

For Teenagers, the Pleasure of ‘Likes’

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The New York Times:

Move over sex, drugs and rock ‘n’ roll. For today’s teenager, it’s all about the “likes.”

A “like,” for the uninitiated, refers to the positive feedback given to a post on social media. And new research shows that likes appear to be somewhat intoxicating to teenagers. The same reward center in the brain that is involved in the sensation of pleasure and activated by thoughts of sex, money or ice cream also is turned on when teenagers see their photos getting a lot of likes on social media.

To learn more about what drives social media use among teenagers, researchers at the University of California, Los Angeles, conducted a novel experiment in which they recreated a photo-sharing social network similar to Instagram. The paper was published in the journal *Psychological Science*.

Read the whole story: [The New York Times](#)