

Substance Abuse Disorder and Social Media

Exploring the Impact of Social Media on Substance
Use Behaviors
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OVERVIEW OF SUD

ASPECT	Description
Definition	Medical condition → uncontrollable urge to use substances despite negative consequences
Common substances	Alcohol, Opioids, Cocaine, Cannabis, Nicotine, Amphetamines, etc.
Risk Factors	Genetics, mental health disorders, trauma, SOCIAL MEDIA
Signs and Symptoms	Cravings, tolerance, withdrawal, neglect of responsibilities, health complications
Diagnosis Criteria	Based on DSM-V = impaired control, social impairment, risky use, and pharmacological indicators



OVERVIEW OF SUD Continued:

ASPECT	Description
Treatment Options	Behavioral therapy (CBT), MAT, Support groups, IOP
Complications	Physical health issues (organ damage, infections, mental health disorders (anxiety, depression), Risk of OD
Recovery and Relapse	Recovery is LONG-TERM, relapse is COMMON, requires ONGOING support
Prevention Strategies	Education, Early Intervention, Support Networks, Reducing access to substances, Mental Health Management



INTRODUCTION

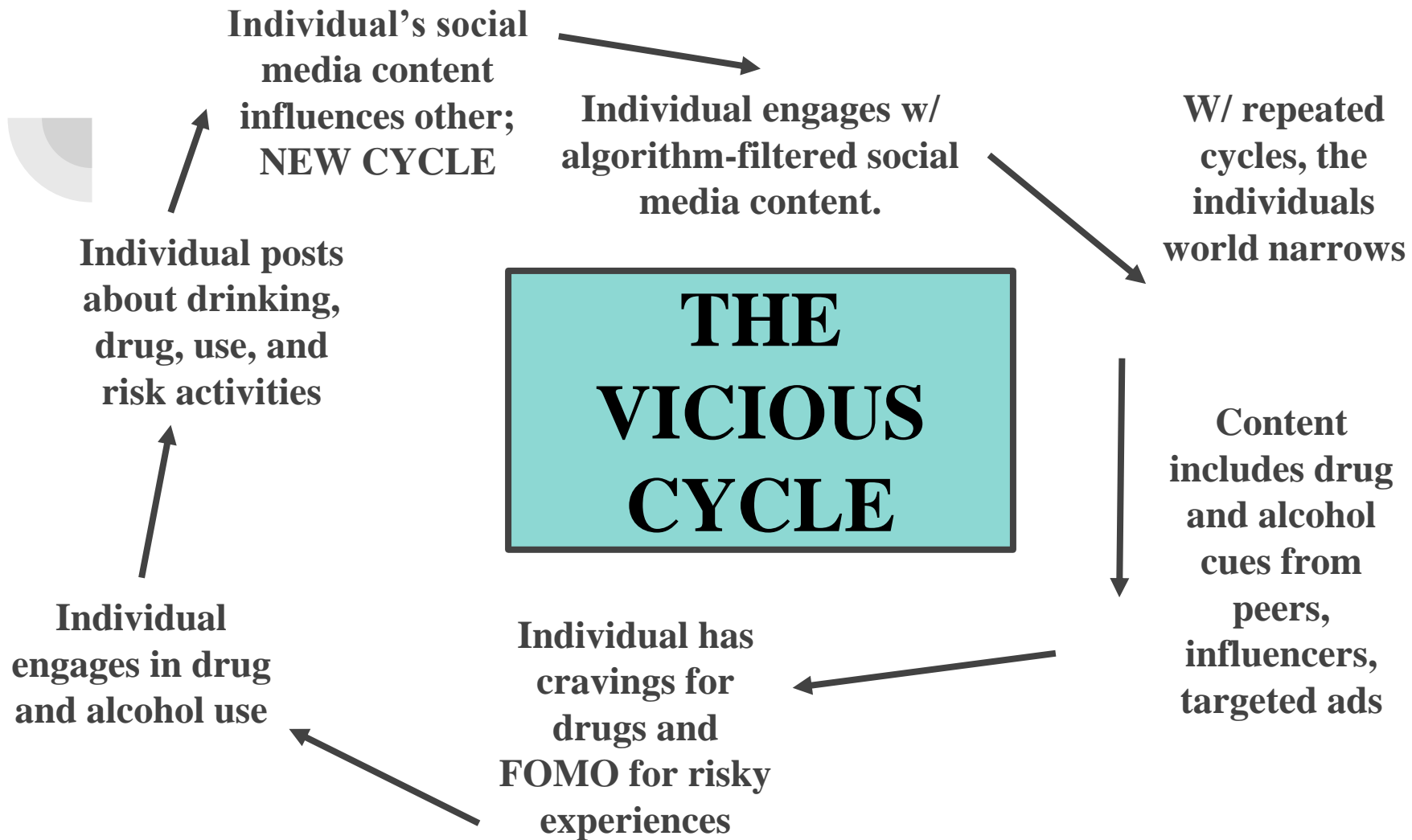
SUD: treatable mental disorder that affects person's brain and behavior, leading to their inability to control their use of substances like legal or illegal drugs, alcohol, or medications



Social media as a double-edged sword can normalize substance use or serve as a support network

Results of sentiment analyses of substance-related content on social media.

Substance	Sentiment			Total	References
	Positive, No. (%)	Negative, No. (%)	Neutral, No. (%)		
Tobacco	365 286 (59.8)	182 128 (29.8)	63 451 (10.4)	610 865	[32 , 35 , 44 , 45 , 52 , 55 , 56 , 57 , 58 , 71 , 75 , 86]
Alcohol	3879 (91.6)	352 (8.3)	NS	4231	[30 , 79]
Opiates	3114 (40.7)	4247 (55.5)	288 (3.8)	7649	[21 , 25 , 40 , 56]
Cannabis	2 346 064 (79.5)	543 404 (18.4)	60 766 (2.1)	2 950 234	[22 , 41 , 42 , 46 , 47 , 50 , 76 , 88 , 89]
E-cigarette	52 560 (85.9%)	4805 (7.9)	3786 (6.2)	61 151	[34 , 36 , 37 , 43 , 48 , 53 , 66 , 72 , 82 , 90]
Polysubstance	2648 (87.9)	365 (12.1)	NS	3013	[29]
Total	2 773 551 (76.3)	735 301 (20.2)	128 291 (3.5)	3 637 143	



Prevalence of Substance Use in Social Media



Depiction of Substance use on social media can be complex, as it both reflect and shapes societal attitudes toward these behaviors



Impact of Social Media on SUD

GLAMORIZATION & NORMALIZATION



HUMOR & MEME CULTURE



Impact of Social Media on SUD

RECOVERY & SUPPORT GROUPS



INFLUENCE ON BEHAVIOR







Common Substances Promoted on Social Media

Substance	Platform(s) Most Mentioned	Associated Hashtags
Alcohol	Instagram, Snapchat	#party, #weekend
Marijuana	Tiktok, Twitter	#420, #weedculture
Prescription Drugs	Youtube, Reddit	#xanax, #opiates





Comparison of Risks and Benefits of Social Media in SUD

Aspect	Risks	Benefits
Exposure	Normalizes substance use	Access to support groups
Peer Influence	Encourages experimentation	Encourages recovery
Accessibility	Access to illegal substances	Access to helpful resources



LEGEND

- Almost constantly
- Several times a day
- About once a day
- NET several times a week or less



INTERNET ADDICTION

AND

DIGITAL DETOX



WHAT ARE THE EFFECTS

HOW TO DISCONNECT



POOR SLEEP



BACK PAIN



WASTE OF TIME



LESS FOCUS
AND LACK OF
CONCENTRATION



ANXIETY
AND DEPRESSION



INCREASED STRESS



VISION PROBLEMS



REDUCED
HUMAN CONTACT



POSSIBLE EXPOSURE
TO RADIATION



DISABLE
PUSH NOTIFICATIONS



DO NOT USE YOUR
PHONE WHILE EATING



LEAVE THE PHONE OUT
OF THE BEDROOM



ESTABLISH REGULAR
TECH-FREE HOURS



CHANGE YOUR SCREEN
TO GRAYSCALE



SPEND TIME IN PLACES
WHERE YOU CAN'T USE
YOUR PHONE



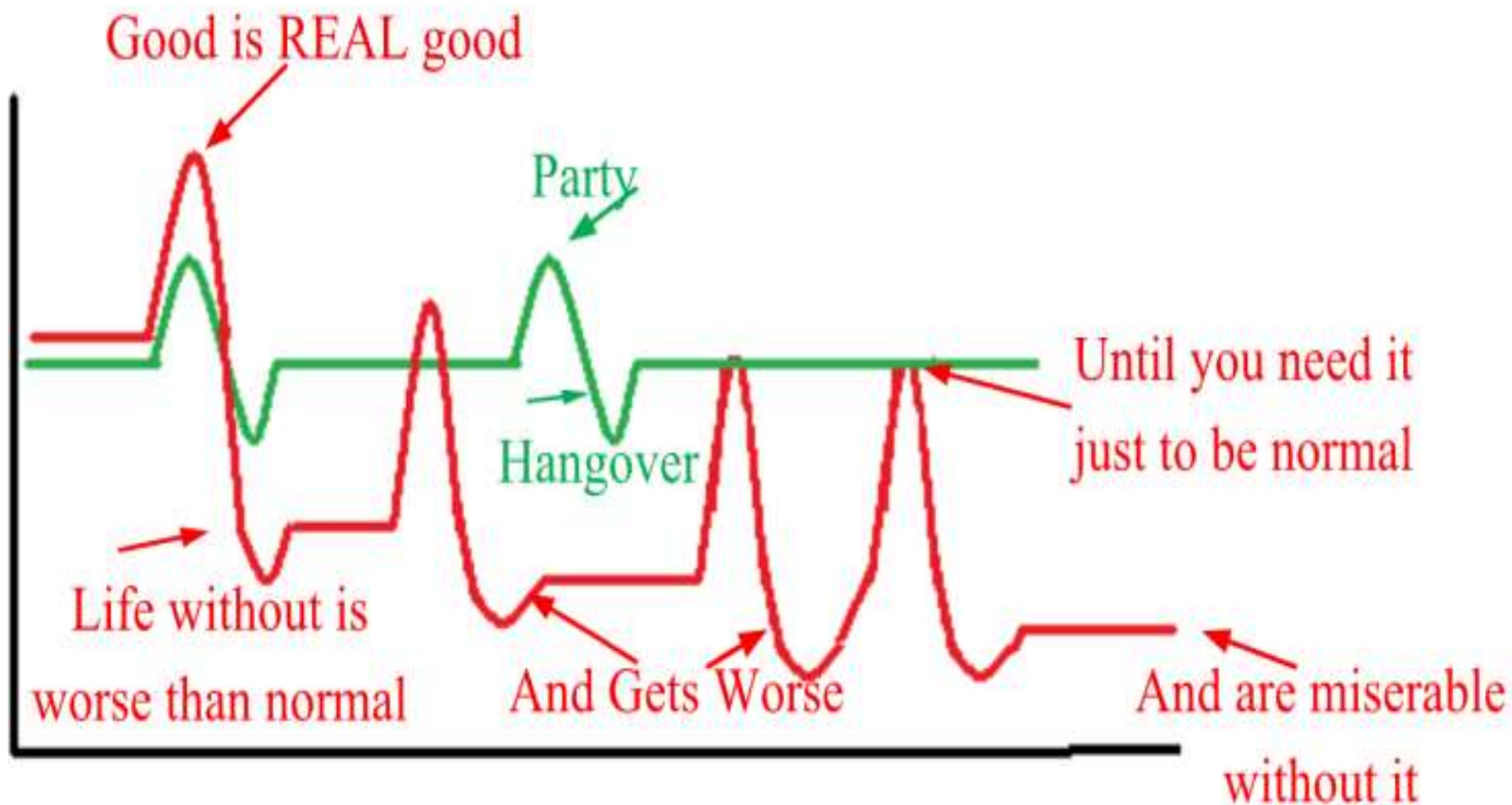
REDISCOVER PAPER
AND ALTERNATIVE
ENTERTAINMENT



REDUCE THE NUMBER
OF APPS
ON YOUR PHONE



KEEP YOUR PHONE
OUT OF SIGHT





References

1. <https://www.addictioncenter.com/community/social-media-teen-drug-use/>
2. <https://www.lanierlawfirm.com/social-media-addiction/statistics/>
3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5658796/>
4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10087142/>
5. <https://www.bluecrestrc.com/does-social-media-impact-substance-abuse/>