

Social Media Addiction among Adolescents with Special Reference to Facebook Addiction.

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Abstract: 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. Addiction, often referred to as dependency leads to tolerance a state of which the addicted person needs larger and more regular amounts of whatever they are addicted to, in order to receive the same magnitude. Often, the inceptive recognition is not any longer felt, and the addiction continues to become larger and withdrawal becomes painstaking as well as unsuccessful for the individual and his family Why is there a need to study about media addiction? The researcher feels that there are various reasons that affect the well being of adolescents and some of them being, the objectives and the goals of the adolescent being smashed , Loss of Parental relationship, Disrupted interpersonal relationships, Fading Social and cultural values, subjection to unhealthy environment and so on . Hence this paper is an attempt to understand social media addiction and the reason and effects that surge social, mental and behavioral problems among adolescents.

Keywords: addiction, adolescents, behavior, Facebook addiction, Social media, well being

I. Introduction

There has been an increasing need for people to find ways to be connected with friends, family members, co-workers, classmates, and those they have just met with the help of social networking sites. One of the most commonly used sites with 1.79 billion active users is a site most are familiar with, Facebook. According to a recent statistic it was found that a surprisingly 1.18 billion users Facebook website, users log onto their accounts daily. Over the recent decades, the usage of Facebook has expanded beyond individual use and has plunged into the hands of media commercials, advertising agencies that promote products and services, and this has in turn caused an increasing concern for colleges, schools and parents to monitor and limit the use of the site due to poor performance of students or overindulgence over this site and has increased the need for researchers and researches to understand the reasons and factors leading to it. This paper is an attempt to understand the difference between addiction and a habit and a brief insight into what Facebook addiction does to the adolescent with respect to his career goals, accompanied by behavioral problems, disrupted interpersonal relationships and discusses other few aspects. The paper states that Facebook addiction is much alike to other addictions and there is a need for parents, teachers, people of reputed posts and designations to being aware of such circumstances to be able to identify and to be able to deal with it effectively . Initially the mean age of Facebook users being 22years were also one of the reasons behind the study.

II. Review of Literature

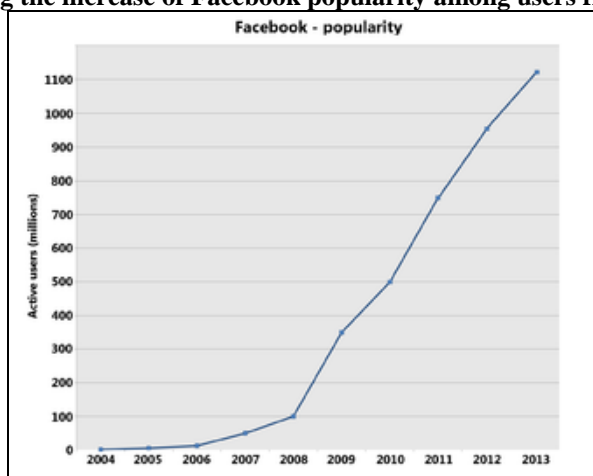
A current controversial topic is whether or not social media addiction should be included in the DSM-V.^[1] Extended use of social media has led to increased Internet addiction, cyber bullying, sex chatting, sleep deprivation, and the decline of face-to-face interaction.^[2] According to several clinics in the UK, social media addiction is a certifiable medical condition. One psychiatric consultant claims he treats as many as one hundred cases a year. And as the title of this article states, "Social media addiction recognized as official condition".^[3] A study last year by the University of Chicago found it can even be more addictive than cigarettes and alcohol. The recent German study is not the first to study the social effects of Facebook. In fact, a study published in December 2012 found the more time college students spent on Facebook, the worse they felt about their own lives Some may argue that Facebook is efficient in disbursing virtual empathy since people feel good when a lot of people wish them on their birthday. The reality of course, is that the numbers game of "likes" is creating a

compulsion or addiction. Facebook is an addiction when one finds constant pleasure from the experience. Facebook is a compulsion if it creates an anxiety when one is not online. It would be interesting to evaluate through a functional MRI if there are new parts of the brain that light up as we get more likes and acceptance on Facebook and whether they are the same areas that light up when we satisfy our craving for food, sex or drugs. The reality is that Facebook is not going anywhere anytime soon, and we as a race expect instant gratification in everything that we do including Facebook. The impact of anxiety and mental health issues in the American population and even worldwide are mounting, and one cannot underestimate the impact of social media in exacerbating circumstances that lead to anxiety and depression.^[11] In a study by researchers at the University of Winchester, ten self-confessed Facebook “addicts” and ten prolific tweeters were asked to stop using their accounts for four weeks. Many quickly became isolated from friends and family and reported feeling “cut off from the world”. Facebook is particularly popular with young people (Boyd, 2007), especially those in college or university (perhaps reflective of its roots in the student community). Hargittai’s 2008 study found Facebook to be the preferred mode of social networking for many young people.^[14]

III. Facts and Figures

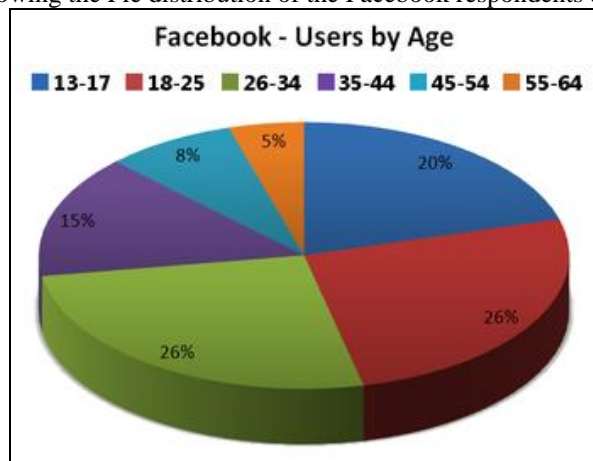
Facebook has more than about 1.79 billion users and 1.66 billion mobile active users. About 300 million photos are uploaded through Facebook every day. Every 60 seconds on Facebook: 510 comments are being posted, 293,000 statuses are updated and 136,000 photos are being uploaded on the website. The reason for taking Facebook users targeting to College students Facebook says that the median age of the user is about 22 years. The top five countries, in alphabetical order, where people connected from since the 1 billion user record was achieved: Brazil, India, Indonesia, Mexico and the United States.^[15] In November 2011, it was reported Indians spend more time on social media than on any other activity on the Internet.

Fig 3.1 showing the increase of Facebook popularity among users from 2004 - 2011



Active users of Facebook increased from just a million in 2004 to over 750 million in 2011.

Fig 3.2 showing the Pie distribution of the Facebook respondents by their Age



IV. Addiction

What Is Addiction? What Causes Addiction?

Often people with an addiction or addictions are not in control over things that are doing, taking or using. The addiction thus reaches a point that is seemingly harmful and has detrimental effects over a person physically emotionally and socially and in turn affecting the well being of a person. An addictions not only include physical attributes that we consume, such as drugs or alcohol, but may invariably vary from anything that is virtual to any such abstract things from gambling to seemingly harmless products, such as chocolate . In simpler terms addiction may refer to a substance dependence (e.g. drug addiction) or behavioral addiction (e.g. gambling addiction).

What is the difference between a habit and an addiction?

Addiction involves a psychological, physical , social and environmental component where the person is unable to control the aspects of the addiction without intervention because of the severity and the various physical and mental factors involved. Habit occurs by choice. The person with the habit can choose to stop, and will subsequently stop if they want to. In simpler terms with a habit the person is in control of their choices, with an addiction persons are not in control of their choice. Addiction to substances or activities can lead to serious problems at school, work, and home in turn affecting the society at large. The causes of addiction vary considerably, and are not often fully understood. They are caused in general by a combination of physical, mental, circumstantial and emotional factors.

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. Addiction, often referred to as dependency leads to tolerance a state of which the addicted person needs much and greater amounts of the addiction causing agent , they are addicted to, in order to receive the same magnitude. Often, the inceptive recognition is not any longer felt, and the addiction continues to become larger and withdrawal becomes painstaking as well as unsuccessful for the individual and his family

Facebook Addiction

Why is there a need to Study about Facebook Addiction?

There are various reasons to study about Facebook Addiction and some of them are

The Objective and the goal of the Student is Smashed.

Students are more drawn to Facebook as it has many gaming application and instant responsive chat facilities and are caught up in the virtual world for hours and hours. These games make them unaware of the time; their responsibility and goal are set towards achieving and accomplishing the various levels in the game. According to an Indian study based on addiction that says people in the age group of 15- 30 use Facebook more than 12 hours a day

Academic Performance

According to the researchers conducted by Ohio State University it was found that Social Networking Sites have a effect on the Studies. It has been compared the scores or the grades of the users and the non users of Facebook and it has been proved that non users of Facebook perform well in their study. At the same study the study does not go on to blame the Social Networking Site but the appropriate use of Facebook media with proper planning and guidance of teachers and parents, Facebook as a tool could be used effectively to socialize with friends without affecting the academic performance of the students .

Parental Relationship is Spoiled

Children spend more time on the internet, especially on Social Networking sites like Facebook rather than spending time with their parents. In certain educational institutions where the usage of Facebook is not entertained, children come home and make it up by spending time at home in front of the internet, where they either play or chat with their friends online. Children often lock themselves up and seek for privacy when they are on social networking sites as they often see their parents as a threat. This causes a strain in relationship between parents and children. Parents growing inquisitiveness as to what the children are doing and children increasing tendency to maintain their privacy, their personal life and friends creates a rift between parents and children. Ray and Jat (2010) have found that mass media has potentially harmful effects on the health and behaviors of children, as they “are not yet mature enough to distinguish fantasy from reality, particularly when it is presented as “real life”. This can lead the child to have distorted views about the world and their relationships with other individuals. It can also lead the child in turn to spend less time with their parents, or doing outside activities, which can cause isolation and aggression over time.

Effects on Interpersonal Relationships

Data suggests that social media is used by participants to fulfill perceived social needs, but are utterly disappointed. This causes problems as it interferes with “real life socializing”. Some of these views are stated in an Atlantic article by Stephen Marche titled, "Is Facebook Making Us Lonely?". Sherry Turtle explores similar issues in her book *Alone Together*, as she discusses how people confuse social media usage with authentic communication. Some online behaviors cause stress and anxiety, much of this associated with friends and the existing of few online posts. Researchers found that only exchanges that involved direct communication and reciprocation of messages to each other increased feelings of connectedness. However, passive usage of social media without sending or receiving messages to individuals does not make people lonely unless they are characterized lonely to begin with. Sometimes they are living in a virtual world and the practicality of the life and the true meaning of life and its color and the meaning of joy are being lost.

Social and Cultural Values are Changed

Social networking sites are the easiest way to connect to people across the globe. One can easily make friends in Japan, Korea, Australia, Africa or the United states of America. One needs to have a good updated and friendly profile to attract friends. Since India by itself is a culturally diversified country, people within and across the country get influenced by each other and try to imitate each other. Social and cultural values of various country are brought to limelight and sometimes it gets so interesting that one may want to imbibe it or practice it. The advent of marketing and marketers and advertising agency has led to the vast social and cultural change. To see the latest innovations or to get the latest gadgets or to get the fine linen of clothing, one does not even have to go to shopping malls, all they have to do is to log into the Facebook to get connected to the world.

Information Breach

Social Networking Sites does not need a particular age category to be a part of it. Any user can fake their age and be a part of it. Prolonged hours in front of the computer, excessive usage of media and related applications can prove hazardous to Children. Children are exposed to unwanted friendship and entertainment beyond their age which spoils the young minds. Children everyday view unwanted posts and read unwanted blogs and view unwanted sites that in turn lead to the breach of information.

V. Conclusion

A Continuous sequential solution is not found. Issues can be solved by focusing on various attitudes. A multifocal attitude can change the issue; it can even change a problem Psychiatrist opinion about mental health is that mental health has to be maintained as balanced in any human being. Any county is based on youth development. Globalised issues of youth is the misuse of media particularly social media but studies says that Facebook usage has very high impact on youth rather than any other media. Using social media is inevitable but constructive usage of social media is 8.9% that is restricted and the balance is randomized. As per India's concern the Facebook, social media has become the Bain rather than the boon. The inevitability of the communication technology development is drowsing the youth. Their constructive aim or goal in life is being crushed, smashed and swapped by social media. To solve this issue many youth hinder academic part particularly teenaged or college students are almost having an addiction towards Facebook social media. This is the age for them to set up a positive focus, set a goal for life rather the time being eaten by Facebook and the future is being spoiled because of this parents are in stress, teachers are not honored and friends are scattered. The financial status of the parents is being misused. Honesty of the children is being corrupted; divinity stolen and academics are Sloan or inclined. They are living in a virtual world where the truth is not focused. After severe addiction and impedance, it is tough to bring them out. There are centers for several attitudes such like drugs and alcohol etc. for psychological issues and rectification centers with medicines are available. For issues like Facebook addiction there is no rectification. Hence parents as well students have to establish the time being spent accessing social media sites, setting limits on the screen time excluding work and homework related computer usage, secondly comparing it with hygiene, exercise healthy eating habits adequate sleeping hours, real life relationships, prioritizing over work and assignments and thirdly being careful over, given the advantage of being bullied, cyber stalked, or losing your privacy and fourthly to be aware of becoming emotional or being emotionally neglected or deprived over Facebook related events and persons. In all the above mentioned scenarios and situations, if anomaly has been identified, be sure to be able to get off the social media sites for a while until the moment that one is able to strike a balance between reality and virtual reality.

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