



## Case Type

### Social Media Addiction



## General Background

Social media has garnered significant attention among adolescents, emerging as a primary platform for social interaction and self-expression. However, its influence can have profound implications for the health of vulnerable users within this demographic. The constant exposure to carefully curated images often perpetuates unrealistic standards of beauty and success, fostering feelings of inadequacy and discontent. Consequently, individuals may experience body dysmorphia, eating disorders, depression, and even contemplate self-harm. Moreover, the addictive nature of social media exacerbates these issues. Now, various social media platforms are facing a surge of lawsuits claiming that these companies employed the following tactics to deliberately captivate and addict young users:

- Using algorithms to show content that makes users stay on the apps longer
- Incorporating features like "likes" and "hearts" to create a craving for approval, similar to gambling
- Sending personalized content and ads to keep users interested
- Taking advantage of the principle of reciprocity, making users feel obligated to respond to messages and notifications, keeping them coming back for more

## Case Criteria

- Client must have used social media apps before age 18
- Client must be 25 or younger at sign up
- Client must have used the app(s) for an average of 3+ hours a day
- Client must have suffered one or more of the qualifying injuries below
- Client must have received medical treatment for alleged injuries
- Client must not be currently represented by an attorney
- If deceased, death statute of limitations (SOL) applies

## Qualifying Injuries

- Eating Disorders
- Body Dysmorphia
- Suicidal Ideation, Attempt, or Completion
- Self-harm