

Influences of Social Media

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Social media continues to be a significant influence in our daily lives, with many platforms that users rely on for information and communication. According to a Gallup (2020) poll, at least over two thirds of the U.S. used social media in the past 30 days.¹ There are over 308 million social media users in the U.S. with 53.9% being women.² Many use Meta platforms with women aged 25 to 34 being among the largest audience at 11.8% of all users whereas men of the same age group consisted of 11.7% as of September 2023.³ Facebook is listed as the most used social network at 65% whereas the second largest using media sharing sites such as Snapchat, Instagram, YouTube, and Pinterest.⁴

The largest age group using TikTok is aged 18 to 24 at 76.2% with the second largest being 12 to 17 at 69.7%.⁵ It appears that much of the social media landscape is owned by Silicon Valley and foreign entities. Social media companies proclaim to protect privacy of its users yet are still able to track hundreds of millions of users, with big names like Oracle having a history of leaks and breaches.⁶ Various forms of malicious code can be embedded into images, audio, links, or botnets that target users' who may like or share a post that are typically ran by cybercriminals to target people's personally identifiable information.⁷ For example, ByteDance owns TikTok and is a Chinese based company that refuses to share its algorithm with the U.S. but boasts its pro-privacy and pro-security dogma.⁸

It seems reasonable to believe that TikTok's majority target audience being Western youth may contribute to its Blue-Gold-Yellow strategy. Blue seeks to control the Internet, Yellow is to promote weakness and degeneracy via hyper-sexualization, and Gold is to maintain itself as a financial power.⁹ The poisoning of Western youth can be contributed by a number of

¹ "Used Social Media in Past 30 Days – United States of America," 2020, <https://analyticscampus-gallup-com.eu1.proxy.openathens.net/Explore?linkid=31394>.

² Stacy Jo Dixon, "Social Media Usage in the United States - Statistics & Facts," December 18, 2023, <https://www-statista-com.eu1.proxy.openathens.net/topics/3196/social-media-usage-in-the-united-states/#topicOverview>.

³ Ibid.

⁴ Umair Bashir, "Most Used Social Media Platforms by Type in the U.S. as of September 2023," November 2023, <https://www-statista-com.eu1.proxy.openathens.net/forecasts/997190/most-used-social-media-platforms-by-type-in-the-us>.

⁵ eMarketer, "TikTok Reach in the United States as of May 2023, by Age Group," September 2023, <https://www-statista-com.eu1.proxy.openathens.net/statistics/1095196/tiktok-us-age-gender-reach/>.

⁶ Cyware Social, "Billions of Records of Web-Tracking Data Exposed by Oracle's BlueKai," June 25, 2020, <https://cyware.com/news/billions-of-records-of-web-tracking-data-exposed-by-oracles-bluekai-00629add>.

⁷ Commonwealth Bank, "Social Media and Malware" (Commonwealth Bank, n.d.), <https://commonwealthcoop.com/online-safety/social-media-and-malware/>.

⁸ Jane Li, "Beijing Is Publicizing Its Philosophy of How Tech Firms like TikTok Must Aid China's Rise," *Quartz*, September 16, 2020, <https://qz.com/1904063/china-issues-decree-to-enhance-control-of-firms-like-bytedance>.

⁹ Kerry Gershaneck, "To Win without Fighting" (Marine Corps University, June 17, 2020), <https://doi.org/10.36304/ExpwMCUP.2020.04>; General Office of the State Council, "General Office of the State

factors pertaining to the environment during development of a child's mind. Additionally, parental supervision ultimately plays the role in the Internet exposure of their children's daily lives. It is reported that most youth who have mobile devices spend 10 hours or more on the TikTok platform weekly as of June 2023.¹⁰

As Gershaneck (2020) states, psychological warfare, public opinion, lawfare, and media warfare are areas that utilize social media as a tool to target a country's population which can be employed in various forms. That is, international organizations conducting the work as a front for a different entity due to financial interests or gain or shaping the target country's foreign policy or laws. It seems reasonable to believe the shaping of a target country's foreign policy or laws will be to the disadvantage of the target country and to the advantage of the attacker country unless appropriate countermeasures are implemented. U.S. data legislation seeks to protect U.S. users under the Federal Trade Commission Act, focusing on areas such as healthcare and financial services in addition to federal and state privacy laws.¹¹ In *Griffith v. TikTok, Inc. et al.* (2023), Griffith alleges privacy protection violations under the Computer Fraud and Abuse Act (CFAA) under California Unfair Competition Law by using software development kits to collection information from non-users via third-party websites.¹²

Various other cases have arisen recently against Silicon Valley tech companies regarding consumer biometric information privacy, video privacy protection, computer fraud, and data access fraud.¹³ Social media data is vast and will typically involve cloud computing information technology that globalist entities like the World Economic Forum who have expressed interest in controlling.¹⁴ American consumers in particular, have taken their trust to accept artificial intelligence like ChatGPT for advice that have led to privacy concerns.¹⁵ That is, the collection of personally identifiable information such as birthdays, addresses, social security numbers, biometrics, facial-recognition technology, and unauthorized use of data recognition tools. Accuracy of the biometric identifier information is being utilized to determine legislation

Council of the People's Republic of China General Office of National Security Commission of the Communist Party of China" (FreeBeacon, 2017), <https://freebeacon.com/wp-content/uploads/2017/10/Guodocument.pdf>.

¹⁰ Laura Ceci, "Mobile Audience Reach of Leading Smartphone Apps in the United States in June 2023," August 29, 2023, <https://www-statista-com.eu1.proxy.openathens.net/statistics/281605/reach-of-leading-us-smartphone-apps/>.

¹¹ F. Paul Pittman, Abdul Hafiz, and Andrew Hamm, "Data Protection Laws and Regulations USA" (Global Legal Group, 2024), <https://iclg.com/practice-areas/data-protection-laws-and-regulations/usa>.

¹² *Griffith v. TikTok, Inc.*, No. 5:23-cv-00964-SB-E (United States District Court California October 6, 2023).

¹³ Thomson Reuters WestLaw, *In re TikTok, Inc., Consumer Privacy Litigation*, No. 20 C 4699 (United States District Court, N.D. Illinois, Eastern Division July 28, 2022).

¹⁴ Jean Pierre Guy Gashami, Christian Fernando Libaque-Saenz, and Younghoon Chang, "Social-Media-Based Risk Communication for Data Co-Security on the Cloud," *Industrial Management & Data Systems* 120, no. 3 (December 11, 2019): 442–63, <https://doi.org/10.1108/IMDS-03-2019-0131>.

¹⁵ Robert L Haig and Katherine B Forrest, "§ 79:13.50. AI and Privacy" (New York Practice Series, October 2023).

regulating the use of gathering data without informed consent. Investment into corporate artificial intelligence has steadily increased in the tens of billions of dollars since 2015 totaling over 142 billion dollars in 2023.¹⁶

Social media influencers are defined as individuals with a large audience that corporations will use for marketing.¹⁷ Many believe influencer marketing to be utilized for tricks and frauds to consumers.¹⁸ Notably, charities under false pretenses to swindle donors are common practice among influencers on social media. For instance, a woman who claimed to have been diagnosed with cancer took tens of thousands of dollars from donors until getting caught after discrepancies were found on the photos posted to social media.¹⁹ The weapons of mass deception to the populace via social media can create both health risks from counterfeit products and addiction leading to increasing levels of anxiety, depression, and others.²⁰

Surprisingly, a substantial portion of Silicon Valley tech firms are embedded with Israeli nationals and Israeli backed companies. Like Silicon Valley, Silicon Wadi's use of tech companies have an estimated 100,000 Israeli nationals working in the California Silicon Valley.²¹ As mentioned previously, foreign based tech companies are utilizing social media as a tool for intelligence gathering and collection. It is to demoralize the target country's military personnel, induce fear, degeneracy, and anxiety to the public of the target country, influence government officials to subvert target country's foreign policy, to gather data on troop movements/numbers of target country, test cybersecurity capabilities of target country, and identify areas of exploitation. Cybercriminal elements offer mercenary-like services around the world that will target a business or individual as some deem the dark web.²²

¹⁶ Stanford University et al., "Global Total Corporate Artificial Intelligence (AI) Investment from 2015 to 2022," April 2023, <https://www-statista-com.eu1.proxy.openathens.net/statistics/941137/ai-investment-and-funding-worldwide/>.

¹⁷ Savica Dimitrieska and Tanja Efremova, "Influencer Marketing the Case of North Macedonia," *Trends in Economics, Finance & Management Journal* 2, no. 2 (2020): 1–10.

¹⁸ Ibid.

¹⁹ Julia Reinstein, "A TikTok Faked Having Cancer and Scammed GoFundMe Donors out of Thousands, Police Say," *BuzzFeed News* (blog), February 1, 2023, <https://www.buzzfeednews.com/article/juliareinstein/a-tiktok-faked-having-cancer-and-scammed-gofundme-donors>.

²⁰ Immigration Customs Enforcement, "Counterfeit Goods: A Danger to Public Safety," August 4, 2022, <https://www.ice.gov/features/dangers-counterfeit-items>; McLean Hospital, "The Social Dilemma: Social Media and Your Mental Health," 2024, <https://www.mcleanhospital.org/essential/it-or-not-social-medias-affecting-your-mental-health>.

²¹ Steven Scheer, "Israel's Tech Sector Reels from SVB Collapse, Proposed Judicial Reform," *Reuters*, April 3, 2023, <https://www.reuters.com/technology/israels-tech-sector-reels-svb-collapse-proposed-judicial-reform-2023-04-03/>.

²² Rihonna Scoggins, "Fraud for Sale," *Fraud Magazine*, February 2024, <https://www.fraud-magazine.com/cover-article.aspx?id=4295022940#>.

In addition to the potential nefarious activities of mega-conglomerate corporations, large defense contractors, big media, and big governments, the concern for consumer data privacy protection is demonstrated by a stringent number of cases against the tech companies. Data is a valuable tool that can be sold. Despite more laws and regulations, it seems reasonable to believe that the answer to protecting American's data is not with more rules and regulation. Rather, the solution appears to be in the way the data can be identifiable to a person and how the data is handled. Accidental human actions or technical problems can have a domino effect on larger challenges affecting many who utilize a particular platform.

There are ways to improve Internet hygiene which are worth some considerations as it relates to maintaining the healthy use of social media.²³ For instance, two-factor authentication is not completely secure by relying on a phone number alone.²⁴ It is recommended to not accept potential scams during social media use as cybercriminals rely on ways to take people's money. Malicious hyperlinks and botnet accounts are some of the various problems a user can find during social media use.²⁵ It is best to ensure safe Internet hygiene when using social media.

The exact number of social media bots in use today are widely unknown per platform. According to Gallup Analytics, access to the Internet is steadily increasing every year in the United States.²⁶ As the access to the Internet increases, the use of social media will increase as well.²⁷ It seems reasonable that the reliance on such communication can have both positive and negative societal effects. Environmental circumstances regarding prolonged use of social media depend on the self-control and self-discipline of the user.

²³ Charlie Osborne, "Cybersecurity 101: Everything on How to Protect Your Privacy and Stay Safe Online," *Cybersecurity Best Practices for Protecting Your Digital Assets* (blog), October 18, 2023, <https://www.zdnet.com/article/cybersecurity-101-everything-on-how-to-protect-your-privacy-and-stay-safe-online/>; Neil J Rubenking and Jill Duffy, "12 Simple Things You Can Do to Be More Secure Online," *PCMag*, April 17, 2023, <https://www.pcmag.com/how-to/12-simple-things-you-can-do-to-be-more-secure-online>.

²⁴ Ibid.

²⁵ "Social Media Bots," *Imperva* (blog), 2024, <https://www.imperva.com/learn/application-security/what-are-bots/>.

²⁶ Gallup Analytics, "Access to the Internet," 2024, <https://analyticscampus-gallup.com.eu1.proxy.openathens.net/Profiles?linkid=18555>.

²⁷ Ibid.

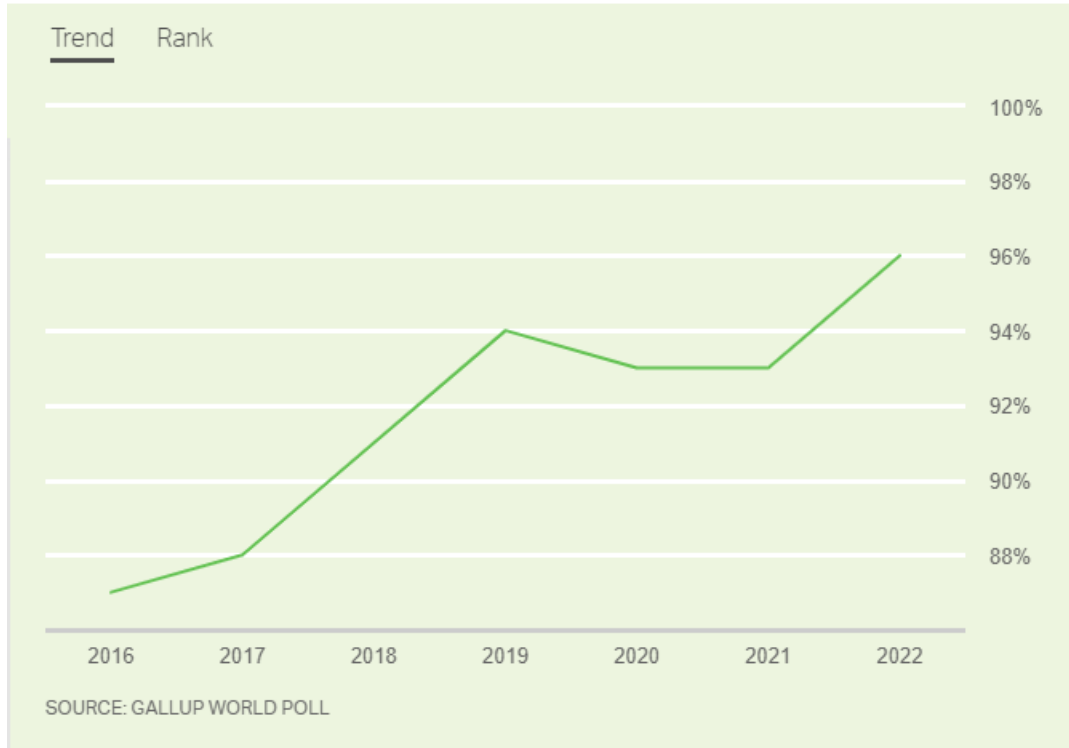


Figure 1. Access to the Internet in the United States. Gallup Analytics (2024).

Psychological Tool

As a potential tool for the flow of information, social media is utilized as a tool to psychologically influence a targeted population. Using various forms of sophisticated technology combined with shared values and beliefs, big data and advanced language model systems are primarily for advertising and marketing purposes.²⁸ For example, age demographics can vary depending on the target audience. Dating applications on social media appear to be primarily fueled by prolonged isolation of a group lacking companionship, a psychological deficiency riddled with romance scams and monetary enticement. Females on these dating applications in general marketing terms appears to sell more frequently than their male counterparts, as the instant gratification feeling of swiping left or right creates a tedious selection process.

In terms of obtaining relevant information on trends and analysis, social media can provide a large pool of data from numerous open sources. The definition of *influencer* in social media contexts closely resembles another term known as the *mental health influencer* is what some describe as a parasocial relationship framework for individuals seeking therapy through non-human to human needs.²⁹ Therapists tend to adopt differences within the digital space

²⁸ Alexander S Gillis, "The Impact of AI on Social Media," Tech, *Tech Target WhatIs* (blog), June 8, 2023, <https://www.techtarget.com/whatis/feature/The-impact-of-AI-on-social-media>.

²⁹ Nicholas T. Triplett et al., "Ethics for Mental Health Influencers: MFTs as Public Social Media Personalities," *Contemporary Family Therapy* 44, no. 2 (June 2022): 125–35, <https://doi.org/10.1007/s10591-021-09632-3>.

depending on the global dialogue in the world of telehealth.³⁰ The United States is one of the largest consumers of social media use compared to other countries.³¹ With much reliance on social media, many within the younger age group tend to seek potential partners by utilizing social media as a tool for background checking and vetting.³²

It seems reasonable to believe that social media influence applies in both therapeutic senses and background checking processes. The same can be stated about social media use and background checks for employment, with exceptions to protected free speech rights not violating department policy.³³ Some argue that employment practices require protections to privacy when applying social media screenings in the background checking process.³⁴ Yet the process to confirm these prospects appear to be lacking in authenticity and verification due to unverified anonymous sources creating legal implications.³⁵ Adverse effects of prolonged social media use in addition to other complications increases the risk of distress and suicide among younger age groups.³⁶

There can be both positive and negative effects on the psyche of someone who uses social media. Depending on the severity of use and time, in addition to the environmental circumstances of each person, there will be variations in the effects. Some people may have behavioral changes during prolonged isolation, as some may seek digital companionship compared to people who have larger in-person social groups. Face-to-face versus distant relationships even within educational industries have clear differences with belonging.³⁷

³⁰ Ibid.

³¹ Ibid.

³² Elizabeth B Perkins et al., “‘Let’s Fall in Love...After I Vet You’: Romance and Vetting,” *College Student Journal* 55, no. 1 (Spring 2021): 25–28.

³³ Frank Lopez, “When It Comes to Hiring and Firing, Social Media Matters,” *Pacific Publishing Group*, January 20, 2023.

³⁴ Elana Handelman, “The Expansion of Traditional Background Checks to Social Media Screening: How to Ensure Adequate Privacy Protection in Current Employment Hiring Practices,” *University of Pennsylvania Journal of Constitutional Law* 23, no. 3 (May 2021): 661–90.

³⁵ Faith Gordon, “Preserving Lifelong Anonymity Orders into Adulthood: New Challenges for the Courts in the Age of Social Media,” *Journal of Social Welfare and Family Law* 41, no. 4 (October 2, 2019): 491–94, <https://doi.org/10.1080/09649069.2019.1663023>.

³⁶ Elias Balt et al., “Social Media Use of Adolescents Who Died by Suicide: Lessons from a Psychological Autopsy Study,” *Child and Adolescent Psychiatry and Mental Health* 17, no. 1 (April 7, 2023): 48, <https://doi.org/10.1186/s13034-023-00597-9>.

³⁷ Luísa Aires, Ana Sofia Maia, and Ana Catarina Carneiro, “Distance Educational Relationship and Senses of Belonging: The Voices of Students,” *Digital Education Review*, no. 42 (December 30, 2022): 101–17, <https://doi.org/10.1344/der.2022.42.101-117>.

Restrictions on communication from face-to-face encounters to technological forms create alterations in phenomena, as seen during the Covid lockdowns.³⁸

Additional effects of prolonged social media use on someone consists of a Fear of Missing Out (FOMO) role which causes a feeling of concern to miss jokes, connections, or invitations.³⁹ Some describe it as an addiction to social media, due to the instant gratification of dopamine. Quantitative analysis regarding sample studies of social media users have found a correlation between disengagement with family functioning patterns as prolonged social media use increases, predominately of younger age group single females.⁴⁰ Increases of social media addiction result in heightened levels of fear, control, and disengagement among peers.⁴¹ The direct and indirect effects of prolonged social media use can create imbalances with self-determination, cohesion, and increase association with alcohol and substance abuse, gambling disorder, Internet addiction, mental fatigue, and sleep quality among lower family function groups.

Biblical Worldview

The statement regarding the truth from the Biblical worldview is a requirement for freedom “The truth shall set you free” (John 8:32, King James Version). The flow of information in today’s modern age requires understanding the details and the potential risks involved. Many of the Silicon Valley mega corporations, for example, utilize AI tools to automatically deem what it is programmed to view as *misinformation* versus its fact-checker algorithms. Several have lost class action settlements regarding the handling of mass consumer data and privacy violations. When the Pharisees hunted Jesus Christ for his seizure and arrest for execution, Jesus did not openly state his plans to the enemy “So they were seeking to seize Him; and no man laid his hand on Him, because His hour had not yet come” (John 7:30).

Furthermore, the need to address someone’s spiritual, physical, and mind is required to maintain a healthy lifestyle. Lifestyle choices can be negatively impacted by excessive social media use and allowing to be influenced by peers.⁴² In criminological theory context, life course

³⁸ Lucy Osler and Dan Zahavi, “Sociality and Embodiment: Online Communication during and after Covid-19,” *Foundations of Science* 28, no. 4 (December 2023): 1125–42, <https://doi.org/10.1007/s10699-022-09861-1>.

³⁹ McLean Hospital, “The Social Dilemma: Social Media and Your Mental Health,” 2024, <https://www.mcleanhospital.org/essential/it-or-not-social-medias-affecting-your-mental-health>.

⁴⁰ Eleonora Topino et al., “The Relationship between Social Media Addiction, Fear of Missing out and Family Functioning: A Structural Equation Mediation Model,” *BMC Psychology* 11, no. 1 (November 8, 2023): 383, <https://doi.org/10.1186/s40359-023-01409-7>.

⁴¹ Ibid.

⁴² Lawrence Robinson and Melinda Smith, “Social Media and Mental Health,” 2024, <https://www.helpguide.org/articles/mental-health/social-media-and-mental-health.htm>.

theory demonstrates the impact of supervision severity of children.⁴³ That is, the environment, culture, and societal norms someone is raised in throughout their life can impact their lifestyle. For instance, influencers on social media can influence their followers to do something like a religious group.

Without the truth and nothing but the truth, the reliance on pre-programmed algorithms might not allow for the consumption of information to be digested effectively. George Orwell's *Ministry of Truth* concept in the infamous *Nineteen Eighty-Four* (1949) novel paints a picture as a warning to the future.⁴⁴ As mass deception will continue to create more division and conflict as ongoing ruses occur. The emergence of technological advancements takes time to understand and utilize its full potential, like when radiation was introduced to the public during the early Cold War. The prophet Samuel provided warnings to King Saul, which were ignored until it was too late, as new leadership and technological developments provided adequate change toward the future.⁴⁵

Traditional values in conservative American society requires structure and order within the nuclear family. Parental supervision has effects on the life course theory of children.⁴⁶ The peers, support, culture, and media consumed by children will have longer term impacts as some believe it to be correlated with delinquency.⁴⁷ Regulating social media use has raised concerns with legal implications regarding minors such as the Children's Online Privacy Protection Act (COPPA) of 1986.⁴⁸ COPPA protects children's rights by requiring an online privacy policy, parental consent, limitations on disclosure, parental review, parental limitations, confidentiality, and limited retention.⁴⁹

Like COPPA, consumer protection laws also apply to families and children when partaking on the Internet. Regulations under the Federal Trade Commission and other agencies like lemon laws, are there to assist protecting families from unfair debt collection practices and credit protection. Many of these consumer protection laws include the Consumer Credit Protection Act of 1968, Fair Credit Reporting Act of 2003 (amended), CAN-SPAM Act of 2003, Electronic Funds Transfer Act of 1978, Privacy Act of 1974, Electronic Communication Privacy

⁴³ Jeffrey B. Snipes, Thomas J. Bernard, and Alexander L Gerould, *Vold's Theoretical Criminology*, 8th ed. (New York: Oxford University Press, 2019).

⁴⁴ George Orwell and Erich Fromm, *1984* (New York, New York, USA: Signet Classics, 2017).

⁴⁵ *King James Bible* (King James Bible Online, 2021), <https://www.kingjamesbibleonline.org/>. (Original work published 1769)

⁴⁶ Snipes, Bernard, and Gerould, *Vold's Theoretical Criminology*.

⁴⁷ Ibid.

⁴⁸ Jason Gordon, "What Is the Childrens Online Privacy Protection Act of 1986 (COPPA)?," *The Business Professor* (blog), April 6, 2023, https://thebusinessprofessor.com/en_US/consumer-law/childrens-online-privacy-protection-act.

⁴⁹ Ibid.

Act of 1986, Consumer Product Safety Act of 1972, and others.⁵⁰ Despite so many laws protecting children and their families, enforcement has been proven difficult with increasing sophistication in anonymity and encryption of technological fields. Thus, it is a parental responsibility to ensure the safety and protection of their children's minds as they surf the Internet landscapes.

Conclusion

In sum, the Internet is like the wild-west frontier without adequate countermeasures and protections placed. The target can be a business, individual, or a country with areas of influence in economic, military, political, technological, and foreign policy gains. Foreign militaries and foreign intelligence services will utilize social media as a surveillance tool to collect and gather details about various topics to benefit themselves regardless of target country rules, laws, and regulations. Cybercriminal groups can be hired by foreign entities to target infrastructure to change a foreign policy in the source country's favor or weaken an adversary via demoralization or generational age group demographics to subvert future generations. It is a national problem that affects the health and well-being of every American. Adequate countermeasures should be implemented to protect intellectual property by reducing the need to rely on foreign based tech companies.

Social media with integration of other complex systems like artificial intelligence can provide benefits that a human-to-human agent may not entirely provide. For instance, 24/7 and faster response interactions and reorganize content generation more effectively. Advertising management, marketing, automatic scheduling, content moderation, content generation, content recommendations, and video filtering are some of the many potential benefits for users. It can be implemented into healthcare, financial services, industrial maintenance, and transportation industries while improving optimization and allowing easier access to personalized customer services. But with technological applications, algorithms and programming create cause for concern due to risks of exploitation for monetary or political gains.

The influences of social media in our daily lives can affect many industries as it controls the flow of information to large populations. The demographics can be specifically targeted based on their preferences. The data harvesting operations from large, big tech corporations induce privacy and legal implications. The prolonged use of social media can negatively impact the younger age groups of people leading due to isolation and mental health deficiencies but there can be positive effects if used responsibly. In sum, social media without adequate supervision and self-control can cause anxiety, depression, suicide, and lacking self-esteem or self-confidence without companionship whereas the positives require self-control, self-discipline, and adequate supervision among younger age groups.

It is imperative that parents implement necessary supervision to their children when using social media. Malicious hyperlinks, cybercriminals, scammers, and adult content can cause negative long-term effects without adequate parental supervision. Households more prone to the

⁵⁰ The Business Professor, "Consumer Protection," *Law, Transactions, & Risk Management* (blog), 2023, <https://thebusinessprofessor.com/consumer-law>.

negative risks of prolonged social media use are targeted among younger female audiences, leading to an increase of social isolation and mental health deficiencies. The deficiencies can lead to substance and alcohol abuse, gambling disorders, and other behavior abnormalities over prolonged social media use.

Legal implications continue as it relates to children, otherwise known as minors, under the age of 18 years old. Consumer protection laws protect families and users when using the Internet, but enforcement has proven difficult. Access to the Internet is increasing every year within the United States, as younger and younger age groups have devices in their hands. Parental supervision will require different approaches regarding the regulation and use of responsible access to the Internet. Verification of identification could provide some solutions to preventing minors from accessing sites they are not supposed to be accessing.

It is a biblical duty and responsibility to protect the innocent from malicious actors. The poison on the minds of children is something that can cause lifelong consequences. Therefore, the laws are already there, it just requires some changes to methods at enforcement and parental supervision. In time, new tools will emerge to allow parents easier supervision of their children's social media use or Internet use. Applying the life course theory can correlate with the potential to reduce delinquency and improve healthy lifestyle choices.

In sum, social media is both a tool for communication and information. Whether it is used responsibly solely depends on the responsibility of the user. For minors, the responsibility falls onto the parents like a pet owner being responsible for their pet. Emotional maturity and stability rely on the needs of the nuclear family, traditional values, and cultural norms proven to be effective at maintaining a healthy lifestyle. Healthy choices require responsible basic research into emerging trends of the technological landscape for the future.

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