

TikTok Brain (*Interview Transcripts*)

Marybeth Evans, Licensed Clinical Social Worker, OSF HealthCare

“You can be on TikTok for 45 minutes and it seems like you’ve only been on it for 15 minutes – and you couldn’t even tell anybody what you saw on TikTok when that time is over. But they know what made you look longer and what made you scroll faster and it’s basically in 30 second increments. Where else can you get that kind of a stimulation? Every 30 seconds you are being triggered to be happy or interested and there is not much that can compete with that.” (:30)

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“Basically, it’s what they call intermittent reinforcement which increases a behavior rather than decreases a behavior. That’s something we learn in psychology – that if you constantly punish a behavior, it goes away. But if you intermittently reinforce the behavior, it goes up.” (:18)

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“I think people don’t realize that social media is a lot of acting. People are not really living like that. They are creating a scenario which makes them look like they are the happiest people in the world.” (:12)

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“Family videos I think are very cute. You see a dad dancing with his child or something like that. But I think that has to be in moderation. Any dad that dances with his child probably also has days where he is not dancing with his child. And it would be unrealistic to think that that’s the kind of mood that a dad needs to be in every day, because it’s not true.” (:20)