

3E Chin Jonathan

Persuasive email

Dear Tom,

I hope you're doing well. On our recent visit to the football stadium, I noticed that you seemed a bit off. You seemed distracted and zoned out during the game. You wore headphones throughout the match and scrolled through social media, not seeming interested in the game at all. Not even when the team we supported scored a touchdown did you look up from your phone. As your best friend, I feel a serious need to address your issue with social media.

Although you might not have noticed, you are developing symptoms of a social media addiction. Allowing your condition to escalate may make your life feel dull, as the more content you consume, the less appealing it becomes. "How did this even happen?" you may ask. It's a lot simpler than you think. Nowadays, social media uses short pieces of content that instantly grab your attention to keep you engaged on the platform, earning more over time. However, not only do the videos get shorter, but your attention span degrades as well. According to a recent study done by the company behind CoComelon, a popular children's video channel, children quickly turn away from the screen when a shot in a video lasts for over ten seconds, but stay hooked on videos with 3-7 second-long shots and dialogue, and bright colors. Children exposed to short-form videos also have their attention spans decreased significantly more than children without as much exposure. People all over social media use this to their advantage, gluing you to the screen while they watch cash roll in.

Eventually, this trend of short videos slowly turns social media into a "drug," easily making people like you addicted to their screens. The most horrifying part is that not until your health, your life, and your career completely degrade will you finally realize the wrong path you took. By then, it's too late. Let me show you what I mean. By staying on social media for so long, you become a night owl and forget to go to bed until the latest hours of the night. When you finally decide to take a rest, you can't fall asleep due to the massive blue light exposure, resulting in insomnia and bags under your eyes. More importantly, sleep is the only chance for your body to recover. You find yourself getting sick easily, and your wounds heal much slower, increasing the risk of multiple diseases. Living life also requires energy. Along with the aforementioned

energy deficits, you feel unproductive and easily distracted by social media. It ruins your work-life balance, and you get nothing done.

Don't want to be a useless, unsuccessful, overweight person that social media creates? Lucky for you, I have a few tricks up my sleeve. The most essential thing to fix is your sleep schedule. Put your electronics far away from your bed and ensure you can't reach them within two hours prior to sleeping. Collect your thoughts for once and perhaps read a book before bedtime. You may be tempted to check your DMs in the beginning, but if you get used to time off the screen, it will be smooth sailing from then on.

Hope this helps!

Best wishes,

Chris