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BEYOND CHILDHOOD: SOCIAL MEDIA AND EMOTIONAL VIOLENCE IN THE CITY OF ILLUSIONS

EXPLORING THE GLOBAL IMPACT OF DIGITAL MANIPULATION,
EMOTIONAL VIOLENCE, AND EDUCATIONAL OUTCOMES

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EXECUTIVE SUMMARY

This research summary is based upon a three-year ethnography in La Paz, Baja California Sur, Mexico, conducted by Carlton Research, LLC founder Carisa Carlton. The study aims to understand the relationship between social media-facilitated emotional abuse and educational outcomes for college students.

The research delves into the profound impact of social media on emotional violence and educational outcomes among female college students in La Paz. Through detailed case studies and qualitative analysis, it uncovers how digital interactions can intensify emotional abuse and public humiliation, leading to severe psychological distress and academic disengagement. These findings highlight the urgent need for stakeholders to recognize and address the hidden epidemic of digital emotional abuse.

The study provides crucial insights and recommendations for creating safer online environments. It advocates for the development of AI tools to detect false personas and emotional manipulation, enhancing institutional support mechanisms, and implementing educational programs to raise awareness about digital abuse. By prioritizing these measures, stakeholders can significantly reduce the negative impact of social media on individuals' mental health and academic aspirations.

Ultimately, this research calls for a unified effort to combat emotional abuse facilitated by social media. By fostering collaboration among social media companies, educational institutions, and policymakers, a more supportive and secure digital landscape can be created, ensuring the well-being and success of users worldwide.

INTRODUCTION

This paper examines the mechanisms through which social media enables emotional abuse, the psychological and social impacts on victims, and the broader societal implications.

Social media platforms have revolutionized communication, enabling unprecedented levels of connectivity. However, these platforms also facilitate new forms of emotional violence.

The findings underscore the urgent need for comprehensive strategies to address and mitigate social media harm.

DETAILED ANALYSIS OF THE PROBLEM

DIGITAL MANIPULATION & EMOTIONAL VIOLENCE 01.

Social media platforms allow abusers to, among other acts, publicly humiliate their victims, build a false sense of trust, and commit criminal acts (Carlton, 2024).



PSYCHOLOGICAL & SOCIAL IMPACT 02.

Victims of emotional abuse facilitated by social media report heightened levels of anxiety, depression, and even suicidality (Carlton, 2024).

The public nature of these platforms amplifies the humiliation and distress experienced by victims, leading to disengagement from educational pursuits and diminished future opportunities (Carlton 2024).

BROADER SOCIAL IMPLICATIONS 03.

The abuse facilitated by social media challenges traditional notions of privacy and security, occurring **across geographical boundaries and complicating legal responses.**

The normalization of digital interactions obscures the recognition of abusive patterns, making it difficult for victims to seek help.

FRESH INSIGHTS & UNIQUE PERSPECTIVES



GEOGRAPHICAL & CULTURAL CONTEXT

The research is set in **La Paz, Baja California Sur, Mexico** a specific cultural and geographical context that may not have been widely studied in relation to social media and emotional violence. Highlighting the unique social dynamics and the impact of local culture on social media interactions provides a fresh angle.



FOCUS ON COLLEGE STUDENTS

This research emphasizes the impact of social media-facilitated emotional violence on **college women** and their educational outcomes. This focus broadens the conversation beyond the typical demographic of children and adolescents, highlighting the pervasive nature of the problem.



DETAILED CASE STUDIES

The case studies provide a **granular view** of the mechanisms of emotional violence and manipulation. These narratives offer rich, qualitative data that illustrate the **real-world impact of social media harm**, bringing a human element to the issue.

FRESH INSIGHTS & UNIQUE PERSPECTIVES



INTERSECTION WITH EDUCATIONAL OUTCOMES

Linking social media facilitated emotional violence to educational outcomes is a novel approach. The findings on how emotional manipulation affects academic performance, disengagement, and dropout rates provide a new perspective on the broader societal impact of social media harm.



METHODOLOGICAL RIGOR

The use of qualitative coding and grounded theory methodology to analyze social media interactions and emotional responses is **methodologically robust**. This rigorous approach establishes the credibility of the findings and offers a model for future research.



HOLISTIC VIEW OF DIGITAL MANIPULATION

The research **goes beyond the individual impact** of emotional violence to consider broader social implications, such as **privacy and security challenges and complications in legal responses**. This holistic view contributes to a deeper understanding of the systemic nature of digital manipulation.

KEY FINDINGS in LA PAZ, MEXICO

Emotional Violence

In a community where Facebook and WhatsApp dominate communication across all generations and where domestic violence lacks judicial oversight, these social media platforms are used to perpetrate emotional violence without consequence.

Psychological Impact

Victims in La Paz experience severe psychological distress, including anxiety and suicidality, exacerbated by the small-community nature of abuse on social media platforms like Facebook.

Academic Outcomes

Female college students in La Paz, already facing cultural and economic challenges, are further disadvantaged by the impact of social media-facilitated abuse leading to higher college dropout rates among victims.

Privacy and Security

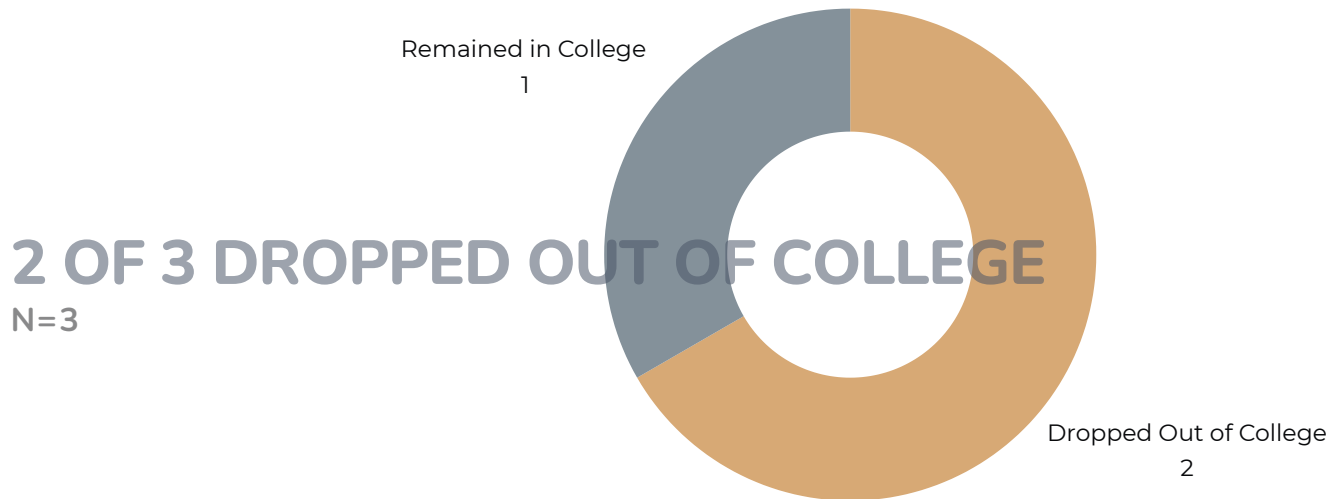
In La Paz, where legal responses to domestic violence are limited, the challenges of addressing digital emotional abuse are even more pronounced. This creates a significant barrier to obtaining justice and protection for victims.

Adult Victims

The study shifts focus from children to adult college students in La Paz, revealing the pervasive impact of social media-facilitated emotional abuse on this underexplored demographic. of emotional manipulation and control.

RECENT RESEARCH AND CASE STUDIES

Exploring Social Media's Impact on Mental Health and Education



CASE STUDIES FROM LA PAZ, BAJA CALIFORNIA SUR

- Maria's Story: Public humiliation on Facebook led to heightened anxiety and depression, affecting her academic performance.
- Isabella's Story: Emotional manipulation and betrayal through social media resulted in her dropping out of college and returning to her home country for safety.
- Sofia's Story: Emotional abuse by a man posing as a university director led to suicidality and academic disengagement.

RECENT RESEARCH ON SOCIAL MEDIA HARM

In recent research, numerous reports have highlighted the increasing prevalence of emotional abuse facilitated by social media.

Studies have shown that social media platforms contribute to a rise in mental health issues among users, particularly young adults and women (McKinsey & Co, 2022).

Recent studies highlight the significant impact of social media usage on educational outcomes, particularly focusing on the relationship between time spent on social media and poorer academic performance (Bedua et al., 2021).

PROPOSED SOLUTIONS

01. AI INTEGRATION FOR IDENTIFYING FALSE PERSONAS

Implementation: Develop AI tools that can analyze user profiles, cross-reference data across multiple platforms, and identify inconsistencies or signs of false personas. This AI feature could be integrated into social media platforms as an add-on, assisting users in recognizing potential deceitful behavior.

Role of Experts: Collaborate with subject matter experts in emotional abuse and digital behavior to refine AI algorithms, ensuring they capture the nuanced signs of emotional manipulation. This collaboration will help in creating more effective tools that can assist victims in identifying red flags.

Example: Similar tools are already used in fraud detection and cybersecurity; adapting these for personal safety and emotional abuse detection is a realistic step forward.

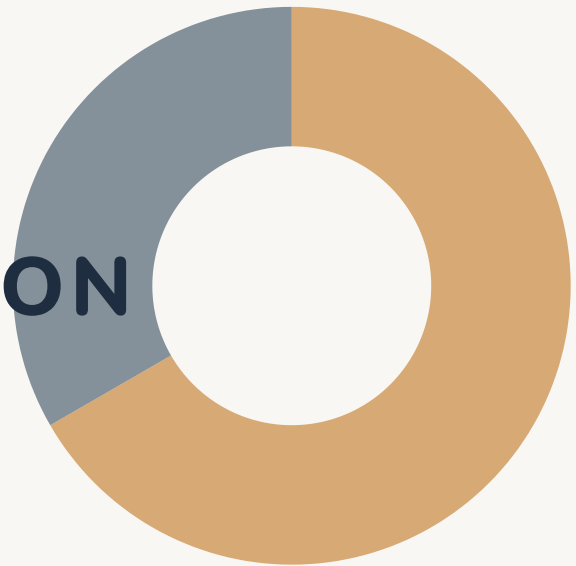
02. ENHANCED REPORTING MECHANISMS

- Develop AI-driven tools that prioritize and filter reports based on severity and patterns of behavior, ensuring serious cases receive prompt attention.
- Educate users on how to effectively report abuse without overwhelming the system.

03. BROADER SOCIAL IMPLICATIONS

- Implement educational programs within the platforms to raise awareness about the signs of digital manipulation and emotional abuse.
- Partner with social media companies, educational institutions, and NGOs to deliver these programs.

CONCLUSION



Social media platforms have revolutionized communication but have also introduced new forms of emotional violence and manipulation.

Addressing the harm facilitated by these platforms requires a comprehensive approach involving enhanced reporting mechanisms, educational programs, robust support systems, and legal and policy advocacy.

By implementing these strategies, multinational social media corporations, such as Meta Platforms, Inc., can lead the way in creating safer online environments and mitigating the impact of digital emotional abuse.



CARLTON
RESEARCH



Carisa Carlton

Carisa Carlton, an American anthropologist and data analyst, founded Carlton Research with a vision to leverage her extensive anthropological expertise to provide insightful consulting services.

Driven by a passion for understanding human behavior and cultural dynamics, Carisa aims to help organizations navigate complex social landscapes and enhance their impact through informed, culturally sensitive strategies.

Her goal is to bridge the gap between academic research and practical application, ensuring that her clients benefit from the latest insights derived from methodically robust research.

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Full Research Report

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