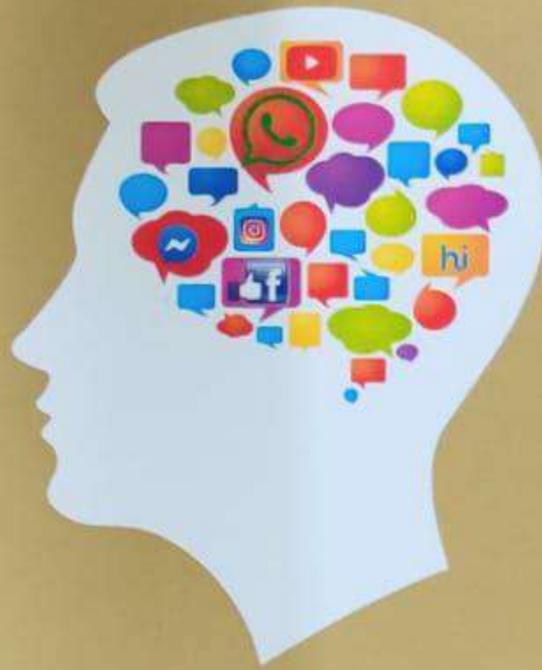


Prof. K.R. Murugan



social media addiction

**Disconnect
To
Connect**

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SOCIAL MEDIA ADDICTION

Disconnect To Connect

EDITOR

Prof. K.R. MURUGAN

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SOCIAL MEDIA ADDICTION AMONG COLLEGE STUDENTS

C. S. Nikhitha*, Dr. I. Maria Yesuraja** & A. Bellaro John Regan***

INTRODUCTION

Social media addiction is a behavioral addiction that is characterized as being overly concerned about social media, driven by an uncontrollable urge to log on to or use social media, and devoting so much time and effort to social media that it impairs other important life areas. Addictive social media use will look much like that of any other substance use disorder, including mood modification (i.e., engagement in social media leads to a favorable change in emotional states), salience (i.e., behavioral, cognitive, and emotional preoccupation with social media), tolerance (i.e., ever increasing use of social media over time), withdrawal symptoms (i.e., experiencing unpleasant physical and emotional symptoms when social media use is restricted or stopped), conflict (i.e., interpersonal problems ensue because of social media usage), and relapse (i.e., addicted individuals quickly revert back to their excessive social media usage after an abstinence period).

The phenomena of social media addiction can largely be contributed to the dopamine-inducing social environments that social networking sites provide. Social media platforms such as Facebook, Snapchat, and Instagram produce the same neural circuitry that is caused by gambling and recreational drugs to keep consumers using their products as much as possible.

Risk Factors of Social Media Addiction

- Resulting in Less Satisfaction
- It Can Promote Jealousy
- It Raises Your Anxiety Level
- People with prior addictions or addictive personality.
- Housewives or stay at home mothers who long for adult interactions.
- People with little or no at home support system.

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- Individuals with social phobias.
- Teens are at the highest risk due to the natural processes of adolescent doubts and pressure.
- Those with depression or loneliness.
- Individuals with anxiety disorders

How Social Media Affects the Brain?

Due to the effect that it has on the brain, social media is addictive both physically and psychologically. According to a new study by Harvard University, self-disclosure on social networking sites lights up the same part of the brain that also ignites when taking an addictive substance. The reward area in the brain and its chemical messenger pathways affect decisions and sensations. When someone experiences something rewarding, or uses an addictive substance, neurons in the principal dopamine-producing areas in the brain are activated, causing dopamine levels to rise. Therefore, the brain receives a "reward" and associates the drug or activity with positive reinforcement.

Emotional symptoms of Internet Addiction Disorder

- Depression
- Dishonesty
- Feelings of guilt
- Anxiety
- Feelings of Euphoria when using the Computer
- Inability to Prioritize or Keep Schedules
- Isolation
- No Sense of Time
- Defensiveness
- Avoidance of Work
- Agitation
- Mood Swings
- Fear
- Loneliness
- Boredom with Routine Tasks
- Procrastination

Physical Symptoms of Social Media Addiction Disorder

- Backache
- Carpal Tunnel Syndrome

- Headaches
- Insomnia
- Poor Nutrition (failing to eat or eating in excessively to avoid being away from the computer)
- Poor Personal Hygiene (e.g., not bathing to stay online)
- Neck Pain
- Dry Eyes and other Vision Problems
- Weight Gain or Loss

Signs and symptoms

Problematic social media use is associated with mental health symptoms, such as anxiety and depression, in children and young people. Social media may also be utilized in some situations to improve mood. Facebook use was shown to have negative affects on well-being in adolescents and young adults, and psychological distress was also found with problematic use.

Social anxiety

Social media allows users to openly share their feelings, values, and thoughts. This digital world provides a communication dialog into emotions. Social media also contributes to discrimination and cyberbullying. Users suffering from mental illnesses often withdraw from in-person communication and continue their communication online. Many activities and social groups are different when using social media. Although using social media can satisfy personal communication needs, those who use them at higher rates are shown to have higher levels of psychological distress

Common psychological treatments of Social Media Addiction Disorder

- Individual, group, or family therapy
- Behavior modification
- Dialectical Behavioral Therapy (DBT)
- Cognitive Behavioral Therapy (CBT)
- Equine Therapy
- Art Therapy
- Recreation Therapy
- Reality Therapy

REVIEW OF LITERATURE

Dr. V. Subathra, Nimisha. M, M. N. Lukmanul Hakeem **A Study on the Level of Social Network Addiction Among College Students** Social Networking Addiction has become increasingly debated among experts and social network users. Addiction to the internet has been treated and studied for well over a decade. With the introduction of formats that allow users to interact more often than they may have previously done, such as Twitter, Face book, Hi5, and Fraudster the ability to become addicted or attached to social networking sites has become more plausible. This ability to interact can be quite elevating to moods, and be more easily accelerated into addiction. Any behavior which causes the elevation of a person's mood can cause addiction. Addiction to social networks is highly debatable, but science has long since concluded that human nature can create an addiction out of almost every source.

S. Ashwini Veronical , Dr.A.Umesh Samuel **Social Media Addiction among Adolescents with Special Reference to Facebook** People with addiction do not have control over their behavior, actions or usage. Their addiction may reach a point at which it is harmful. Addictions does not only involve physical things, such as drugs or alcohol, but may include virtually anything, ranging from abstract things as gambling to seemingly harmless products, such as chocolate - in other words, addiction may refer to over dosage of a substance or a repeated behavior such as drug addiction or behavioral addiction. Addiction to substances or activities can sometimes lead to serious problems at school, college, home or work. The causes of addiction differ considerably, and are seldom fully understood. They are caused in general by varying degrees of physical, mental, circumstantial and emotional factors.

Kolawole Akinjide Aramide, 2 Sunday O. Ladipo and 3Tolulope O. Adepoju **Do Social Media Utilisation and Addiction Influence Undergraduate Students' Self-Perception? A Case Study of University of Ibadan, Nigeria** Social media networks have become popular among the students because of the great potential they have in facilitation collaboration, communication and sharing among the students. Students' self-perception has been attributable to their exposure to social media networks. Previous studies have concentrated more on social media usage and social media addiction without considering their influence on self-perception. Facebook (751 or 90.2%) and Twitter (646 or 77.6%) were the most commonly accessible social media networks while meeting with friends (651 or 78.2%), getting news (566 or 67.9%), communication (554 or 66.5%) and online learning (450 or 54.0%) were major purposes for social media usage among the undergraduate students. Low level of social media addiction and positive self-perception were also established among the undergraduate students. Self

perception is significantly positively related with social media utilization social ($r = .181, p$).

RESEARCH METHODOLOGY

Aim of the Research Study:

A Study on Social Media Addiction among College Students.

Research Objectives of the Study:

- To study the personal profile of the respondents.
- To find out the level of Social Media Addiction among the college students.
- To study the negative effects of Social Media Addiction among students.

Research Design

The research design used in this study is Descriptive Research Design.

Descriptive Research Design

Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the "what" of the research subject rather than the "why" of the research subject.

Universe of the study

The aggregate of all the units pertaining to the study is called the population of the universe. The Researcher selected the college students from Sree Narayana Guru College, Coimbatore as the universe of the study.

Sampling Design

In the research study the researcher adapted the Convenient Sampling Method. This method is under the method of Non Probability Sampling. The size of the Sample is 100 respondents.

Convenient Sampling Method

A convenient sampling is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

Method of Data Collection:

The researcher collected the data from the respondents through Self Prepared Questions.

OPERATIONAL DEFINITIONS

Social Media: Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Social Media Addiction: Social media addiction is defined as compulsive and excessive use of social media even when use of those platforms is taking over your life and having a negative effect on your 'real life' and relationships.

FINDINGS

- ❖ Majority (56%) of the respondents belong to the Age group of 18-25
- ❖ Majority (62%) of the respondents are from rural areas.
- ❖ Majority (82%) of the respondents are from nuclear family.
- ❖ Majority (76%) of the respondents are staying with their parents.
- ❖ Majority (84%) of the respondents have been encouraged by their peers.
- ❖ Majority (70%) of the respondents spend more than 100Rs for social network services.
- ❖ Majority (57%) of the respondents are affected their academic performance
- ❖ Majority (60%) of the respondents are feeling boring ,empty and joyless without using social media.
- ❖ Majority (47%) of the respondents doesn't feel that wasting money and time for using social media.
- ❖ Majority (84.4%) of the respondents are addicted to Social Media.
- ❖ Majority (85.3%) of the respondents agree that there is negative effects of Social Media Addiction

CONCLUSION

Social media is a really convenient and important communicate network for all the people nowadays. We can use it to know friends and keep contact with friends that came from different countries. We can also share our ideas so quickly so that all the things could develop so fast because people could tell us their ideas and we could improve it immediately. Social media facilitates an environment in which people are comparing their realistic offline selves to the flawless, filtered, and edited online versions of others, which can be detrimental to mental well-being and perception of self. Excessive social media use can not only cause unhappiness and a general dissatisfaction with life in users, but also increase the risk of developing mental health issues such as anxiety and depression.

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