Digital Cultural Behavior in the documentary The Social Dilemma (2020): Psychoanalysis

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Abstract. This research analyses the behavior of a teenage girl who was addicted to social media in the documentary film entitled *The Social Dilemma* (2020) using the psychoanalytic theory created by Sigmund Freud. In the Psychoanalytic theory, there are three personalities that influence human behavior: the 'Id,' 'Ego,' and 'Superego'. The descriptive qualitative method was used in this paper in order to achieve the objectives of this study by describing and explaining the discussion of the topics of this study. This study aims to find out what personality the teenage girl has according to the psychoanalytic theory and how the personality she has shaped her behavior, and the impacts of her behavior. The results show that the teenage girl had the 'Id' personality and it has a bad impact on her behavior, and her behavior depicts teens who are addicted to social media in today's digital culture. Therefore, the function of this study is to educate and increase awareness about the use of social media, so that digital culture and heritage can be implemented optimally for the future and the formation of a sustainable society.

1. Introduction

Humans now live in an era where all human activities are carried out online. Computers are no longer just tools for providing us with digital information in our personal lives; however, they also shape our real lives through e-health, e-government, and other initiatives. Furthermore, virtual worlds' "atoms," which also will play an increasingly essential role in the future, are all digital [1]. This is what forms a digital culture, everything humans do that seem simple and practical, such as anyone who does not have a personal vehicle but would like to go somewhere, then they could easily look for rides through an application that provides online transportation ordering services. Nevertheless, in the future, the concept of these applications will become part of the digital heritage, as technology will be developed every time. Moreover, social media may help the development of knowledge and be a part of the digital heritage [2]. One particular application that has been enjoyed nowadays by all people is *TikTok,* which has the same concept as *Vine*, the precursor that previously used to exist as the first kind. What the inventors are technically operating is just taking an already existing concept for development, which then eventually becomes knowledge and sustainability. The goal is to elicit emotions in audiences using the most advanced scientific and technological techniques, as well as to create products that demonstrate a high level of cultural and artistic taste, technology, emotion, and value to the general public [3].

Even though the technological culture is surrounded by advanced technology in human life, does it make progress in the sustainable development of society? For now, it is unfortunately not. This is a piece of evidence in Jeff Orlowski's documentary entitled *The Social Dilemma*, released in 2020. According to Gao as cited by Agustine and Xavier, *The Social Dilemma* (2020) was named one of the top ten films of all time, and it was acclaimed for being the most realistic and horrifying examination of social media that has ever been made [4]. The documentary film discussed how technology companies manipulate people's minds, track users' activity, and induce addiction through their business model [4]. The interviewees in the documentary film were the ex-employees of technology companies such as *Google, Twitter, Facebook, YouTube,* and *Instagram*, who were previously the innovators that developed those platforms [4]. Surprisingly, they admitted and regretted what they had invented. They explained how artificial intelligence had powered social media algorithms. Also, they gave the reenactment of a teen girl, that had an addiction to social media and how it impacted her behavior [4]. The reenactment in the documentation had helped the researcher to analyze the character from the documentation, a teenage girl named Isla. This paper will discuss what personality Isla has according to Psychoanalysis, how the personality that she has shaped her behavior, and also the impacts of her behavior. The study of the mind and behavior is also known as Psychoanalysis, which combines science and philosophy, and it has a wide range of systems of thought and sub-disciplines [5]. One might wonder this time, "Isn't psychoanalysis a clinical discipline?". Then, how can this be "applied to the media apart from the clinic practice?" According to Johanssen [6], Psychoanalysis has informed the framework for digital media and its audiences among

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many other theoretical traditions. One of the most valuable contributions of psychoanalysis is how it gives a concept of subjectivity that incorporates logical, conscious parts, as well as irrational aspects to the unconsciousness. The importance of studying psychoanalytic study is knowing that it allows everyone to discover how a certain character or oneself behaves while doing things unintentionally or when dealing with challenges. Psychoanalysis, as a paradigm, can also bring fresh ideas to media and mass communication studies that go beyond the rational [6]. Sigmund Freud is one of the originators of Psychoanalysis theory, his theory is related to a person's behavior, where the behavior can turn into habits, and these habits can lead to addiction.

1.1. Objectives

In the documentary, a teen girl named Isla is the most prominent figure in consuming social media. Isla's behavior will serve as a representation of how teenagers who are addicted to social media behave. Habits that belonged to teenagers nowadays, such as an addiction to social media, have some influences on the formation of behavior and their identity, as well as the formation of a sustainable society since teenagers are the next generation of the nation, which also they will ultimately be the ones who potentially happen to feel the impact of what humans as the society live by presently. Therefore, the objectives of this study are to find out the personality that belonged to Isla according to psychoanalysis, to find out how her personality has shaped her behavior, and also to find out the impacts of Isla's behavior.

2. Literature Review

2.1. Digital Culture & Heritage

'The synergy of core beliefs, perceptions, norms, conventions, habits, symbols, and language that identifies and classifies a group' has been the interpretation of the term 'culture' for decades. Because of the arrival of digital, this concept has evolved dramatically [7]. Digital culture is a term that depicts how technological advances are influencing our human interactions. It is how humans act, think, and also communicate as members of society. A digital revolution is the outcome of transformative technological development and the constant persuasion technology that encompasses people. It can be applied to a variety of topics, but all this shortens to one central theme: the human-technology interaction [8]. In this context, digital culture is the product of human beings for thinking, developing, and making digital-based human works. Nonetheless, the growth of technology culture has had good consequences, for instance, the form of a digital economic environment and as well as the growth of social digital information. Meanwhile, the detrimental effects of the increasing reliance on social media can be apparent in lifestyle changes [9].

All social media that existed before the creation of huge digital networks are referred to as Digital Heritage. Yes, many people exist as the "Instagram famous" or "YouTube famous", but our culture's biggest stars are still considerably bound to traditional media. All musicians, actors, and superheroes have come to mind [10]. Heritage is described as the ancestors' legacy, as well as what humans live with nowadays and grow over time [11]. Digital legacy is made up of one-of-a-kind human knowledge and expressive resources. It includes cultural, educational, scientific, and organizational assets, along with technological, legal, medical, and other types of information that have been developed digitally or converted from analogue sources [12]. This massive scale job is created a lot more difficult by some particular factors such as changing file formats, misleading the rights holders, and even technological obsolescence, which means that we could not wait to see what is recognized as a digitized legacy before taking the required steps to protect it. It has to make the future accessibility, preservation, and comprehension of digital content a top priority [13]. As the result, UNESCO has been very concerned about the acknowledgement and retention of its Outstanding Universal Value (OUV), trying to highlight the arising impact of digital legacy, which is described by UNESCO as the use of digital technology in the service of conserving, safeguarding, studying, and presenting these heritages [14].

2.2. Psychoanalysis

Psychoanalysis is an accumulation of ideas and therapeutic approaches focused on the analysis of the subconsciousness, concentrating on Multiple Personality Conditions, which is defined as a psychological disorder defined by at least two of the following and relatively persistent personality states [15]. Sigmund Freud and his followers developed psychoanalysis as a field of science to investigate human psychology in behavioral performance [16]. According to Sigmund Freud, a behavior is the product of the three-personality system's struggle and reconciliation. Following that, Freud divides human psychology into three parts: *Id, Ego,* and *Super-ego*. The first one is the 'Id,' which according to Freud, is completely unconscious, and humans are completely oblivious of its workings. The Id is not rational, that it contains imagination and dreams, as well as it innovates things to require what it wants. … The main purpose of the 'Id' is to relieve stress and increase satisfaction [17]. The second one is Ego, which works based on any principle, aiming to assist the 'Id' in obtaining what it desires by determining the difference between real and imaginary. The Ego's task is to keep Id and Superego in balance [18]. The third one is Superego, the last personality structure that has been established, symbolizing society's right and bad actions. …The conscience keeps people from having terrible attitudes and makes them feel guilty when they do, whereas the ego-ideal is the vision of a "perfect person" that motivates people to have good attitudes [17]. This can also be compared to a cartoon character that is often times known for getting confused and then having a little devil appears on his left shoulder, along with a little

angel on his right shoulder as well. The Id is the devil, according to Freud as cited by Zhang [5], that it is by far the most inherent characteristic of humans which represents their physiological desire, "pleasure principle," and "primary-process thought," implying that the 'Id' fulfils human needs immediately to relieve nervous feelings. It is truly an aggressive aspect of the personality desiring pleasure at any cost while avoiding pain. The 'Id' or the element of humans—*e.g., action for grabbing meals since infancy or reactions to fulfilling sexual needs without consideration*—intends for quick gratification [19].

The 'Ego' is the human being, acting up as a personal director to real objects and performing functions based on reality [20]. The Ego is the personality's executive (the implementer), with two primary responsibilities: at first, deciding which stimulation to react to and/or which impulses will be pleased with based on the priority needs; and thereafter, deciding which stimulation to respond to and/or which impulses will be fulfilled based on the priorities of needs. At last, it selects how and when those demands are met based on the availability of low-risk possibilities [21]. In other words, 'Ego' as the Personality Executive seeks to satisfy the needs of the 'Id,' as well as moral needs along with desires to improve and attain the perfection of the Superego [21].

Meanwhile, the Super-ego is the angel, as it is concerned with values, rules, ethics, and moral aspects of the personality system. Furthermore, it also includes both the good and bad aspects of what individuals desire to do. The works of the Super-ego are the polar opposite of the works of the 'Id'. The Super-ego is a moral part of personality since it specifies what is either true or false, proper or inappropriate. Thus, an individual can act by the morals of society [20]. According to Freud, a healthy person capably controls both the Id and Superego. The Ego maintains the control so that the Id and Superego do not take precedence ... Therefore, the Ego has to work on the principle of equilibrium, as to whenever releasing the 'Id' personality; being angry and whenever releasing the Superego personality; obeying the rules [22].
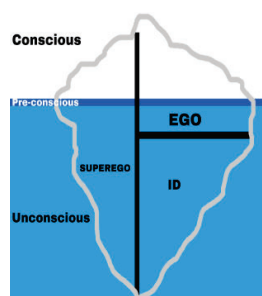

Fig.1. Iceberg model

Sigmund Freud also associates the three personalities with Iceberg, and in the Iceberg model there are three parts of the human mind, Conscious, Pre-conscious, and Unconscious. Noticing Figure 1, the two existing parts are the tip of the iceberg or what is often considered a conscious mind, in the middle is preconscious mind, and the bottom base of the iceberg which is often considered an unconscious mind. Meanwhile of the three

personalities, the 'Id' personality is located at the bottom of the Iceberg base, which means that the principles of 'Id' are based on 'what feels good', knowing what society thinks is irrelevant as the reality itself is irrelevant. Both desires and pleasure are central to the Id [23]. Then, the Ego is positioned above the Id as the Ego itself is in the middle between the conscious and unconscious mind, which means the Ego is the implementer, that is in charge of neutralizing both the Id and Superego. Thus, the Ego will weigh and act based on the decisions taken. The human thinking process interacts with the Ego oriented toward problem-solving, realism, and logic. Meanwhile, the Superego is actually a part on unconscious part, it's just that the superego has the basic values of norms and good things so, even though the superego is part of the unconscious part, it contains the voice of the conscious. Superego is divided into two sections: the morality, as well as the egotistical ideal. Cultures integrate things humans should and should not do, which then make up the conscience, as it is the moral standard that family and society have instilled in daily life. If we break this moral standard, the Superego punishes us by ingraining guilt and shame in us [23].

2.2.1. Behavior

Behaviorism, often known as cognitive psychology, is a learning theory based on the principle that all behaviors are learned through conditioning, which takes place through environmental stimuli [24]. According to Wawan and Dewi as cited by Pitra [25] stated that, whether grounded or not, behavior is a personal response to a stimulus or action which can be seen and has a definite frequency, duration, and purpose. Behavior refers to a wide range of activities that an individual engages in, such as walking, talking, reacting, dressing, and so on. Internal processes such as thoughts, perception, and emotions are all examples of human behavior [26]. One's behavior is usually born from their environment, culture, beliefs, and values held by the family or society. People still respect this ideal in a variety of social settings, including family and school [27]. Someone growing up in a "tight" culture collectively, where regulations are strictly enforced, does not promote individualistic thoughts or behaviors, as an example of the behavior imprinted in the family or culture [28]. Behavior if done repeatedly will become a habit.

2.2.2. Habit

Habits are emerging memory-based context-behavior linkages as people frequently feel pleasant performing a specific activity in a specific setting. Habitual conduct is directly influenced by circumstances and it does not entail the presence of either any supportive goals or conscious intents [29]. According to Alvernia University [30], a habit is defined as a routine or continuous activity that becomes more difficult to break the longer it is repeated. Although not all habits turn into addictions, it does not rule out the possibility for someone to make their habits become compulsive. Children usually do not learn to reflect on their conduct or consider the consequences of

their actions. As an outcome, they are most likely prone to repeat a behavior or activity without even realizing it. This leaves an impression on their cerebral systems, leading to unconscious tendencies later in life ("Habit vs Addiction" 2021).

2.2.3. Addiction

On the other hand, according to "Habit vs. addiction: What's the difference?" [31], addictions are far more potent than habits. However, addictions grow out of habits. People will, for the most part, make sacrifices in their lives for the sake of addictions, because they feel obligated to keep up with an addictive substance or compulsive activity, which usually influenced by the 'Id' personality. People with addictive characteristics are often prone to mental health issues but continue to participate in dangerous, problematic behaviors. For example, when someone uses social media platforms as a coping method to deal with stress, loneliness, or despair, then it becomes problematic [32]. Social media gives these people constant benefits that they do not get in real life, they continue to engage in the activity. This constant use eventually leads to a multitude of interpersonal issues, including neglecting real-life relationships, school and work duties, also physical health, all of which can intensify one's bad moods [32].

From all the references above, it can be summarized that Digital Culture is a culture where technology has a major role in human life, for instance: social media, games, remote work or school, and e-commerce. Over time, the development of technology is accelerating, the existing technology will then immediately become a legacy. Samples such as songs, films, books, research, and concepts from an application, in which these things are considered valuable and will be inherited. Moreover, this legacy is definitely in the digital form, thus it is sustainable and can be subsequently accessed by the next generation in shaping a better society. Psychoanalysis is the science that discusses the personality of individuals, according to Freud, which then comprised of three personalities in humans—*i.e., the Id, Ego, and Superego*. Freud himself stated that the indication of a healthy life is at the time individuals could balance all three and would not tolerate one of them to dominate, as when one of the three personalities potentially dominates, then this will possibly affect one's behavior, where the behaviors can become a habit and turn into an addiction. As per this theory, the study would fully elucidate the personalities and actions of the character [33].

3. Methods

This study will be using the descriptive qualitative method as the basis of the research, according to Erickson, as cited by Anggito and Setiawan [34] stated that a few purposes of conducting qualitative research are to identify and characterize narratively the activities that were carried out, as well as the influences that those actions had on the lives. In other words, qualitative research aims to provide

insight, comprehension, and extrapolation to similar situations [34]. This study will discuss the behavior of Isla through some observations of actions or activities shown in the documentary film *The Social Dilemma* (2020) using the Psychoanalysis theory by Sigmund Freud. Therefore, descriptive qualitative research is suitable to approach the problems of this study and aim for the research goals.

4. Data Collection

For the data accumulation of this research, the researcher had partaken the following several steps: 1) watching the film documenter, *The Social Dilemma* (2020); 2) taking notes, as well as highlighting the important and relevant scenes of the documentary film; 3) discussing each scene by the Sigmund Freud's theory, Psychoanalysis, behavior, habit, and addiction; 4) highlighting the impact of Isla's behavior.

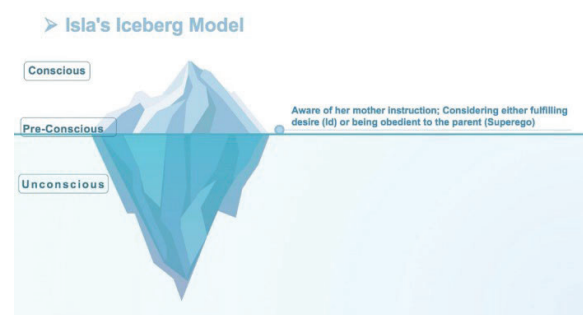## 5. Results and Discussion

5.1. Isla's Personality

Fig.2. Isla's iceberg model (pre-conscious)

In *The Social Dilemma* (2020) documentary film, Isla is an eleven-year-old teenager and she has been exposed to social media, a part of digital culture, in which plenty of new things exist for her to learn and adapt. That is definitely what makes Isla interested and even more addicted. Finding out Isla's behavior can be noticed in the film scene throughout the duration around 04:25 – 04:30 when Isla's mother had asked Isla to prepare dinner. Then, Isla looked to the side, as in that circumstance, she dealt with two choices, either follow her mother's instruction to prepare the dinner table (Superego) or instead follow up on her satisfaction by continually playing on social media (Id). In Figure 2, it explains that at that moment, Isla was actually aware of what was happening, which means that she was in the pre-conscious area, but considering the role of the Ego as the executive personality, Isla thus chooses to follow the Id while the Ego bears the decisions of the option she had already chosen. Isla prefer to followingly satisfy her desires (Id) by using social media continuously and ignoring her mother. Recognizing such behavior and personality of Isla had made her older sister, Cassandra, annoyed and protested to her mother, proven in the minutes 04:43 – 04:51 along with the following dialogues:

Cass: "Still don't see why you let her have that thing (social media)."

Isla's mother: "What am I supposed to do? I mean, every other kid in her class had one."

Cass: "She's only eleven."

5.2. Isla's Habitual Behavior

Then at minutes around 33:49 – 33:59, the scene portrayed Isla taking a photo of herself or what is commonly known as a 'selfie,' right before dinner was about to start. At the time, Isla's father annoyed her while she was taking selfies, then she said that there were still 1000 more pictures or snaps she needed to send before dinnertime as if she was an influential person on social media. Isla's mother set up conditions for no phones being allowed during dinner, but Isla ignored her mother's instructions. Therefore, her mother snatched her cellphone out of her hand, at the exact minutes 34:03 – 34:20 following with the scenic dialogue below:

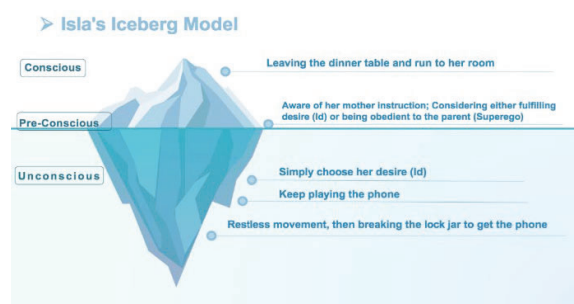Isla's mom: "Got it!" [while snatching Isla's cellphone from Isla's hand]

Isla: "Mom!!!"

Fig.3 Isla's iceberg model

Around minutes 34:45 – 35-38, Isla's mother kept everyone's cell phone, including Isla's, in a special jar with a timer lock feature so that no one could open it at dinnertime. Her mother locked the jar only for an hour, but due to the cellphone being inside the jar, it had already made Isla look restless. Then, Isla stood up and said that she was going to get another fork, but apparently, she lied and broke the jar immediately to get her cellphone. After that, she ran to her room and did not even finish her dinner. Of course, this had shocked all of Isla's family members, especially her mother who saw Isla's unruly behavior. Figure 3, it explains what Isla did during minutes 33:49 – 33:59 for playing the phone at the dinner table before the dinner start and during the duration of 35:26 – 35:29 for breaking the lock jar are the acts of the unconscious mind or 'Id, while during the duration of 35:34 – 35-39 for leaving the dinner table and run to her room is the act of consciousness. She knew she already has caused such a mess, and she decided to leave the dining table and go to her room. The Id has dominated her, which she only did what made her feel good at that time and did not even care about the people around her.

From the explanation above, it can be concluded, that the 'Id' is more dominant in Isla, which means that an imbalance has existed, while according to Lapsley and Stey as cited by Romanna and Rudianto [35], Freud stated that the important essential of a healthy mentality is balancing the personalities. The mediatory 'Ego' is a means to balance the 'Id' and 'Superego,' as when they are not balanced, then an overly strong 'Id' could lead to impulsivity, uncontrollability, and even criminal behavior. Such an individual act upon their most primal desires regardless of whether or not their actions are proper, acceptable, or lawful [36]. Meanwhile, an overly dominating Superego might contrarily result in a moralistic and judging mentality. A person dominated by the Superego may find it difficult to tolerate anything or anyone that they consider "evil" or "immoral" [36]. Therefore, it is why Isla had been difficult to manage and tended not to care about her surroundings, as she would not even want to know and care whether or not her behavior was getting detrimental to others. This has aggravated addiction and selfishness. The situations involved in the portrayal of this issue also get included choosing to interact with everyone on social media rather than face-to-face communication, as well as escaping oneself through social media when being bored with social settings or having an uninteresting discussion [37]. As Isla managed to take her cellphone and run away to her room throughout the minutes 38:02 – 38:59, she checked the uploaded photo on social media, but it turned out for her to get two likes only. This resulted in having deleted the post, although Isla immediately took another new selfie to upload it back onto her social media page again and hoped for getting many likes also comments on her post. Just likely the same as any other teenager around her age, this time she applied an exaggerated effect to her photo to make her look prettier. After having finished editing her selfie, Isla eventually uploaded the edited photo. Then, a few moments later she got likes and comments, but unfortunately, there appeared one mean comment about her ears instead, which made her insecure, proven around the duration 39:12 – 39:24.

5.3. The Impacts of Isla's Behavior

It usually happens to teenagers when somebody has gotten particularly mean or hate comments about their physical appearance, which can typically lead to some negative impacts, such as initially starting to hate themselves and then avoiding people around them. This was proven at minutes 41:13 – 41:23 when Isla locked herself in the bathroom while checking her cellphone, as she remembered the bad comment for making her feel insecure. Isla tied her hair in a low ponytail so she could cover her ears. She looked at herself in the mirror and cried. Actually, the things that happened to Isla are an illustration of how digital culture is now running, as 'likes' are one's main goal. If someone does not get many likes, thus that person will question their self-worth. In the digital era now, many influencers exist famous on social media because of the content they create. For children around Isla's age, this is obviously an interesting thing. Therefore, many young people including Isla are striving for fame, seeking validation, until such intentions with

purposeful behavior eventually become habitual and end up somewhat becoming addictive.

What has been set up by digital culture is also one aspect of shaping an individual's behaviors that turn into addictions. According to Afkarina and Wardhani [20], any aspects of a society's accepted cultures, traditions, ideals, and values, influentially leave an indelible mark on a child's personality. The values of tradition and culture in society can affect the development of a person's personality. Therefore, people's behavior is shaped by the environment where they live, as the environment or culture that Isla lives in is a digital culture which then shapes her current personality and behavior. Subsequently, it will cause negative effects such as self-hatred. Isla, as a teenager who was still growing both physically and mentally, ultimately became fragile, mainly for her mentality, due to the lack of supervision with social media use. Moreover, at the age of eleven, she got a mean comment about her physical appearance. Definitely, it shocked Isla and then would affect her mentality, such as lacking self-confidence and/or self-esteem, preferring to be alone, and often appearing moody. According to "How Social Media Addiction Affects Teens." [38], when it comes to accepting invitations from friends or followers on social media, that has given them access to the person's profile, images, and posts. This is a practical approach for most individuals to stay in contact with friends and family. Teens who utilize social media, on the other hand, are more likely to be bullied particularly online.

6. Conclusion

Above all, it can be concluded in this research that one personality which stands out more in Isla is the 'Id,' out of the three personalities that have been described previously. This affects Isla's behavior, only getting concerned with her own pleasure for actively being on social media, thus becoming a habit and compulsively turning into an addiction, due to a lack of self-control, restraints, parental supervision over social media use in the digital culture era. Addictive behavior toward social media that Isla had developed certainly has badly affected her, such as questioning her self-worth, feeling inadequate when getting a few likes only, being withdrawn from people in real life, and acting selfishly. Moreover, because of the mean comment Isla received, she had also become reserved and kept both sadness and insecurities just to herself, instead of speaking up to her family or the people whom she trusted. Since then, this has already caused as if a barrier was unintentionally created between Isla and her family as a consequence of Isla's addiction to social media in digital culture. Digital culture is indeed undeniably dominated a lot by young people, since they are also the next generation or as expressed in another statement 'the heir of the next technology'. Carrying on the mission of the Sustainable Society, which aims to achieve social welfare from generation to generation, what humans do now will remain to have an impact on the next generation. Imagine if many young people, who end up similarly behaving in the portrayal of Isla's manner as

a selfish, unruly, and nonchalant being towards her surroundings, are getting constantly deceived and unaware. By then, the modern technology that is now helping human life will slowly but surely become the humans' enemy.

Meanwhile, on the contrary, we know that technology has gotten a major role in positive things too, such as obviously for exchanging information, as well as business promotions or projects, etc. Therefore, the peripheral environment has a role in the formation of human behaviors. There are several efforts to maintain the function of technology and to avoid unwanted things onward, for example by educating young people about the behaviors on social media, turning off the notifications to diminish checking cell phones constantly compulsive at any time, and removing any irrelevant social media applications. Those things are what had been done by a few ex-employees who were the interviewees in the documentary film *The Social Dilemma* (2020). Coming up to the final conclusion, the technology around us has both positive and negative values, just like any other things we often encounter in everyday life. All of it eventually depends on each other's personal use whether or not we would like to utilize the existing resources well. What we are doing now makes an impact on the next generation in shaping a sustainable society.

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