk for virus activation. In a US study from 2014, loneliness lowered immune function and increased the activation of viruses in study subjects. It is worse than smoking 15 cigarettes a day and more dangerous than obesity on health.

More Remote Work = More Loneliness

In the 2020 Remote Work Report conducted by Buffer and Angellist, 20% surveyed cited loneliness as the top struggle to working remotely.

In a 2019 Survey by UK company Viking of 1,500 remote and office workers, 64% of remote workers felt lonely at work daily while only 29% of office-based workers did.

Lonelier students

In a global report, 46% of university students in the UK felt lonely during their experience, a number bound to increase in the switch to more long-distance and online learning.

Personal Protective Equipment

Face masks might impact our ability to read social cues and have positive interactions with each other, according to a recent interview with a human relationship expert.

Sources:

On Loneliness contributing to virus activation:
Loneliness Predicts Pain, Depression, and Fatigue: Understanding the Role of Immune Dysregulation <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3633610/>

On Remote Work issues of loneliness:
The 2020 State of Remote Work: Top insights and data from one of the largest remote work reports.
https://lp.buffer.com/state-of-remote-work-2020?utm_source=angellist

The Viking 2019 Workplace Survey:
<https://blog.viking-direct.co.uk/freelancer-loneliness-survey>

On Face Masks and Social Interaction
‘It’s harder to read each other’: How face masks and social distancing can impact relationships
<https://www.thenational.ae/lifestyle/wellbeing/it-s-harder-to-read-each-other-how-face-masks-and-social-distancing-can-impact-relationships-1.1014570>

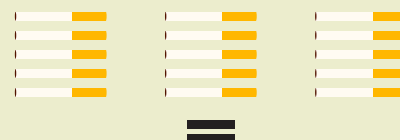
If you’re feeling lonely at university, you’re not alone
<https://www.timeshighereducation.com/student/blogs/if-youre-feeling-lonely-university-youre-not-alone>

Pandemic Politics: More Pain from Social Media



In college students, for every 10% rise in negative experience on social media, there is a 13% increase in loneliness and a 20% increase in the risk of depression.

Men are more likely to be lonely than Women.



Studies have shown that living alone, loneliness, and poor social connections are just as bad for you as smoking 15 cigarettes a day.