SOCIAL MEDIA ADDICTION AND ITS ANALYSIS

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ABSTRACT
There is growing evidence that social media addiction is an evolving problem. In connection to overindulge and compelling social media use is the addiction-like symptoms in the general population. So, they can lead to diverse dreadful effects, there is an increasing requirement to understand the brain systems and procedure that are involved in potential social media addiction. There is a growing concern over the addictiveness of Social Media use. A research factor examination divulges that the scale had factors: preference for online social interaction, mood alter, negative consequence and continued use, compulsive use and withdrawal, salience, and relapse, which explained 63.83% of the total variance. The current studies yielded original findings that contribute to the empirical database on social media addiction and that have important theoretical and practical implications. The result of study shows that, over utilization of social media leads to addiction.

Keywords: DSM-5, ICD-11, social anxiety, paranoia, deficit hyperactivity disorder, ADHD, FOMO

1. INTRODUCTION
Social media addiction also known as problematic social media use or social media overuse is a proposed diagnosis related to overuse of social media, similar to gaming disorder, internet addiction disorder and other forms of digital media overuse. As a result, it affects the person’s daily life. Although there is no official medical recognition on social media addiction as a disease, the negative habit of excessive use of social media has become a subject of much discussion and research. The proposed disorder is generally defined when "excessive use damages personal, family and/or professional life" a chartered psychologist focusing in the field of behavioural addictions, namely gambling disorder, gaming addiction, Internet addiction, sex addiction, and work addiction. It is generally defined as problematic, compulsive use of social media platforms, that results in significant impairment in an individual’s function in various life domains over a prolonged period of time. This and other relationships between digital media use and mental health have been under considerable research, debate and discussion amongst experts in several disciplines, and have generated controversy from the medical, scientific and technological communities. It affects women and girls mores than boys and men, and preliminary research states that it appears to affect individuals based on the social media platform Controversy around the diagnosis includes whether the disorder is a separate clinical entity, or a manifestation of underlying psychiatric disorders. Positive outcome expectations and limited self-regulation of social media use can then develop into "addictive" social media use. Further problematic use may occur when social networking sites are used to cope with psychological stress. Research has approached the question from a variety of viewpoints, with no universally standardised or agreed definitions, leading to difficulties in developing evidence-based recommendations.

Fig1. No of active users in million
2. THE CURRENT STUDY OF SOCIAL MEDIA ADDICTION

Social media is a compilation of online platforms that allows public to communicate through different type of online features. These connective features can be sharing of knowledge and idea, networking, online discussion, and other content of communicating. However nowadays, social media are the fastest growing websites online and can be see there is a rapid and continuing increase in their audience and reach. By catching up with this online trends, there are increasing number of non-profit organizations are using social media as aims to increase outreach, fundraising and recruitment capacity. Today, there were about half a billion people around the world have Facebook accounts and nearly 200 million have Twitter accounts. Statistics illustrated public who are younger, wealthier and better educated in demographic segments use social media more than other groups. Social media able to reach more consumers globally as it continues to grow, especially with social networking and microblogging sites. Among all the Social Networking Sites that used by the non-profits, Facebook and blogging got the most attention from public. The social media is an unpaid media, it is created by an individual and company on the internet. The emerging of social media has directly affected traditional media and broadcast media as the main promotional tools.

3. MEASURES

The Bergen Facebook Addiction Scale (BFAS).—This scale comprised 18 items, therefore each of the six core features of addiction: salience, mood modification, tolerance, withdrawal, conflict, and relapse. Each item is scored on a 5-point scale using anchors of 1: Very rarely and 5: Very often. Higher scores indicate greater Facebook addiction.

3.1 COMPULSIVE INTERNET USE

Internet can be very constructive, but we must be conscious how much time we spend on it on a daily basis. Important is to have other interests apart from the internet. Today, surfing the Web has become a hobby as social and marketable. As the web has become a part of mainstream life, some mental health professionals have noted that a percentage of people using the web do so in a compulsive and out-of-control manner. Since one of the main draws of the Internet is the secrecy it appears to give, sharing online experiences in the context of offline relationships may discourage a user from ‘hiding’ in the Internet. Internet Addiction has even been championed as an actual disorder, notably by some psychologists. The main addictive characteristic of the Internet is its capability to enable instant and relatively social stimulation.

3.2 MENTAL HEALTH ISSUES

Many mental health professionals are deeply concerned about the impact that social media has on mental health. Some believe that the constant distraction of social media contributes to shortened attention spans. Problematic social media use is associated with mental health symptoms such as anxiety and depression in children and young people. Researchers have found that using social media obsessively causes more than just anxiety. In fact, testing has found that using too much internet can cause depression, attention deficit hyperactivity disorder (ADHD), impulsive disorder, problems with mental functioning, paranoia, and loneliness. Frequent social media use was shown in a cohort study in 15- and 16-year-olds to have a modest association with self-reported symptoms of attention deficit hyperactivity disorder followed up over 2 years. A 2019 meta-analysis investigated Facebook use and symptoms of depression showing an association, with a small effect size. The report also found the U-shaped, curvilinear relationship in the amount of time spent on digital media, with risk of depression developing at both the low and high ends of internet use.

3.3 SOCIAL ANXIETY AND LONELINESS

Social media provides the freedom for users to openly communicate their feelings, values, and thoughts with the world. Loneliness appears to have a reciprocal relationship with social anxiety. Social anxiety is an anxiety problem where a person has an excessive and unreasonable fear of social situations. Social anxiety is known to facilitate loneliness; but loneliness also increases social anxiety and feelings of paranoia and this may represent a cyclical process that is especially active in the young and in our modern times may be mediated by the use of social media. This digital world provides a communication dialog into emotions. These
sites also contribute to discrimination and bullying. Although using social media sites satisfy personal communication needs, those who use them at a higher rate are shown to have a higher level of psychological distress. In general, people with social anxiety are less likely to be users of Facebook but more likely to be users of micro-blogging sites such as Tumblr or Myspace.

### 3.4 FREQUENCY OF DAILY SOCIAL MEDIA USE

The frequency of daily social media use was measured by presenting a list of the fifteen most popular social media. Respondent were asked to indicate how often they used these social media on a daily basis. Answer options were: (0) never (1) less than once a day (2) 1–2 times (3) 3–5 times (4) 6–10 times (5) 11–20 times (6) 21–40 times (7) more than 40 times a day. Finally, we also asked for each type of social media platform or app how often respondents posted something, using the same 7-point scale.

### 3.5 SELF ESTEEM

The degree of self-esteem was measured using the six-item self-esteem scale. This measure implies feelings of self-acceptance, self-respect and generally positive self-evaluation. Sample items are: “I am able to do things atleast as well as other people” and “I feel that I don’t have much to be proud of” (reversed coded). Response categories ranged from 1 (totally disagree) to 5 (totally agree). The items were averaged to create the scale scores. Cronbach alpha for this scale was 0.84

(M = 3.78, SD = 0.73).

### 3.6 CYBER BULLYING

Cyber bullying is misuse of information technology to harass or harm other people. It could be in the form of posting negative word or rumours about another person on the internet or social networking sites with an intention to embarrass or humiliate him/her in public. With the increasing use of internet services and mobile technologies, cyber bullying has become frequent, especially among teens. It includes communications that seek to control, defame, manipulate, harass or falsely discredit an individual. The actions are frequent, intentional and hostile intended to tarnish reputation of another individual. These actions are performed in social media, public forums or other online information sites. A cyber bully may be an online stranger or it can be an individual whom the victim knows. Today, the majority of people, particularly young people between age of 12 to 18 spend more time on social networking sites such as Facebook, Twitter and the like. There are numerous risks associated with these sites, among which cyber bullying is most common and widespread.

### 3.6 SPREADING UNTRUE INFORMATION

The cry of “fake news” has become commonplace and consumer confidence in even traditional media outlets has been significantly eroded. Unfortunately, false, misleading, or confusing online content can harm your brand’s reputation, upset even loyal customers and can dissuade people from even considering the purchase of your products or services.

**Online reviews:** Retailer and stand-alone review sites exist to help consumers make good choices. While many reviews on these sites truly reflect the experiences of others, some are not. Fake reviews that heap either praise or derision on a business are commonplace.

**Unfortunate incident:** Even well-run companies make mistakes or have an employee who behaves inappropriately. If a story regarding an incident goes viral, even if something like it has never happened before, your company may find itself in a lengthy online public relations battle.

**Unclear or unreliable health information:** Online rumors can get started about the safety of certain foods, products, ingredients or treatments that have little basis in fact. Unfortunately, social media users may continue to spread this misinformation, which may cause readers to avoid purchasing, or even considering the products or services referenced in these posts.

**Political Lines in the Sand:** In 2018, owners of restaurants and other businesses found themselves in the crossfire of intense political loyalties when they appeared to take sides, either on the left or the right. Even if your company doesn’t take a side politically, the mere appearance of favoring one party over an other can cause political fallout with boycotts and fake reviews.
3.7 FEELINGS OF ISOLATION

While on the surface it appears social networking brings people together across the Internet, in a larger sense it may create social isolation and even addiction. In a study published in 2016 by a researcher at Swansea University, people experienced the psychological symptoms of withdrawal when removed from social media. As people spend increasing amounts of time on social networks, they experience less face-to-face interaction which also makes them more dependent on devices. Scientists have evaluated social isolation in many studies, and have determined that it can lead to a host of mental, psychological, emotional and physical problems including depression, anxiety, somatic complaints and many others.

4. SOCIAL NETWORKING ASPECTS

There are many positive aspects of social networking, but there are equally as many dangers and negative aspects that come with the use of sites such as Facebook, Twitter, LinkedIn, Google+, Pinterest, Tumblr, Instagram, gaming sites, and blogs.

4.1 POSITIVE ASPECTS

Social media allows the social growth of the society and also helps many businesses. It provides tools like social media marketing that can reach a millions of potential clients. Social media is a great tool for creating awareness about any social cause. Many people use social media to make themselves heard to the higher authorities. It can also help you meet like-minded people. It is an effortless way to connect with the like-minded people. You are just a single click away from an incredible number of such people. Regardless of location and religion, social networks are helpful in reviving and preserving relationships with other people.

4.2 NEGATIVE ASPECTS

Many physiatrists believe that social media is a single most factor causing depression and anxiety in people. It is also a cause of poor mental growth in children. Increased use of social media can lead to poor sleeping patterns. There is an increased ‘Fear of Missing out’ (FOMO) at an all-time high in youth because of social media.

5. RESULT

As awareness of these issues developed, many technology and medical communities continued to work together to develop novel solutions. A cost-efficient intervention that included cognitive reconstruction, reminder cards, and a week-long diary keeping effectively reduced the addiction to social media and further improved mental health and academic efficiency.

6. CONCLUSION

As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day. In conclusion, social media is, and will continue to be, harmful, unless something is done about it. The power it has over people is dangerous and often goes unnoticed. People should care because if not addressed, or taken care, of social media could cause national and international problems. Social media can be a great way to connect with people, but you must not neglect the importance of physical communication with others too. Never let these online social platforms take away your precious time or control your life, you should be the one that controls them as a tool. Social media stunts interpersonal growth and increases narcissism in many internet users. Social networking allows hoaxes and false information to cause widespread chaos. The only way to resist social media addiction is to train your will and devote less time to your internet activity.

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REFERENCE


