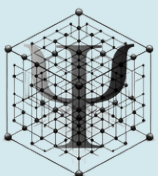


DECEMBER 2024

NEWS- LETTER

ZENTRUM FÜR MEDIEN-
PSYCHOLOGIE UND VER-
HALTENSFORSCHUNG

ZEMV



Zentrum für
Medienpsychologie und
Verhaltensforschung

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ABOUT THE NEWSLETTER

Dear reader,

ZeMV newsletters are meant to provide key information on our work, our advancements and methods, and easily accessible information based on scientific evidence.

Presented in the style of a white paper, they are meant for both academics and the general public.

LEGAL INFO

Responsible Publisher:

Zentrum für Medienpsychologie und
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ABOUT THE INSTITUTION

ZeMV understands itself as a scientific research non-profit with the goal of informing and educating the broader public on the manifold effects of (social) media consumption, with the objective to bridge the gap between rigorous academic research and actionable, evidence-based guidance.

TWO-FOLD MISSION

We conduct and synthesize high-quality scientific research to advance the understanding of how media consumption impacts psychological, social and neurological development. Our aim is to attract and collaborate with top-tier scientists to produce innovative, methodologically robust studies that contribute to global academic discourse.

We translate these complex findings into accessible, practical insights tailored to the needs of parents, educators, policymakers, and the general public. By breaking down seminal research into clear, actionable advice, we strive to empower decision-makers and individuals alike to foster healthier media habits and environments.

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MID 2024 PAPER

Our publication 'Debunking Instagram's Algorithm-Sugarcoating'

We conducted several quantitative and qualitative sentiment analyses of two official statements made by Adam Mosseri. In those statements, the algorithms behind IG's recommendation engine were presented as useful and harmless tools for enhancement of user experience. Based on literature evidence, we clarified the economic scope of algorithmic content curation and also examined the systematic downplaying of risks and harm in Mosseri's overly positive portrayal and put them in the context of concealing monetary interests at the cost of users' mental health.

NOTABLE NEWS:

Harvard Medical Fellow **David Vago, Ph.D.** and **Fanny Guglielmucci, Ph.D.**, renowned professor of psychodynamic psychology, joined our institution in 2024.

We are proud and delighted to host them in our collaborative efforts to strengthen our team and our cause. We are grateful for their support.



LEGISLATION:

“*Social media is doing social harm to our kids. We’ve called time on it.*”

– *Anthony Albanese*

Australia is the first western nation to implement a general social media ban for individuals under the age of 16 years in its legal system.

According to Australia’s Prime Minister, **Anthony Albanese**, the widespread harm that social media platforms inflict on minors can no longer be unaddressed by the legal system.

The new regulation has received both criticism and acclaim, and certainly global attention. While the tech industry is doubtful about the positive results of said approach, caretakers, parents and educators generally appreciate the landmark law.

While making sure that particular useful services are exempted from the new regulations, Australia’s Minister for Communications, **Michelle Rowland**, says: “We’ve listened to young people, parents and carers, experts and industry in developing these landmark laws to ensure they are centred on protecting young people – not isolating them”.

RESEARCH STUDY:

Self-Exemption Bias in Young Individuals

As of November 2024, ZeMV is launching an international research study with the involvement of university personnel from multiple countries across Europe, North America, Asia and Africa.

The objective is to find out how young individuals perceive the harmful effects of heavy social media consumption and use. The particular research interest lies in the question whether the effects are perceived and acknowledged equally in peers and in oneself, or if there's a significant dichotomy.



OTHER SCHOLARLY PUBLICATIONS:



‘COGNITIVE NEMESIS’ & ‘DOPAMINE MACHINE’

On the basis of related research, **Tobey Gross** released two publications with the partnering academic publisher Minkowski Institute Press.

After meticulous review, they were both accepted into the literature index of the American Psychological Association (APA) and are available globally.

OBSERVATIONS:

WHAT ARE THE CHALLENGES?

“65% of Gen Alpha aged 8-10 use social media for up to four hours a day.”

The Annie E. Casey foundation, citing *Morning Consult* data, points out that the habits of the very youngest in using technology are increasingly worrying nowadays.

The addictive design of modern media's features is not only a concern in young adults and adolescents. Observations of the youngest generations show that their technology habits are getting out of hand.

As with any new phenomenon, the long-term consequences of these trends can only be vaguely estimated; yet, from what we know so far, they may become horrendous – considering the brains and minds that are only beginning to develop.



PROJECTIONS FOR 2025:

INITIATIVES • STUDIES • PARTNERS

Comprised of a dedicated and motivated team of academics, we are looking forward to bring ZeMV to the forefront of wellbeing research and better, science-based technology ethics.

We are dedicated to completing and publishing our ongoing research study on exemption bias and will always be open to collaborate with individuals and institutions who share our goals and align with our virtues.

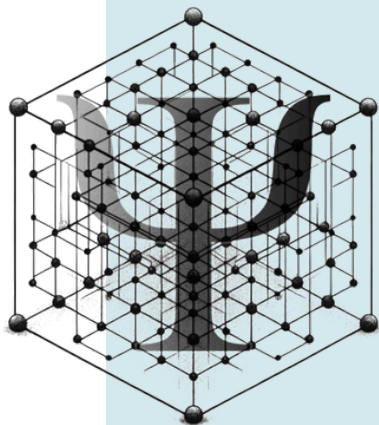
At ZeMV, we foster an open, collaborative and supportive environment for the cause of public health, media literacy and a responsible handling of social networks.

Serving the dual purpose of cutting-edge scientific research and public education, we are looking forward to welcoming **you** as our next dedicated partner!

We will retain our independence and do not accept funding, nor do we work for-profit. We are proud of that and regard it as an asset.

THANK YOU!

TO EVERYONE INVOLVED AND ALL SUPPORTERS,
INTERESTED READERS, AND THOSE WHO SPREAD
THE WORD.



Zentrum für
Medienpsychologie und
Verhaltensforschung