

Creating an app to save social media memories

In a survey of 16,750 people worldwide, Kaspersky Lab has unearthed people's frustration with social media. People often experience negative emotions after spending time on social media due to a variety of reasons and these overpower the positive effects of social media.



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The hunt for likes plays a central role in this, with the majority of people feeling down or upset when they do not get as many likes as they expect for a post, and with 42% saying they feel jealous when their friends get more likes than they do. In addition, the research shows that people feel envious when they see the seemingly happier lives of their friends on social media.

Users visit social media for positive reasons and to feel good. Most people globally (65%) use social networks to stay in touch with friends and colleagues and to see entertaining and funny posts (60%). People also devote a significant amount of time to creating their digital profile and filling it with all kinds of positive moments, posting things that make them smile (61%), and telling their networks about the great time they are having during holidays and vacations (43%).

While it is not surprising that 72% of people are annoyed by advertising that has become extremely intrusive and interrupts their online communications, the reasons for frustration go deeper. Despite the desire to feel good from their interactions on social media, when people see their friends' happy posts about holidays, hobbies, and parties, they are often left with the bitter feeling that other people are enjoying life more than them.

For example, 59% have felt unhappy when they have seen friends' posts from a party they were not invited to, and 45% revealed that their friends' happy holiday pictures have had a negative influence on them. Furthermore, 37% also admitted that looking at past happy posts of their own could leave them with the feeling that their own past was better than their present life.

Fear of losing digital memories

Previous research has also demonstrated peoples' frustration with social media, as 78% admitted that they have considered leaving social networks altogether. The only thing that makes people stay on social media is the fear of losing their digital memories, such as photos, and contacts with their friends. While keeping in touch with friends may be a difficult problem to solve, Kaspersky Lab is working on a solution to help people save their digital memories.

“Our relationship with social media has developed into a vicious cycle. We want to go onto our favourite social platforms to tell all of our connections about the positive things we are doing – that makes us feel good,” says Evgeny Chereshev, head of social media at Kaspersky Lab.

“However, the reality is that everyone is doing the same thing, so when we log onto social media we’re bombarded with images and posts of our friends having fun. Moreover, it looks like they are enjoying life more than we are. It’s easy to see why this is leaving people feeling down and why so many people have considered leaving social media altogether. The difficulty is that people feel trapped because so many of their precious memories have been stored on social media and they don’t want to lose access to these.”

To help people decide more freely if they want to stay on social media or leave without losing their digital memories, Kaspersky Lab is developing a new app – FFForget. This will allow people to back up all of their memories from the social networks they use and keep them in a safe, encrypted memory container and will give people the freedom to leave any network whenever they want, without losing what belongs to them – their digital lives.

FFForget is planned for 2017. Interested users can register at ffforget.kaspersky.com to get updates and insights, provide feedback and get early access.

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